



A WORKSHOP FOR CHURCH LEADERS AND PASTORS

We Have 20 Seconds: Low-Cost Sunday Morning Outreach

Welcome newcomers, increase your visibility in the community, and offer a church experience members will share with friends and neighbors.

This 2-hour workshop offers practical steps for real-life congregations.

Topics include:

- We have 20 seconds to make a first impression
- Welcome others as Christ welcomes us, in ways that might surprise you
- Where's the Tour Guide? Navigating the building and the worship service
- Worship boldly, promptly, clearly, and professionally
- Your website talks to strangers. Do you know what it is saying?
- Small details send big messages
- You're a Rock Star: Public image realities for pastors and church leaders
- Getting started, one step at a time
- And more

Dear Church Leaders and Pastors,

I know what it means to be part of a church family. I've served as a church council officer, choir member, Scripture reader, hospitality volunteer, Bible school worker, and more. I realize church budgets and staff are stretched, and our traditions are important to us. The strategies I'll present in this workshop emphasize the positive and the practical. We will talk about fine-tuning and enhancing the messages we share as parts of the Body of Christ.

Please make plans to attend.



Carla Kocher, BA, MPA

Marketing Coach to small businesses, non-profit organizations, and human

Peace in Christ,