

LEADER CONVERSATION GUIDE

The Key to Reaching NEW People in a Digital World

Episode 152

Unpacking the Principle of "Carriage" and How to Leverage It

In the last few months, the majority of churches shifted to holding services online, but recently, a lot of energy shifted to re-opening in-person services. The hard truth for outward-focused churches? New people are probably not going to come to our physical locations to try out church—not for a long time. So, how will churches reach *new* people in a digital world? That's what this episode is all about.

The Concept of Carriage

- Many church leaders hope that if they do a good job with their online church experience, new people will find their message. And many are trying out new next steps strategies, like digital connect cards. But it looks like few people are responding. The problem may not be the tool—it may be that they *are not actually reaching* new viewers.
- The concept of “Carriage” comes from Seth Godin. He traces how it was used to transport items from one point to another. First, a literal carriage, then trains, then planes. Then the digital age of TV networks, cable networks and the Internet.
- Today there are more than 2 billion websites on the internet. It's a crowded space.
- If you rely on the Internet as your “carriage” to reach new people, you'll be disappointed. You won't get your message in front of new people if the strategy stops there.
- Your people—the ones already connected to your church—are your carriage. They are the ones you can equip to transport digital experiences to the people they are connected with. That is the way new people will experience your church.
- In some ways, it's no different than it was in the past. The majority of people started *attending* a church because someone invited them.
- More than ever before, churches need a congregation equipped to be *on mission* to reach people with the gospel.

Rethinking the Experience You Ask Them to Carry

- The experience you want people to share is probably different from what you are currently putting online. Most churches are still putting out a 50-70 minute digital version of their in-person weekend experience with music/worship, announcements, and a sermon.

- While you can still have this available on your website for your regulars, to reach new people you need to create something specifically designed for new people.
- When you evaluate your digital experience, ask yourself: Did the overall experience compel your viewers to come back again, and would they share it with someone else? People share things on social media that they think are worthy of being shared: They share things that they find *remarkably* helpful, relevant to their life, and engaging.

Next Steps

- If your new primary strategy to reach new people is through your online experiences, pause, gather a team however you can, and rebuild those experiences.
Work through these questions:
 - a. **Who are we trying to reach?** Get specific. Churches who narrow their focus to a specific “persona” are much more effective in reaching more people—the opposite is not true. What age? What season of life? What’s their spiritual condition?
 - b. **What content should go into the online experience?** Instead of retro-fitting everything you used to do in a weekend service into an online service, what content is relevant *now*?
 - c. **How do you build a continuously engaging online experience with that content?** Remembering that when people are in front of a screen, it takes an intentionally designed experience to keep their attention. Shorter is better (think Ted Talks).
- [Join us for the MASTERCLASS on July 30, 2020!](#)
Join Tony and Amy on July 30 for an exclusive 1-Day Masterclass. You’ll walk away with practical strategies to lead 4 key shifts in your church:
 - the shift from Analog to Digital
 - the shift from Gathering to Connecting
 - the shift from Teaching to Equipping
 - and the shift from Global to Local

This is hard work, but you can do it! God’s been building His church for thousands of years and the COVID disruption is not going to stop it. Register now for this 1-Day Masterclass on **How to Lead Change & Reach New People**, and get your seat for just \$99. Register at theunstuckgroup.com/masterclass.

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