

Communicating YOUR MESSAGE

To The WORLD OUTSIDE



Keith Hammond



Keith Hammond Heating & Cooling, Inc. is a leading provider of HVAC services in the Greater Chicago Area. We specialize in residential and commercial heating, cooling, and air conditioning systems. Our experienced technicians provide reliable, efficient, and cost-effective solutions for all your HVAC needs. Contact us today for a free estimate and to schedule your service appointment.

INTRODUCTION

Apostle Paul constantly sent letters to churches.

Jesus confirmed how vital this is in the 2nd and 3rd Chapter of Revelation.

Churches need to make certain that the message they are communicating to the outside world is consistent with that of the image of Christ.

This book teaches the importance of designing templates that helps ensure the consistency of all church communications.

COMMUNICATING YOUR MESSAGE TO THE WORLD OUTSIDE

is as vital to the message you preach on Sunday, the lessons you teach in Bible studies, etc.

This text teaches how to create templates:

brochures
flyers
business cards
reports
programs
banners
webpages
letterhead
envelopes

and many other items you use on a regular basis to ensure that your message is recognized before its ever read.

In a new company I'm in the process of launching called churchforms.us, the site will have a variety of ways that will take the guesswork out of what this book teaches for churches.

However, even with selectable templates, someone inside your church still has to do some of the work to make sure the grammar and other parts of your communication are in sync with everything else, before it gets read by anyone. This book takes you step-by-step through that process.

TABLE OF CONTENTS

Template 1 Letterhead	05
Template 2 Envelopes	00
Template 3 Email templates	00
Template 4 Brochure	00
Template 5 Business Card	00
Template 6 Flyer	00
Template 7 Memo	00
Template 8 Newsletter	00
Template 9 Postcard	00
Template 10 Program	00
Template 11 Bulletin	00
Template 12 Report	00
Template 13 Website	00
...and Much More!	

Checklist...

Item 1



Item 2



Item 3



Item 4



Item 5



Item 6



Item 7



Item 8



Item 9



TEMPLATE 1

LETTERHEAD

The primary communication document of any church or ministry is its letterhead. In my 12 years at a local church, I spent countless hours designing and printing numerous flyers, brochures, banners, programs, tickets, business cards, newsletters, websites, for various services, events, programs, etc. Outside the church I've designed similar materials along with logos.

I say this to say that I have years of experience using colors that get people's attention; images that keep their attention, and wording that can incite their response. I have a host of favorite software applications that I use to design, but most churches can't afford what I use. So, I've learned to design in applications so the documents are easily ported to their copies of the same applications for any changes. For final proofs, I distill the original document to a PDF.

If your church is anything like the churches I've attended for 15 years, you mail a lot of letters. Thus, you use a lot of letterhead. But I didn't write this book to focus on the letterhead, my intent is to help you focus on creating templates to that every time your letterhead is used, it is a consistent action.

Regardless of who is receiving your letterhead on the other end of your mailing, fax, email, etc., it should be consistent with the rest of the documents you ever send to anyone. Your letterhead design should match your brochure, flyer, business card, envelope, and any other piece of regularly mailed correspondence. Why?

Because you never know who is going to read what you sent. For example, if your church sends a letter to another church requesting their pastor to come and speak for a specific event, to raise money for a specific cause...the secretary of the other church may share (post) the letter containing the information on a public bulletin board to be read by other members of the church just in case they may want to attend the event, or help with the cause. However, because your letter was on poorly designed letterhead, had grammatical errors, and the sentences had no structure, the very people who were in the position to assist, were turned off by your "presentation." That's why designing a template for every piece of correspondence you send, is vitally important.



Brother Keith Hammond

ABOUT THE AUTHOR:

Keith Hammond is a born again Christian. He is a Spirit-led man of God, teacher and author. His life has been transformed from things such as pride and prison to passion and purpose.

God is the author of the Bible. It is our instruction manual, our roadmap home. Without it, we are lost. Use the information in these books to help you and others.

God destroys the darkness behind us, to direct us toward our destiny ahead. So whatever you do on your journey, never turn back. God bless you in your walk with Christ. Amen.

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