

NAJUHAK BROOKS
MINISTRIES

MARKETING

THE MISSION

MATTHEW 28:19-20



*A Full Marketing/Evangelism
System for Ministries*

*Presented to
Ministry Leaders on the Move!*

About Us



Marketing the Mission is dedicated to helping you:

1. Identify your core audience.
 2. Provide you with the tools, materials and plans to reach your audience.
 3. Teach you and your key associates how to effectively communicate a streamlined message.
 4. Become educated as to the processes of marketing as an umbrella and help you to decide which of its disciplines your organization should adopt first in reaching a targeted audience. The education is provided through monthly webinar seminars facilitated by a consortium of marketing professionals, savvy executives and successful business owners.
- ▣ 5. Become TRUE difference makers within the communities you are called to serve by bringing The GREAT Commission to life with relevant marketing principles designed to spread a very relevant message...The Gospel!

Our Philosophy...

- ▣ In just three years of earthly ministry Jesus made an EVERLASTING impact...starting with His inner circle of 12 disciples, His followers, His critics, His local/regional communities and eventually THE WORLD!
- ▣ The key to any organization's success is to equip not just the HEAD, but a handful of KEY players with the PLAN!
- ▣ Jesus taught us through His AMAZING method of Evangelism the SECRET to healthy, effective growth for the church and any corporation ...

LEADERS MUST EFFECTIVELY DUPLICATE THEMSELVES IN OTHERS TO ACCOMPLISH THE VISION!

Our *Marketing the Mission* program is designed with this philosophy in mind. We start with equipping the Pastor and leaders, work to ignite and engage the congregation and THEN invite the community to join a *MINISTRY ON THE MOVE!*

Our System...

- ▣ Marketing the Mission comprised of a 12 month Webinar (or LIVE) course held only ONCE per month and inclusive of a 1-2 day workshop to prepare the congregation as a whole and each ministry specifically with their marching orders once the course work is completed. *The courses are taught by a consortium of marketing professionals in their respective fields. This program is also offered over the course of 12 weeks.*
- ▣ Ministry Leaders will develop a full understanding of how to build a poignant brand for the ministry and market the vision and services of the church to the community it serves in a relevant, practical and effective manner.
- ▣ **Course Topics Include:** Developing and Communicating the VISION, Identifying the Key Players, Understanding The Make-Up of Your Ministry, Your Geographic Location, Knowing Thy Neighbors, Perception, Your Target Audience, I've Got Their Attention Now What?!, Budgeting for Marketing Ventures, The Essentials of Brand Building, Social Media Management, The Power of Godly Partnership, Thinking and Reaching Outside The Box, and The GREAT Commission.

Precept Upon Precept

- **Phase 1 – 3 Months (Focuses on the Leadership and the Heart of Mission)**
- The VISION
- The Key Players
- The Make-Up of Your Ministry / Organization
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- **Phase 2 – 3 Months (Focuses on the Audience...INTERNALLY and EXTERNALLY)**
- Your Geographic Location
- The Neighbors
- Perception of Organization...Ministry
- Target Audience
- (During this phase, logo is being developed, tag lines created, websites (BY REQUEST) are being built and all behind the scenes work in preparation of a marketing launch is taking place by ENV Marketing team)

Precept Upon Precept (cont.)

- **Phase 3 – 3 Months (Focuses on SOLID, PROVEN Marketing Principles and Practices, Brand Strategies and Cookie Cutter Plans for each new initiative and a plan to ignite existing ones)**
- The Essentials of Brand Building
- Communication 101
- Budgeting for Marketing Ventures
- (During this phase the marketing materials are ready and being presented to the internal organization. This is also the phase wherein, a 1-2 day workshop is presented to the congregation/organization.)

- **Phase 4 - 3 Months (Focuses on A purposeful leadership team and passionate congregation or volunteer force) telling the WORLD WHO YOU ARE, WHAT SERVICES YOU OFFER, WHY THEY SHOULD JOIN and WHY THEY SHOULD BE COMMITTED TO GROWTH EFFORTS**
- The Power of Godly Partnership
- 3 Main Objectives – I've Got Their Attention Now What?!
- Thinking and Reaching Outside the Box!
- The GREAT Commission
- (During this phase, the pastor, leader(s) are enforcing the precepts with study, meetings, pow wows, etc. The makeover internally and externally has happened and with CONFIDENCE, PURPOSE, ASSURANCE, STRATEGY, PARTNERSHIPS, MATERIALS, etc. you are ready to IGNITE the people to which you are called to serve!)

Marketing Tools *(Additional Service)*

- ▣ Not only are the ministry leaders and congregation taught lasting, revolutionizing marketing fundamentals, but Marketing the Mission is your gateway to full service marketing products!

- ▣ **Included in your package is:**

- ▣ A custom basic LOGO

- ▣ A full color double sided custom 4X6 general marketing flyer (5,000 copies) *3 day ground shipping is additional but nominal.*

- ▣ One inclusive appearance for Organization Leader / Pastor and First Lady on *“THIS IS THE DAY” NJ GOSPEL Television* (taped in West Orange, NJ) and a copy of the edited DVD. The DVD will be ready for you to make mass copies and distribute to your congregation, guests, prospects, neighbors, upload to your website, and will be used as a GREAT witnessing tool. This world is visual. If we are going to claim the attention of our prospects in a crowded space full of distractions we must present ourselves in a polished, effective manner.

- ▣ ***A basic 3 page website is available, but additional...***

WE BRING YOUR VISION TO LIFE!

Minimum Investment...

Maximum Results!

- ▣ This monthly Webinar-based OR LIVE instructional program, study/planning materials and 1-2 full day workshop...is available to a maximum of 5 (Five) Ministry Leaders...Pastor (Organization Leader) and four appointed persons for 12 months
- ▣ *For churches / organizations with up to 150 Members - A Monthly Seed Offering...For Classes only...NO MARKETING MATERIALS...Custom plans for marketing services are based upon individual budgets.*

TO EDUCATE UP TO 5 KEY LEADERS, DEVELOP YOUR BRAND, REVOLUTIONIZE YOUR MINISTRY, IGNITE YOUR CONGREGATION AND...
IMPACT YOUR COMMUNITY AT LARGE!

CALL US TODAY 866-350-1150, ext. 0