

## Presenting the Church to Others

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1. **Talk about your family.** I recently listened to several dozen professionals tell one by one how they prefer to be approached by sales people. Uniformly they said, “Talk about your family or your vacation. If you start talking about your product right away, I don’t want to talk to you.” This applies to presenting the church to others as well.

Everyone wants to know that you are human and just like them. The friendly, approachable, and sincere people are the most effective at meeting and interesting new people. Churches are communities of like-minded people who share their lives, are supportive, and most of whom enjoy being with each other.

2. **Be yourself.** People who pretend to be something they usually aren’t, come off as phony. Acting “professional,” or “religious” puts people off. People who have an agenda come off as having an agenda, and it shines like a beacon that they really aren’t interested in others, just their agenda.

3. **Dress like others,** especially for the environment. If you present yourself in a business suit, they may want to apply for a loan, but not socialize with you. People gravitate toward people who are like themselves, and appearance is a first clue.

4. **Listen.** The largest part of working with people is being a good listener. Asking questions about them, and listening let’s you discover what is relevant in their lives, and how you can effectively work with them and serve them. Conversations should be mostly questions, not answers.

5. **Don’t argue.** Arguments just drive a wedge between people, and drive them away. Everyone has a right to their point of view, and arguments harden opinions rather than change them. Most people have much more in common than they have significant differences, and arguments just demonstrate intolerance. It’s much better to say, “I see your point,” and leave it at that.

6. **Have a “What can we do for you?” attitude.** Churches are here primarily to serve. Those who come off as “Can we get our hooks into you and get you to serve us,” scare people away.

7. **Know your church’s purpose.** Churches that are lifeless and purposeless attract no one. What does your church feel is its role in your community and world?

8. **Don’t be pushy.** Pushy pushes away. Inviting people to come, such as “We would love to have you visit us,” is welcoming, but “You have to be there....,” for whatever reason you think, usually results in ensuring they won’t ever come. But be sure and ask. One thing is certain: if people aren’t asked, they don’t come or pitch in. If you don’t ask, they may not even feel that you even want them to come.

9. **Invite their help.** Ask them to look at your future plans and ask if they look interesting. People actually like to contribute their effort, especially if they don’t feel they are walking deeper into a trap. As they see what you offer, or get involved in the planning, they may get interested.

10. **Respect their limits.** When the conversation is over, or if they indicate they don’t want to talk about something, stop.