

you cannot keep track of all of the social media companies out there, be sure you are connected with the big three, YouTube, Twitter, and Facebook. Create an account with these social sites, and begin using them. You will find a new audience of seekers through this median.

Remember the value in tagging. Every time you add a post to your blog or YouTube page, make sure you use the tag option. Think of a minimum of 15 words or phrases that describe that post or video and type them into the tag. Also, always tag your name to help Google and other search engines find you easier.



Rajkumar Dixit is a church communication consultant. He is the author of Branded Faith: Contextualizing the Gospel in a Post-Christian Era. You can read more at rajkumardixit.com.

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in marketing. Flip through a magazine and test the ads—they either grab you immediately or leave you turning the page. Now think about the ones that do get your attention. Why did they? What's speaking to you? Now think about your target (your very specific target from tip number one above) and consider what's going to grab them by the lapels and speak directly to them and give them a reason to keep reading. When you do this, you're getting close to a marketing piece that will yield big dividends.

3. Think value. Once you catch your prospect's attention with a powerful headline, the next trick is to keep them reading. Take time to explore what your target values with respect to what you can do for him or her. You've probably known what WIIFM stands for: What's In It For Me? Folks want to know what they're going to get. Your copy should tell them clearly and powerfully.

4. Tell readers what to do. This may sound pretty basic, but you'd laugh at how many times I see pieces that have omitted

this one vital element. It's like leading a reader down this wonderful path, telling him everything he wants to hear only to leave him standing there at a fork in the road scratching his head. What do you want him to do? Call? E-mail? Visit your Web site? Tell him what to do and how to do it or lose him forever.

5. Remember the letters AIDA.

These letters sum up a good marketing effort: Attention, Interest, Desire and Action. Get their attention, capture their interest, arouse their desire and give them an action to take.

Let me hear from you. Have you polished your marketing pieces lately? What's working best for you? Do you have a sample you can share? I'd love to see them. Please send them to me, along with any comments or questions you have about this article, at Bob@CorcoranCoaching.com.

Bob Corcoran is a nationally recognized speaker who is founder and president of Corcoran Consulting Inc. (CorcoranCoaching.com), an international consulting and coaching company that specializes in performance coaching and the implementation of sound business systems into the broker's or agent's existing practice.



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Practicing Communicating

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Stop reaching for yesterday. Those days are over it's time to recognize the future.

by Phil Cooke

My friend Seth Godin endorsed my book *The Last TV Evangelist*. Today, he wrote a terrific post on the recession and pointed out that it's made up of two things: 1. The financial recession, which is cyclical and will bounce back, and 2. the Recession of the Industrial Age, which will continue forever. Here's some of what he said:

"The other one, I fear, is here forever. This is the recession of the industrial age, the receding wave of bounty that workers and businesses got as a result of rising productivity but imperfect market communication. In short: if you're local, we need to buy from you. If you work in town, we need to hire you. If you can do a craft, we can't replace you with a machine. No longer. The lowest price for any good worth

pricing is now available to anyone, anywhere. Which makes the market for boring stuff a lot more perfect than it used to be."

Seth's right, and it made me think of "industrial age churches and ministries." In the Christian world, far too many organizations that experienced great success 5, 10, or 20 years ago don't realize that age is over.

I've sat in marketing meetings where the leaders are baffled at why they can't re-create their success from 2005, 2000, 1995, or earlier. Hey—if it worked then, why won't it work today? But they don't realize that era is over. Audiences change. Donors change. Cultures change. The world has changed.

As Seth says:

In This Issue

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- 2 Marketing Pieces That Work
- 3 Protecting Your Digital i.d.

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Society of Adventist Communicators

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“Protectionism isn’t going to fix this problem. Neither is stimulus of old factories or yelling in frustration and anger. No, the only useful response is to view this as an opportunity. To poorly paraphrase Clay Shirky, every revolution destroys the last thing before it turns a profit on a new thing.”

Jesus chastised the religious leaders of his day because they couldn’t read the signs of the times. I’m here today shouting the same message. The world is changing and yet far too many churches, ministries, and non-profits keep

on looking back, doing business as usual, and keep on failing.

Seth realizes that propping up the old method only keeps you from realizing real success. Stop reaching for yesterday. Stop being upset at your team because they can’t replicate past success. Look around you. Those days are over.

It’s time to recognize the future.

Phil Cooke is somewhat of a rarity: he’s a working producer in Hollywood with a Ph.D. in Theology. His blog is considered one of the most insightful resources on the

Web on issues of faith, culture, and media.

Through his company, Cooke Pictures based in Santa Monica, California, Phil advises many of the largest and most effective non-profit and faith-based media organizations in the world. He speaks to issues related to faith and the media and brings a new perspective to the issues of faith in the media and public square. He has recently released his new book, Branding Faith: Why Some Churches and Non-Profits Impact the Culture and Others Don’t.



Marketing Pieces That Work

by Bob Corcoran

The last thing you want in this fragile economy is to not get a strong return on your investments. These days you can’t afford to waste a penny. But one area where I often see agents and brokers toss loads of pennies (and big dollars) down the proverbial toilet is with their marketing pieces.

I regularly see flyers, brochures, postcards and door hangers fraught with serious problems that render them useless and a waste of cash. Simple basics and the more intricate nuances of persuasion are plainly and routinely ignored.

Here are five tips to help you squeeze out every cent from your marketing pieces:

1. Get specific and omit all generalities. One of the most common errors I see in marketing materials is a lack of specificity. On one level, I can’t

tell who the piece is meant to reach and on another level, the copy is too generic. The old saying in marketing goes, if you

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aim to reach everyone, you won’t reach anyone. I know usually, agents are looking to save money by only printing a one “catch-all” tool, but that’s a mistake. If a piece doesn’t scream to a specific person in a very select demographic, it might as well be kindling for your fireplace. The first problem: a generic target, leads to the second problem: a generic message. So at the start, be specific with who you want to reach, and then use the copy to talk directly to that person’s most important needs and wants.

2. Make sure your headline grabs people’s attention. We all know we only have a few seconds to make either a favorable or poor impression on those we meet. The same holds true

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by Rajkumar Dixit

Do you guard your social security number? You have probably heard of a person’s nightmare experience of identity theft. It can be a terrifying experiencing.

Do you use the same diligence in protecting your digital identity? Have you ever googled your name? You should. What comes up? What are people writing about you, and who is being associated with your identity?

Seekers are not only googling your church or organization, they also want to learn everything about you, the pastor or worker. What comes up when you google your name? According to some communication experts, you don’t exist if you don’t appear on the World Wide Web. In other words, you lack relevance.

Here are some steps you should consider when cultivating and protecting your digital identity.

Own your personal name domain. For example, I own rajkumardixit.com. I also own my nick name, “kumardixit” so people can find me easier. Even if you don’t want plan on creating a Web site or blog, it is worth spending the ten dollars to own your online identity. The last thing you want is for someone else to create an account in your name.

Create social media accounts with your name. While