

FORMULA TWELVE

The Formula of Communication



The Formula of Communication:

The 2+2+2 Strategy

Sermons are among the most important components of every church's Sunday experience yet most pastors don't have strategies to improve their preparation and delivery of sermons.

The 2+2+2 Strategy of Communication will help you focus in on the **2 most important goals** in communicating to your church, understand the **2 audiences** in every church, and stay **2 steps ahead** in your communication preparation.



A Biblical Initiative

“So we are Christ’s ambassadors; God is making his appeal through us. We speak for Christ when we plead, ‘Come back to God!’” - 2 Corinthians 5:20, NLT

As you prepare each week:

- Do you think of yourself as **Christ’s ambassador**?
- Do you treat your moments in the pulpit as though **God is making his appeal through you**?



The Bible commands us to “preach the word,” but it does not give us a singular method for doing so. Therefore, we lean on things like prayer, wisdom, and counsel to determine what will be the best way for us to “preach the word.”



The 4 Basics For All Communicators

1. The best speakers are the best versions of themselves.
2. Find common ground with your audience.
3. We can all get better.
4. Preparation directly correlates with success.



The 2+2+2 Strategy

2 Important Goals

Goal # 1: Information (**PASTOR EDIT**)



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2 Important Goals

Goal #2: Inspiration

We often communicate as if information changes our lives but the reality is information only guides what we are first inspired to change. Many pastors inform people but do not inspire them to change.



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2 Important Goals

Consider these questions to ensure inspiration in your sermon:

- What is the most positive way to say it?
- What is the most encouraging way to say it?
- What's the simplest way to say it?
- What's the most personal way to say it?
- What is the most interesting way to say it?



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2 Audiences

Audience #1: Believer

A church that only targets Non-Believers in sermons sacrifices size for depth. A church that only targets Believers in sermons sacrifices depth for size.

Tips for communicating to Believers:

1. Tie sermons to your vision
2. Always appeal to action
3. Don't overlook the basic issues



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2 Audiences

Audience #2: Non-Believer

Non-Believer sermons are intended to bring people in to the church. These are sermons that center on a felt need, address something controversial, or have a major evangelistic thrust.

Tips for communicating to Non-Believers

1. Consider your time
2. Don't use assumed language
3. Relevance & practical application



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2 Steps Ahead

Step #1: Preparation

Every successful sermon is created in the habits and preparation that formed it. Consider the following tips to improve your preparation efforts:

- Create a routine for success
- Involve a team
- Manuscript vs Outline
- Consider preaching your sermon to an empty room.



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2 Steps Ahead

Step #2: Calendar

Creating a preaching calendar allows for more preparation and prayer for each series. The effectiveness of each message increases because it will match the the state of mind of the audience.



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2 Steps Ahead

January: Topic of life change or purpose

February: Do a relationship series, people are considering Valentine's Day.

March: A book study or something to feed a discipleship need.

April: Easter means a new series that interest the unchurched. Strive to use a lot of stories of life change.

May: Use an 'improve your life series', topics that are very intriguing to a person beginning their faith journey.



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2 Steps Ahead

June & July: Biggest slump we experience in a year. Concentrate on a believer's series.

August: Revival centered series that includes 21 days of prayer for the fall harvest.

September: 2nd biggest growth season of the year. Use a new series that interests the unchurched.

October: Use a strong series that connects with the church and un church.

November: Compassion centered series or generosity based.

December: Felt needs where people struggle the most.



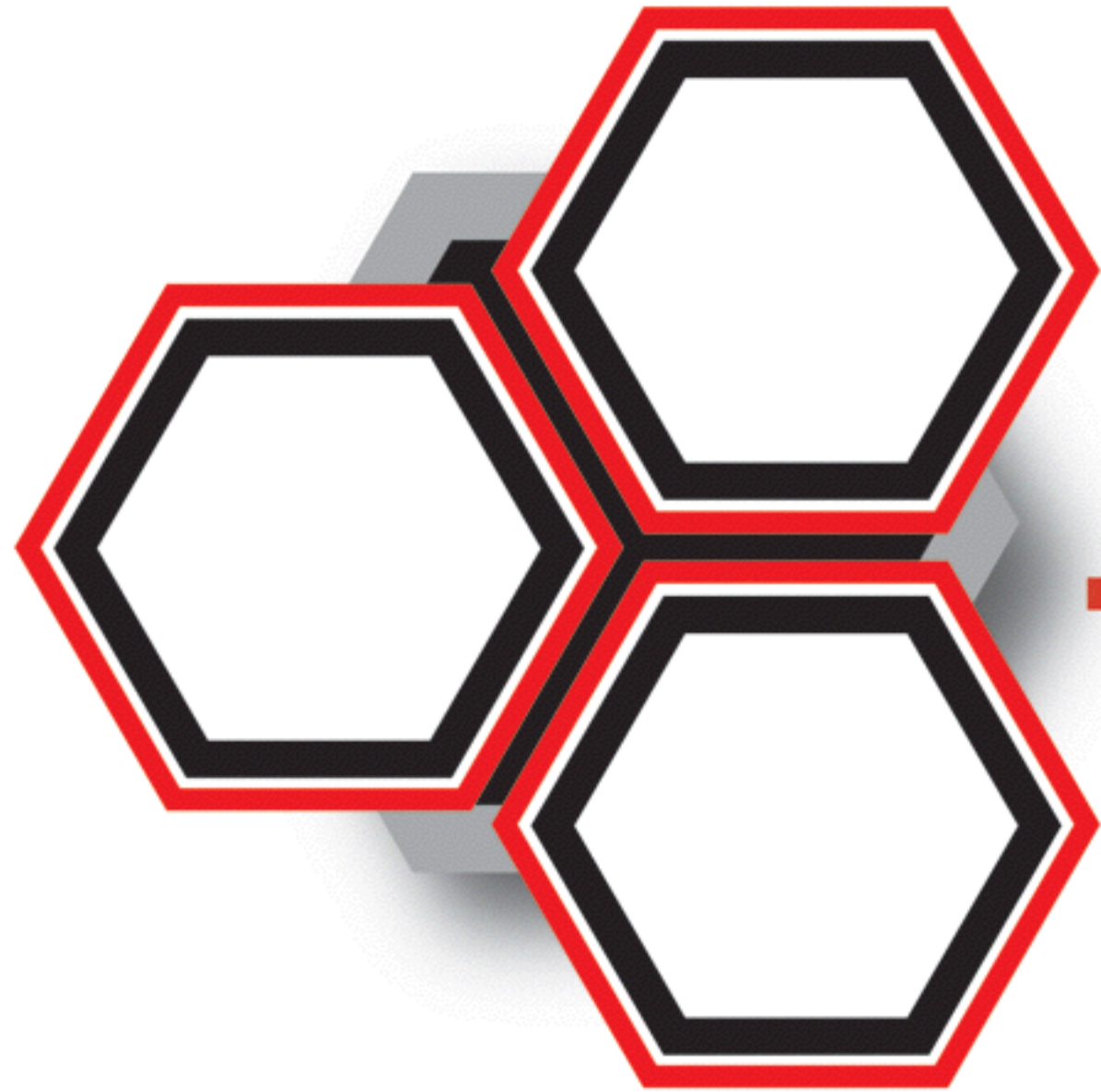
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Final Thoughts

No one can preach better than he prays. A clean heart helps you have a clear mind.

You cannot be thinking of yourself and change someone else's life.





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