



Church Marketing 101: Preparing Your Church for Greater Growth

Richard Reising

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Over 50% of the churches in the United States should not be marketing themselves.

Shocked? You should be. Almost every church wants to grow, but why do some succeed while others struggle? If you're a pastor or a layperson serving on an outreach committee or evangelism team, reading this book will help you avoid the pitfalls that prevent churches from growing.

The answer is simple. "God is not as interested in promotion as he is in preparation," says recognized church marketing expert Richard Reising. In *ChurchMarketing 101*, Reising demystifies basic marketing principles to show how simple changes can remove roadblocks to attracting visitors and future members. Tested in light of Scripture and the concerns of the local church, this empowering and practical book will help you see your church in a new way-and make adjustments to reach your community more effectively for Christ.

"Richard Reising has done a great service to all who are interested in increasing the influence of the gospel by writing *ChurchMarketing 101*. You will finish this book with a clearer head and a hotter heart!"-David Shibley, president, Global Advance

"Reising converts lofty corporate marketing strategies into simple, Christ-centered, and people-focused principles. Any organization will take away a clearer sense of vision and a greater understanding of how to get there."-Dave Dravecky, founder, Outreach of Hope

Richard L. Reising is the founder and president of Artistry Marketing Concepts, an organization based in Dallas, Texas, that helps churches and ministries make wise use of marketing, design, and technology.

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