

YOUR FIRST 10-MINUTES

*Why the first 10 minutes matter
more than you may think*

Psychological Analysis

Most people, albeit subconsciously, decide if they will return to our churches for a second time in the first 7-10 minutes of arrival. Why? This is because most, if not all, church guests are consumer oriented. Very few people come to church for what they can give. They usually come to church for three reason's:

1

Trial

They're going through a hard time, and they're probably going through it alone

2

Trauma

They've gone through a traumatic experience that has left them asking questions or looking to hope

3

Transition

There have been some shifts in their lives that they need help navigating



These are all discipleship opportunities. Consumerism can be disciplined out of a person

whenever guests come to our churches
we should always be thinking: discipleship

4 Truisms of the Guest Experience:

YOU ONLY GET 1 OPPORTUNITY

Each visitor that comes to your church made a conscious decision to visit. They either saw you on social media, received an invite (from staff, volunteer, friends), or drove by your property. The reality is, you may not get another chance to win them over

YOUR FIRST IMPRESSION MAY VERY WELL BE YOUR LASTING IMPRESSION

Scientists suggest that it takes three positive experiences to offset one negative experience. This is called the 3:1 ration. In an environment where you may not get another opportunity, the first 10-minutes are vital to your assimilation process.

YOUR PRACTICES SPEAK TO YOUR THEOLOGY

Most of the guests that visit our churches can identify if your church can provide what they're looking for. Here's a practical example: If your parking lot is unorganized & uncared for what gives you the right to care for a person's soul? We must never forget that we earn the right to come alongside people in their spiritual journey's.

YOUR GUEST SERVICES IS AN EXTENSION OF YOUR CHURCH'S PULPIT

Chances are your pastor is spending 20+ hours a week preparing for his sermon. You get 6 days to put in the same amount of work to till the hearts of the people that will come to hear what God has to say. The rhythms you set M-S matter,

Practical ways to think about your first 10 minutes

In order to facilitate an environment where your first 10-minutes are positive, you must start with the end user. This is more comprehensive than you think. It starts with you, the leader, then leaks down into your organization.



Leaders Process

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- 1 You must disciple the people around you to think like you. If you do not they will default to what they've always thought to be true
- 2 You must frequently surround yourself with new people who have fresh perspectives & take their feedback seriously
- 3 You must clearly articulate who you are as a ministry, and create language that is easy to remember. For example: "sermon before the sermon"
- 4 You must start with the end in mind. There is no other way to do it. The best performing Guest Services ministries think from the outside in

First 10 checklist

		01.	How does your parking lot look?
	02.	Identify a “wow” experience	 and do you have enough people? Good rule of thumb: 1-2 for every 100
		03.	Audit your exterior & your interior. How does it look, smell like, feel like?
	04.	Pre-assign all of your volunteer roles	
		05.	Walk all of your areas 45 minutes before guests arrive
	06.	Huddle with your team and cast the vision	
		07.	Get in position to welcome guests 30-minutes before guests arrive

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