



Church Branding *That Inspires Action*

External Messaging that Moves People

The Goal of *This Teaching*

Help you make a strategic mindshift in your external messaging that will help you connect with outsiders in a way that causes them to make a decision towards a first step of faith.



“A brand is a promise of what to expect and how consistently you deliver on that promise.”

Dawn Nicole Baldwin



Benefits Over Features



In his book *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Simon Sinek explains how the invention of the mp3 player shows the importance of starting with the “why.”

Apple did not invent the mp3 player but is credited for revolutionizing the music industry with it. Creative Technology, with much more experience in digital sound, created the player 22 months before Apple.

What happened?

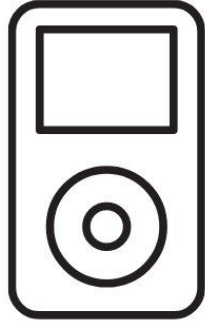


Creative Technology advertised an mp3 player with **5GB of memory**.

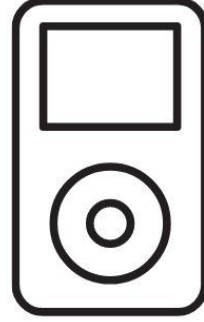
Apple marketed **1,000 songs in your pocket**.

The “what” is 5GB of data.

The “why” you want 5GB of data is because it allows you to take 1,000 *songs wherever you go*.



**1000 songs in
your pocket**



**5 Gigabyte
storage**



**Buy our 200W
Charger**



**Charge your
phone in 10 mins**

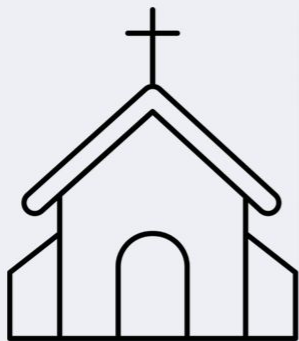


Benefits *Over Features*

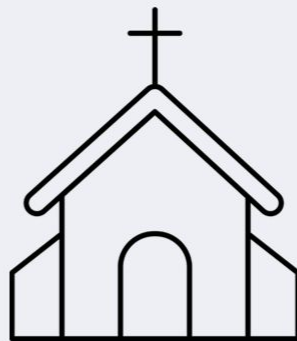
Businesses that do not understand how to explain why their features are life changing will not have customers, not because their products are not good, but because people do not understand *why they need it*.

Benefits *Over Features*

Churches that do not understand how to explain why their *ministry* is life changing will not have *guests*, not because their *churches* are not good, but because people do not understand *why they need it*.



Features:
Sunday Worship,
Disciple, & Prayer



Benefits:
Freedom, Purpose,
Connection, & Hope

Benefits *Over Features*

- **Feature:** Discipleship, Serving, Worship.
- **Benefit:** Freedom, Purpose, Connection.
- You know that people need sound biblical teaching, Christian community, and God's presence in their lives, but your job is to communicate *why they need it*.



Addressing Felt Needs



Felt Needs

Churches can promote their ministry in a way that communicates “*benefits*” and “*the why*” through speaking to people’s **felt needs**.

These are the needs that people are motivated to address, even if they don't always connect them to a deeper spiritual issue.

“A "**felt need**" refers to a specific, immediate, and often emotional need or desire that people recognize in their lives.”



Felt Needs

Emotional Needs: Finding peace, hope, or purpose in life.

Relational Needs: Building community, improving marriages, or strengthening family relationships.

Practical Needs: Support for parenting, managing finances, or recovering from addiction.

Spiritual Needs: Feeling closer to God, experiencing forgiveness, or seeking answers to life's big questions.



How People Make Decisions

How People *Make Decisions*

Good Branding Opens the Front Door of Your Church

People make decisions based on how your services can make their life better.

Good branding understands this and does not narrow the front door of the church by only speaking to people who only value what the church values.

How People *Make Decisions*

Good Branding Helps People Take a First Step

The messaging portion of your church branding should help people take a first step towards faith.

To do this, communicate the **why**, the **benefit** and the **felt need**.

We know what they need, but we need to do an effective job of showing them why they need it if they have not yet embraced a redemptive mindset.



The Power of Story



Product you sell



Story you tell



Stories Inspire People More Than Facts

People can buy any shoe to play basketball. It really does not matter that much.

The thing that sells the shoes is the story that is connected to it.

To inspire people to take action we need to continue to tell stories of life change.

Stories reinforce the message of your branding.



Understand the Goal of Branding

What is the Goal Of Your Branding?

If your goal is to only tell people who you are or what you offer then you are only giving people half the story.

The goal of your branding should be to invite as many people as possible into a relationship with you and your church.



What is the Goal Of Your Branding?

This does not mean that you cannot or should not be spiritual or even religious in your messaging.

It just means you need to remember what inspires people to action.



Action Steps

Review the text on your website to see if you are addressing felt needs.

buildthechurch.com



buildthechurch.com