

EVANGELISM WORKSHOP 2016

CONSIDERING THE FOLLOW – UP

Why Follow – Up?

Matthew 13:3-9 – Nurture the seed

“The money is in the follow-up.” – 6 to 8 “touches”

What Are You Trying to Accomplish?

Low Impact

Medium Impact

High Impact

Why their door? Why our Savior? Why your church? → How can they be part of it?

Potential Systems

1st Week (after first contact):

Medium (thank you) → High (Intro/specific invite/schedule meeting) → Medium (invite)

2nd Week:

Medium (schedule meeting/reminder)

3rd Week (at the latest):

High (Either scheduled or cold)

On-Going Contact with Prospect List

Low: Once a month(ish)

Medium: Three times a year

High: Once a year

Additional Thoughts

Prospect Initiated Follow-Up – What will they see?

Get People Involved

Record Keeping

Can your member tracking software help? Is it shareable with your team?

“Grading” Your Prospects

How much is too much?

Low Impact and Medium Impact – Never too much (but keep it special)

High Impact – Maybe not more than three cold calls (if in close proximity with each other)