

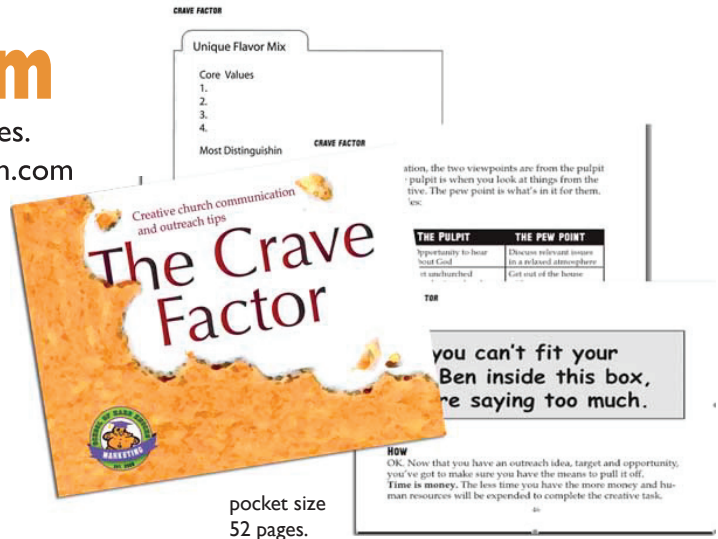


TastyFaith.com

Hot resources. Non-Sugarcoated Issues.
phone: 773 929 8217 info@TastyFaith.com

Need Help With Creative Communication?

The *Crave Factor* is your pocket guide to church marketing. You'll discover your unique flavor mix (aka: brand identity) and how to hit the sweet spot of your target audience.



pocket size
52 pages.

Discover Your Crave Factor

•Think of the Christians throughout your life that made an impression on you. Did they make you think Christianity was something you needed or something you wanted?

•Who was more effective?

In your Ministry

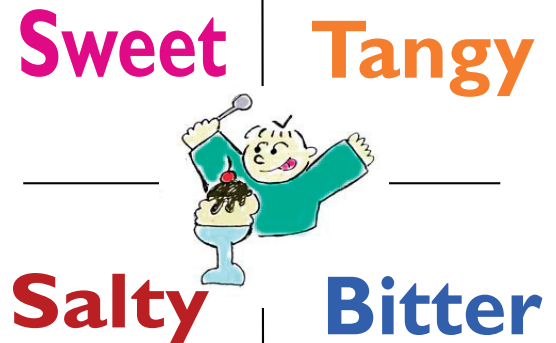
•What approach do you have when reaching out to seekers, supporters or members—a crave message or a “you need it” message?

•How can you tweak your current communication to move from a “need” strategy to a “crave” strategy?

THE LIFESAVER THEORY

The less a speaker knows his audience, the more likely those sitting in the pews are to eat LifeSavers.®

What kind of aftertaste does your program leave with visitors?



The Pulpit vs. the Pew Point:
Are you focusing on why they need it
why they want it?

A creative brief will cover the following seven points that are critical to that project's success:

- Ahah-portunity
- Who (a target)
- What are we going to do about it?
- When (a deadline)
- Big Ben (what's-in-it statement for your target)
- How (a well defined budget)
- Wow (an evaluation process)



Order today at TastyFaith.com . Creative Consulting and Workshops are also available.