

LEADER CONVERSATION GUIDE

First Steps Guest Engagement

Episode 112

Engaging Your Mission Field (Part 3)

Churches drift towards an insider-focus over time—more attention is given to discipleship of Christ followers than to effective outreach and evangelism. How do you fight that tendency? We've noted four steps that help churches open their "front door" wider. All four are critical—but we've found most churches only have strategies and structure to engage one or two of them.

In this four-part series, Tony and Amy unpack the key steps we see helping churches reach more new guests with the love of Jesus: 1) *Pre-Guest Engagement*, 2) *The First-Time Guest Experience*, (3) *First Steps Engagement*, and (4) *Next Steps Engagement*.

Create an Expectation for All Guests to Take a Next Step

- If we're going to have healthy front doors to our churches, and healthy churches overall, it's critical we see new guests engaging with our church beyond the weekend experience. There are several key strategies that will help new guests engage in a relationship with someone at the church.
- Regularly cast vision about the importance of taking next steps from the platform.
- Make it normal for people who are following Jesus to be connected to the church and other believers.
- Build into your culture the expectation that people do more than just attend.

Make Next Steps Simple and Clear

- Look for options that make it easy for people to leverage their time.
- Give new attendees an understanding of the church's mission and discipleship pathway.
- Make it clear "why" they should take steps like being in a small group or serving.

Determine the Leader Who Will Own the First Steps Guests Engagement Process

- Create a team who meets new people and points them towards their next step.

Implement Best Practices

- Invite people to join you after service for about 10 minutes.
- Offer short events before or after regular service times that will further introduce people to your church.
- Create easy ways for people to sign up for the event.
- Consider what you can provide online.

Next Steps

With your team, ask some of the following critical questions about your first-steps guest engagement strategy:

- What percentage of our first-time guests engage with our church beyond the weekend experience?
- How often are we casting vision about the importance of taking next steps from our platform?
- What are some specific ways we can streamline our first-steps process? Are we valuing people's time to make it easier for them to take first steps?
- Do we have the right leader owning our first-steps engagement process? Do they have a natural ability to connect people together?
- How does our website, social media accounts and email marketing make it clear to people why they should take a first step? Do we have an easy digital on-ramp to help people get signed up to begin taking their first steps?

Could you use help clarifying who is in your mission field and how you'll engage them?

We're guiding church teams through these conversations every week. [Let's talk.](#)

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