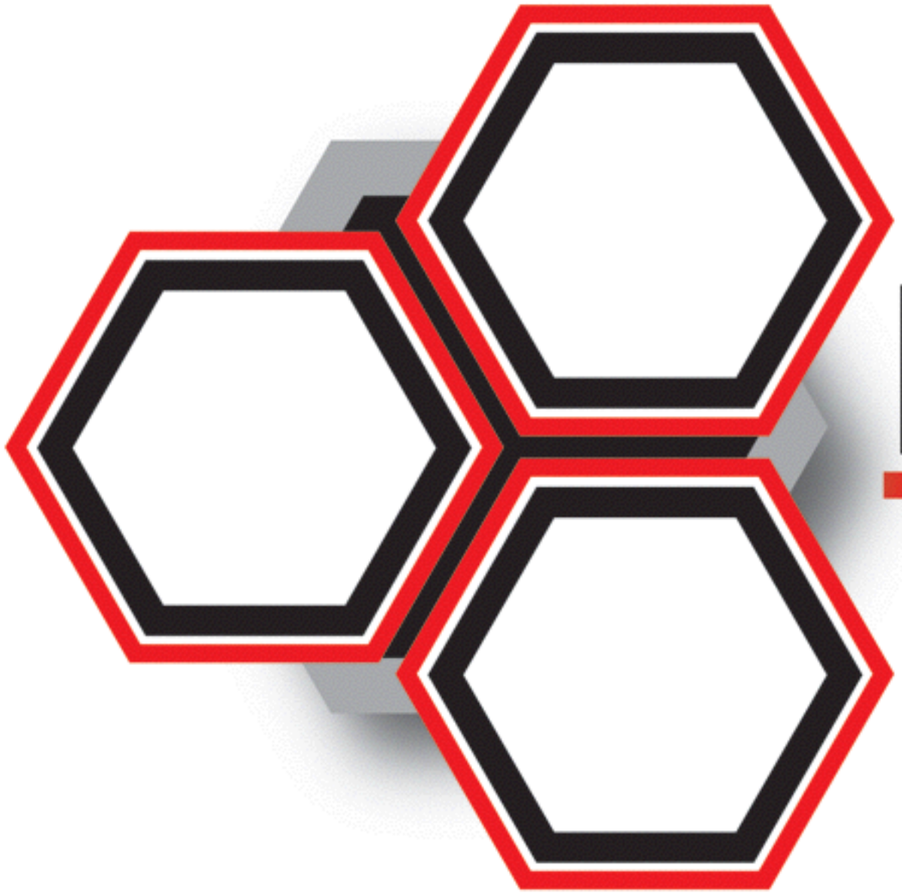

FORMULA TWELVE

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.

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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?

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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.

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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 out of 10 churches won't do anything to turn those attitudes around.

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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.

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7 Reasons To Develop Your Church's First Impression

5. It conveys professionalism/excellence.

6. It tells guests they're not just a number.

7. 90% of churches are Front Door Churches.

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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

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Direct Guests With Signage

Well designed signage is necessary.

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

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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.

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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.”

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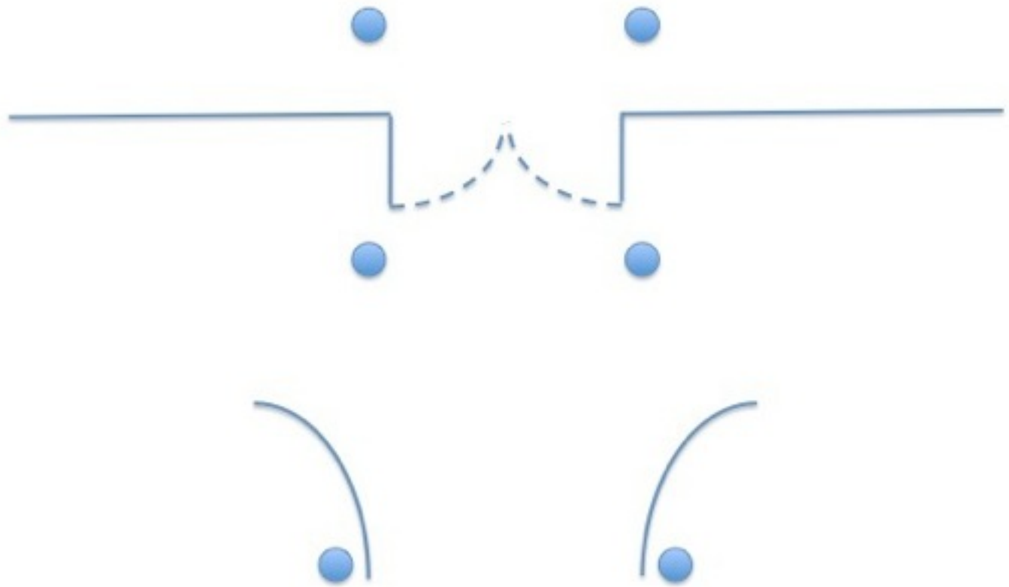
Greet Guests With Hosts

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



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.

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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?

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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.

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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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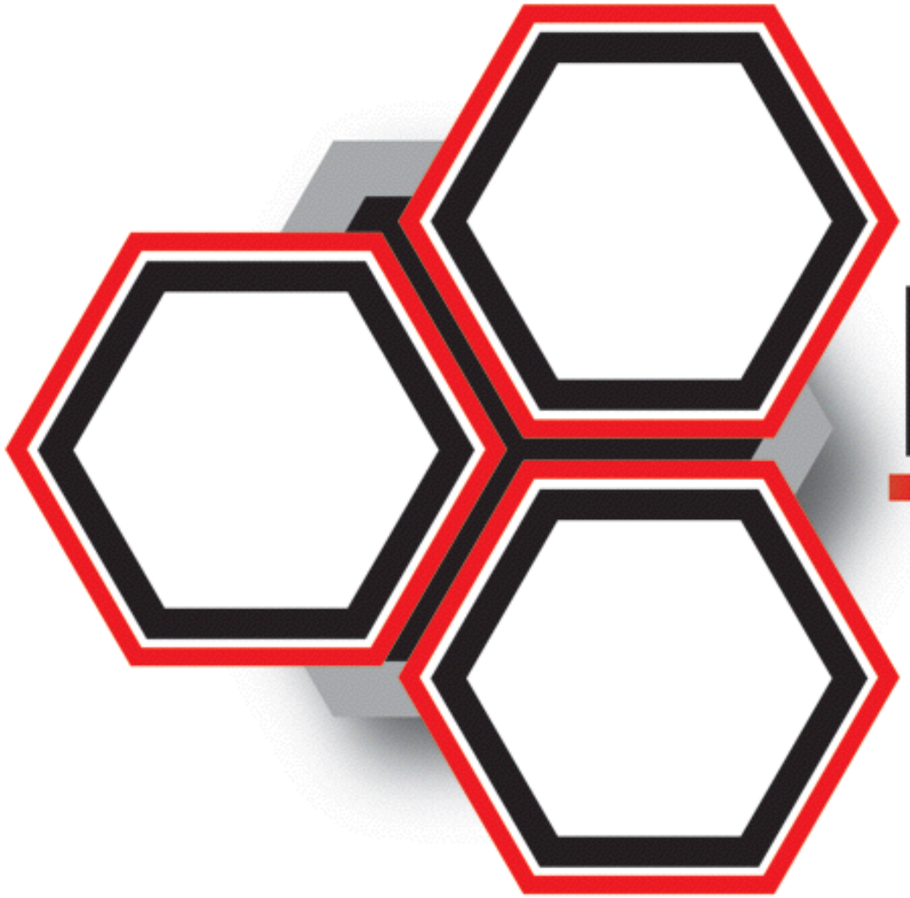

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The Formula of Impressing Guests:

White Board

Top Ten Things To Do to Improve Your Church's First Impression:

1. Utilize event decorations (sermon series, etc.).
2. Create a list of repairs and improvements to accomplish once a quarter.
3. Launch a parking team to serve every Sunday.
4. Divide your host teams into marked and unmarked teams.
5. Set a goal to double the amount of hosts each year.

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The Formula of Impressing Guests:

White Board

Top Ten Things To Do to Improve Your Church's First Impression:

6. "Follow the "10-Foot Rule" rule.

7. Improve your restrooms.

8. Reserve a section of your bulletin to answer questions that guests may be asking. (nursery ages, next steps to get involved, etc.).

9. Consider the schedule of the first impressions team.

10. Give guests a RICH experience.

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The Formula of Impressing Guests

White Board

Recognize their needs,
Inform them about the day,
Collect helpful information, and
Help them to their seat.

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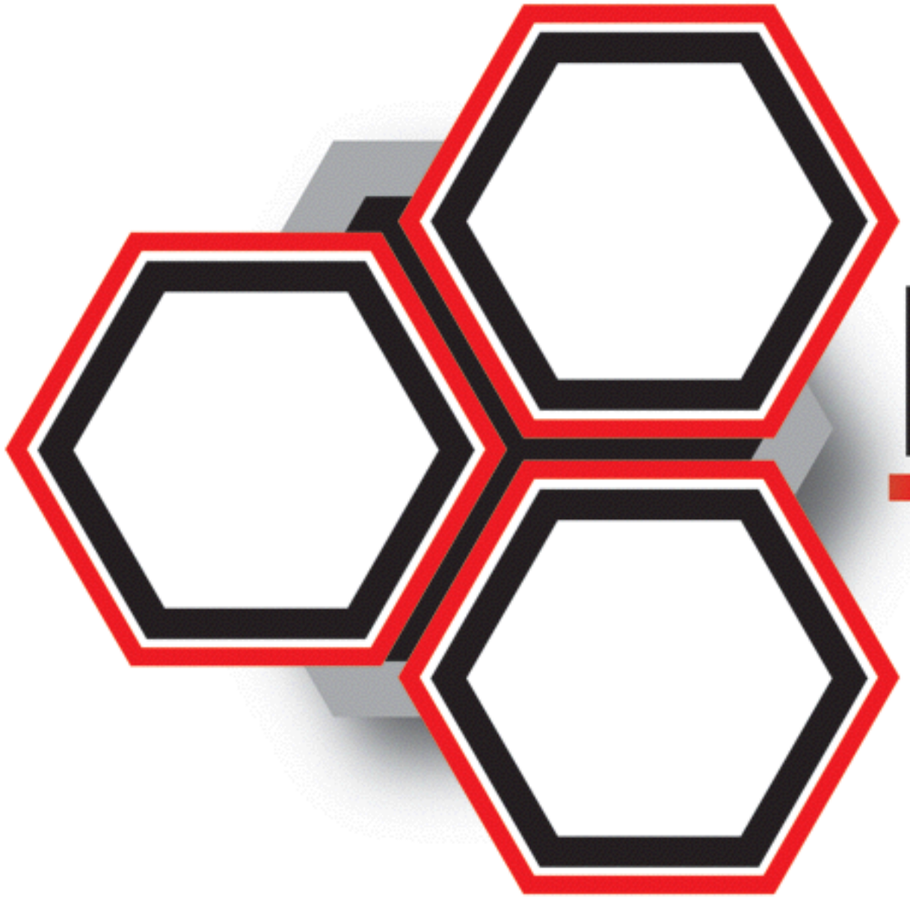

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The Formula of Impressing Guests:

Lab

Checklist:

✓**Schedule** A 'hired' guest to visit your church on a Sunday morning. Have them write a report that documents step by step their experience.

✓**Read** *First Impressions: Creating a Wow Experience in Your Church* by Mark L. Waltz

✓**Meet** with a group of current and potential first impressions team members to brainstorm what improvements could before your next event.

Discussion Questions:

? Are we a friendly church or do we just perceive ourselves to be a friendly church?

? Would you be impressed with the facility and landscaping of your church?

? Is your signage adequate for a first time guest to navigate your building?

? What steps can you take to improve your hospitality on Sundays?

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