

TEAM APPLICATION GUIDE



KEY CONCEPTS

- How do you interact with infrequent customers or attenders who don't seem to be embracing your mission the way you hoped they would? It's simple. You embrace them anyway.
- Attendance alone doesn't produce devoted disciples
- If you want to grow, stop trying to attract people and start trying to engage them.
- The goal of digital content is connection, not consumption.

Here's a sample of a digital engagement funnel:



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- When presenting your offer, you want to give people something of extreme value.

Here are some examples of offers that I've used:

- Checklists
- Video series
- E-Books
- Cheat Sheets

DISCUSSION QUESTIONS

1. When you look at your current online presence, would you say you're leading people to consume, or leading people to connect?
2. How many of the 5 steps of the digital engagement funnel are you currently leading people through? What could you do to change that?
3. Do you currently have any offers that you are currently bringing new people in through? If so, how are they working? What felt-needs is that offer hitting?
4. How well does your organization handle the connection part of the engagement funnel? Do you personally email new subscribers?
5. Where and how do you ask your people to share? Could you do it more often? More effectively?

APPLICATION STEPS

1. Look at a few of my offers (linked below.) What would it take for you to build out 3 offers of your own with similar landing pages?
 - [The Preaching Cheat Sheet](#)
 - [A 2 part mini-series on building better staff culture](#)
 - [3 Habits That Unintentionally Demotivate Your Staff](#)

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2. Everyone on your team should walk away with one thing they can do this week to better engage your people online. These could be things like:

- Create a new landing page for an offer,
- brainstorm a new offer,
- message 5 of your members on social media just to check in, or
- draft a personal follow-up email to any new contacts you receive.