



FORMULA **TWELVE**

The Formula of Impressing Guests



The Formula of Impressing Guests:

The 4x7 Law

Most people have already decided whether they will return for a second service at a church before the first song is heard and before the pastor ever begins to preach his sermon.

Understanding the power of a guest's first 7 minutes on a church campus, *The 4x7 Law* is meant to show you how to make 4 positive, meaningful impressions in the first 7 minutes of someone's visit to your church.



Imagine You're A First Time Guest At Your Church

- Where do I park my car?
- Which door do I enter?
- Where are the restrooms, nursery, kids ministries, sanctuary, etc.?
- Does anybody else smell that smell?
- Are they happy that I came?
- Where do I sit?



Preparing For Guests Is A Biblical Idea

Live wisely among those who are not Christians, and make the most of every opportunity. Colossians 4:5

Preparing for guests is much more than a *church growth* strategy. It is a biblical imperative.



We're Not The Only Ones Preparing For Guest

When a guest decides to attend your church for the first time the Enemy is going to do everything he can to sabotage their experience.

The Enemy knows that if he can sow pre-service defensiveness and negativity 8-10 churches won't do anything to turn those attitudes around.



7 Reasons To Develop Your Church's First Impression

1. You already have a first impression. Is it the one you want to be giving?
2. It provides an opportunity to put a LOT of people into ministry.
3. It preemptively answers the first question everyone is asking: “Can I make friends here?”
4. It creates positive energy.
5. It conveys professionalism/excellence.
6. It tells guests they're not just a number.
7. 90% of churches are Front Door Churches.



4 Ways To Impress Guests

1. **Direct Guests** with Signage and Parking
2. **Greet Guests** with Environments and Hosts
3. **Treat Guests** with Wow factors and Refreshments
4. **Seat Guests** with Ushers



Direct Guests With Signage

Well designed signage is necessary.

It should also be aesthetically pleasing, clearly written, and only essential.



Direct Guests With Parking

A parking team conveys to guests that you're expecting them. No activity in the parking lot wastes the first 2 of your 7 minutes to impress a guest.



Greet Guests With Cleanliness And Environment

The condition of your building, signage, landscaping, and foyer have a powerful impact on the impressions your church gives.

Memorize the next sentence and embed it into your thinking:
“Everything speaks to first time guests - everything.”



Greet Guests With Hosts

Hosts convey the message to guests that we're expecting them. An effective host team should be layered from parking lot to pew.

Layers/Positioning (on this slide) - image



Treat Guests With Refreshments

Offering refreshments is a simple way to convey generosity and to increase a guest's time spent in the lobby connecting with hosts.



Treat Guests With Wow Factors

First time guests are going to walk away from their first experience at your church remembering something. What would you want them to remember?



Seat Guests With Ushers

Ushers need to convey a level of customer service and a high level of professionalism especially in handling money and communion.



The 4x7 Law

Every Sunday at your church presents a new opportunity for you to put *The 4x7 Law* into action and to make a lasting impression on a guest.

Ask yourself each week what you can do to improve how guests are Directed, Greeted, Treated, and Seated.





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The Formula of Impressing Guests:

Lab

Checklist:

- ✓ Schedule
- ✓ Read
- ✓ Meet

Discussion Questions:

- ? What do guests think about your church?
- ? How friendly to they perceive you to be?
- ? What steps can you take to welcome them better than you do presently?
- ? If you were a guest visiting your church....
 - Would you be impressed with the facility and landscaping?
 - Would you be able to find the restrooms without asking?
 - Would you feel comfortable leaving your child in the nursery?
 - Would you understand what takes place during the worship service?

Tool:





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Appendix A

More than fifty years ago, approximately 90 percent of a church's guests came from the same denominational background. This meant that they already understood the church's theology, order of worship, music, values, and culture. We would have had little need to explain anything in a church of the 1950's. Most newcomers knew how to fit in the church. In today's world only 30 percent of our guests will come from a sister church or one of a similar background. That means that 70 percent come with little or no understanding of our church. Many guests will not be familiar with our worship format. They will not know when to stand, sit, or kneel. Therefore, we must be intentional in developing effective ways to move guests beyond the first visit if our churches are to thrive.

In the first 7 minutes of contact with your church, your first-time guests will know whether or not they are coming back.

A church keeps about 85 percent of its guests who come back for a second visit the week after their first visit. This points out the importance of being gracious hosts the first time, so that our guests will feel encouraged to return.



Paul encouraged his listeners to "*let all things be done decently and in order*" (1Cor 14:41). Why? Because everything done in preparation for a church service works together to represent God's character to unchurched people.

