

Welcome to our webinar - Beyond Belief

**Unmask the
mystery of
marketing with**



**Kurian
Babykutty**

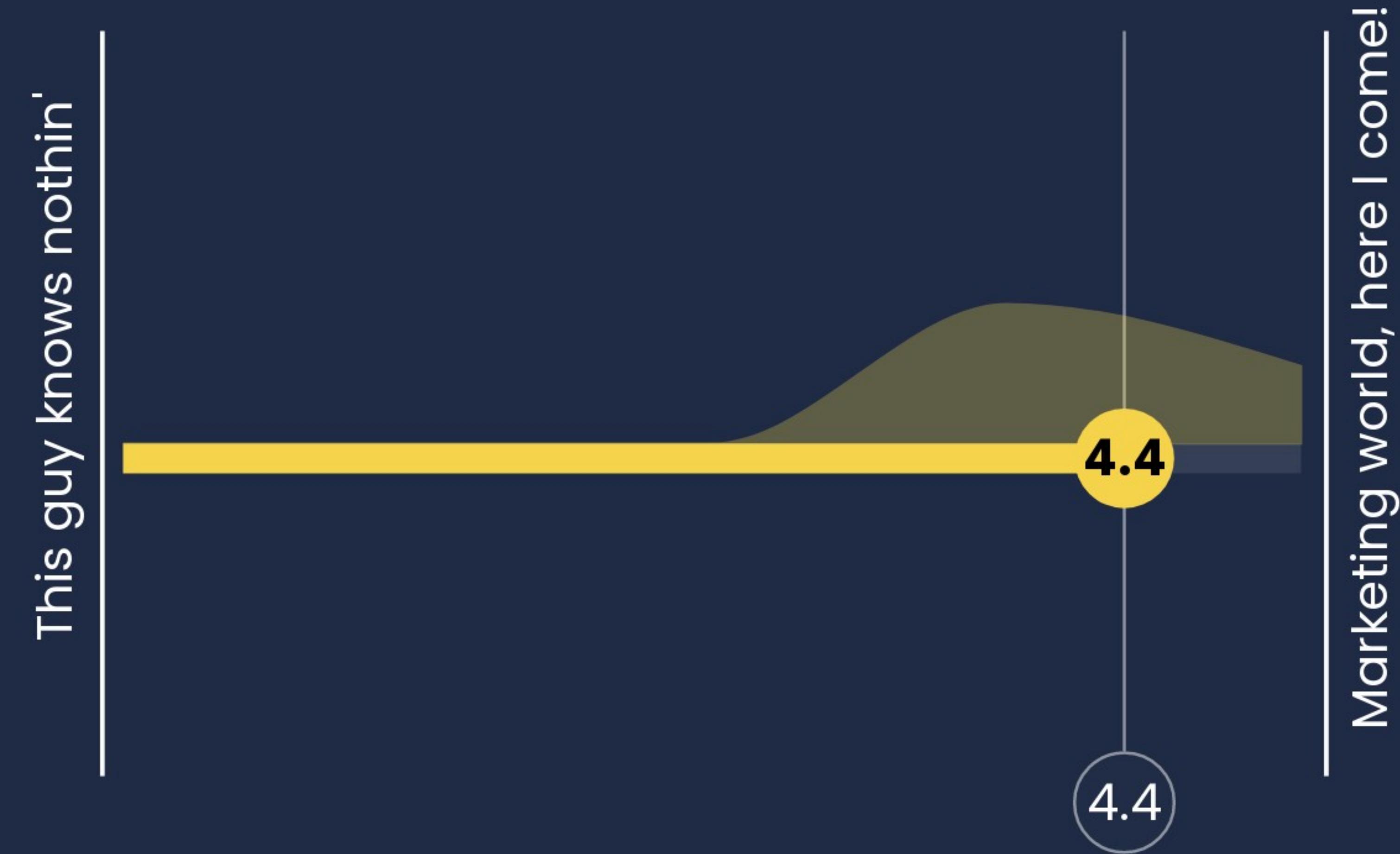
CHIEF EVANGELICAL OFFICER



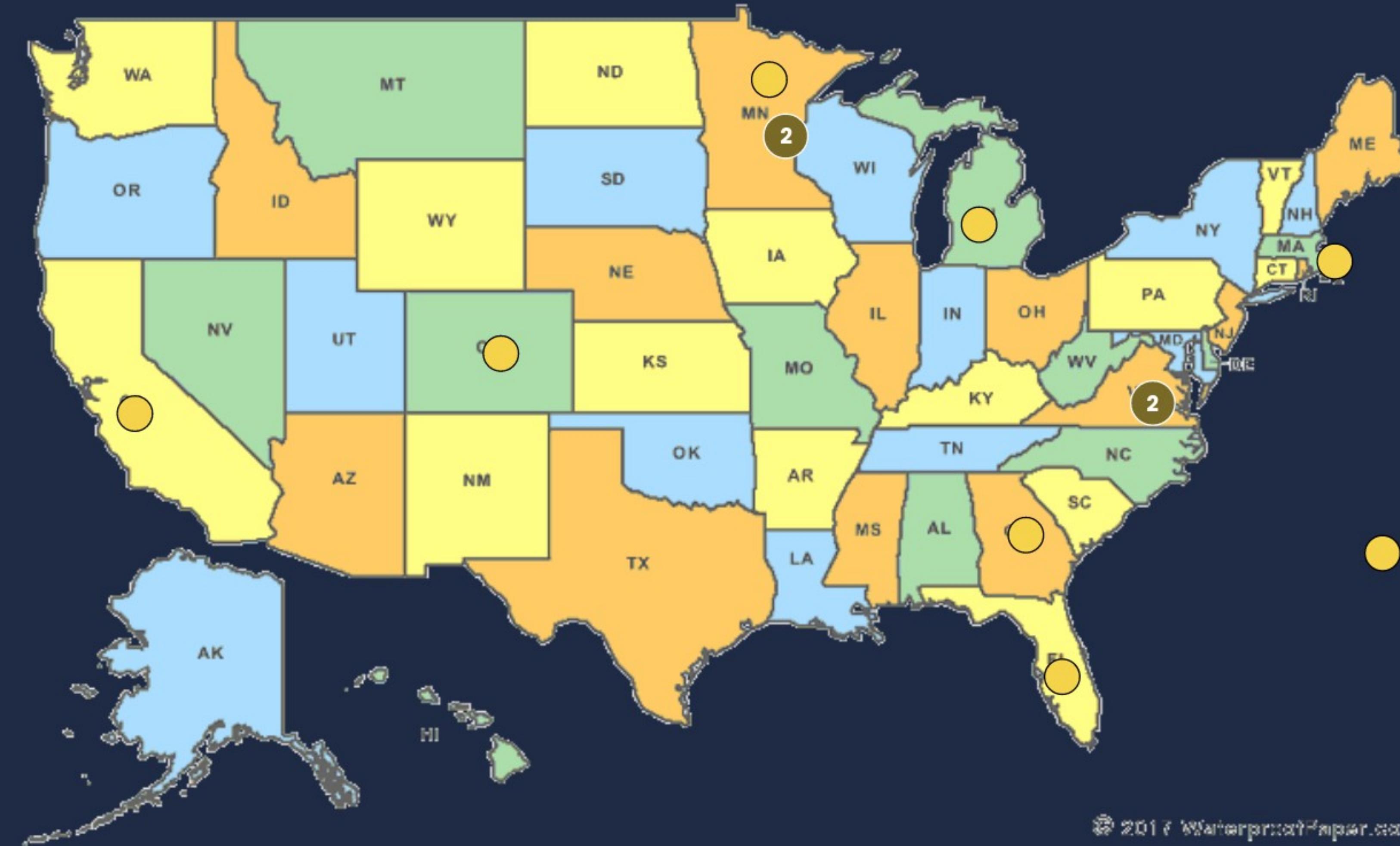
40 PARABLES



How beneficial will this session be for you?



Where are you located?



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Do you believe my statement?



I believe it



I disbelieve it

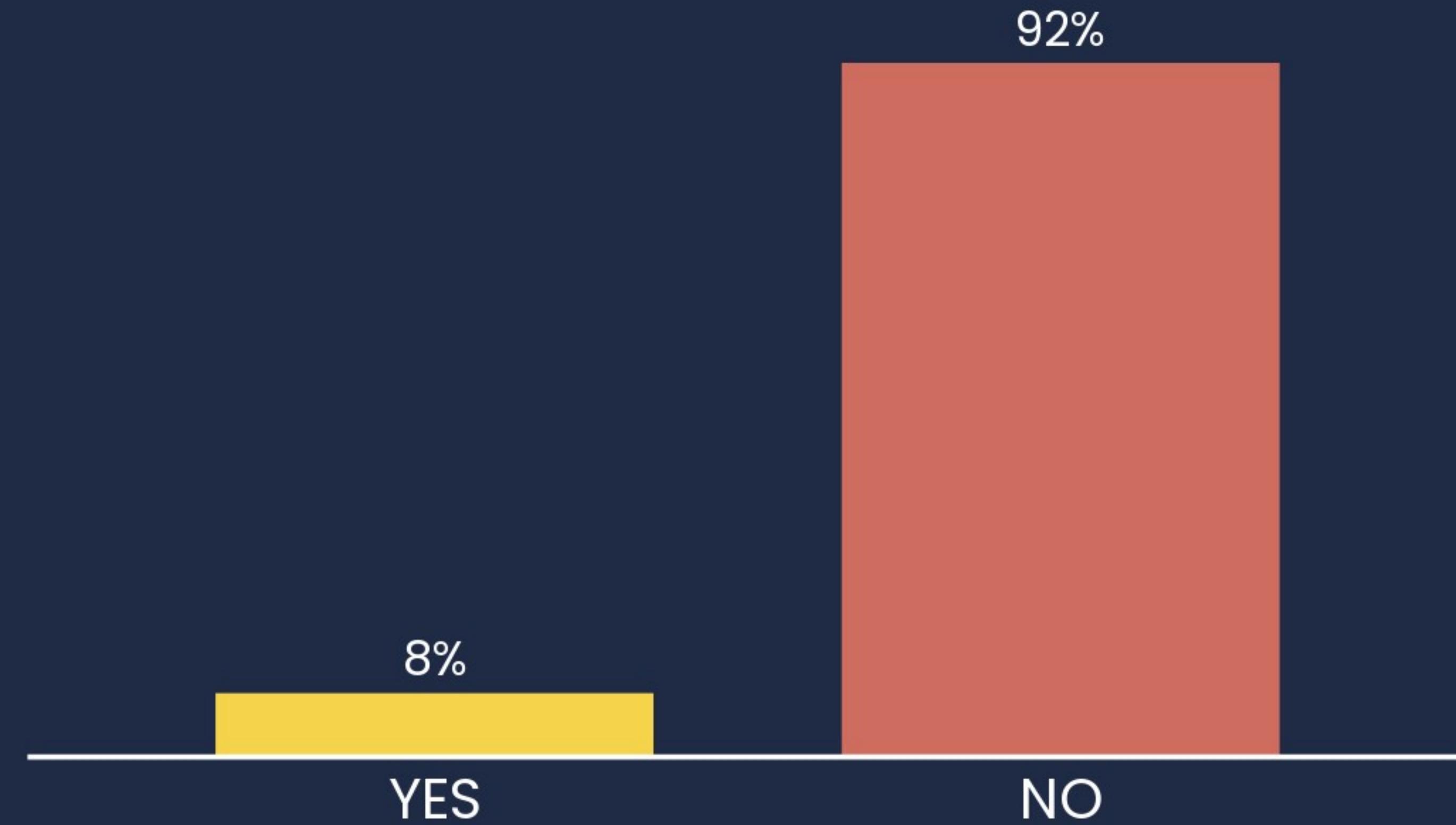


I am not sure

How many countries are there in the world?

the earth goes around the sun
232
220
a bunch
around 300
185
no
250 plus
depends
150
yes
160
156
195

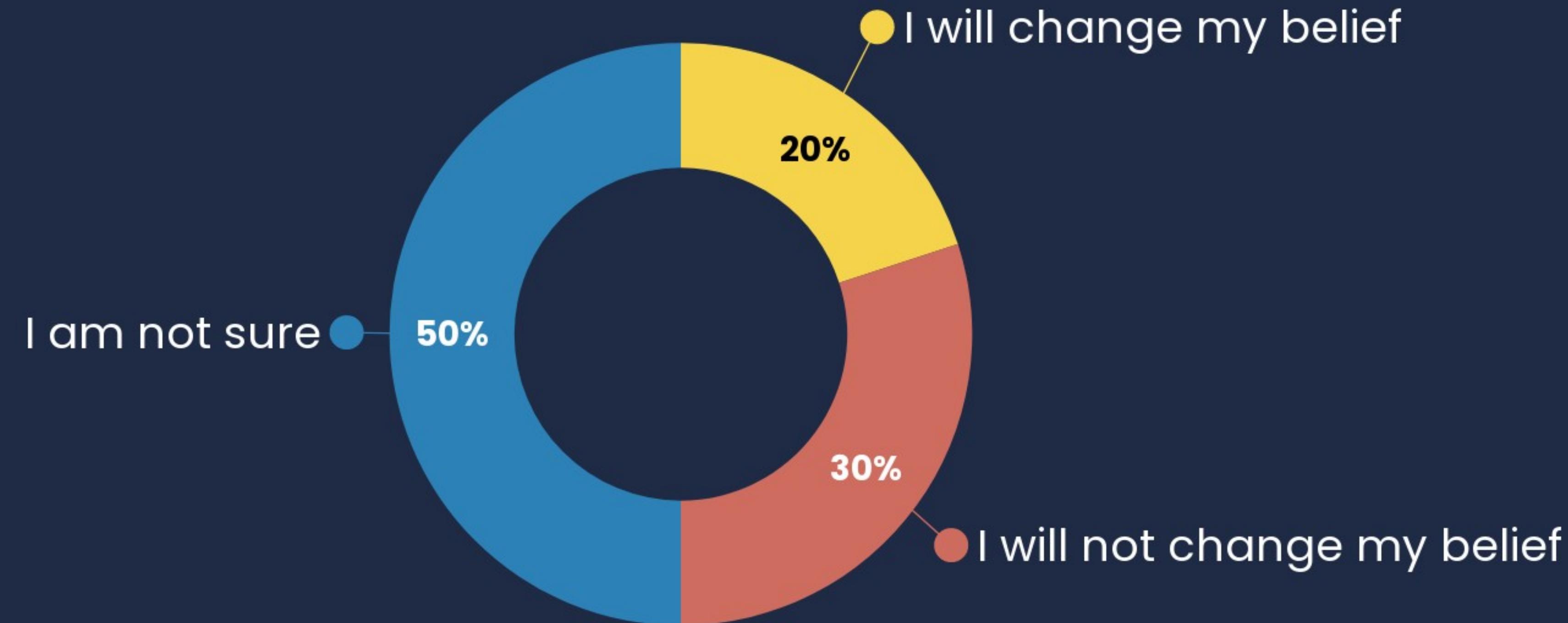
Do you know the names of all these countries?



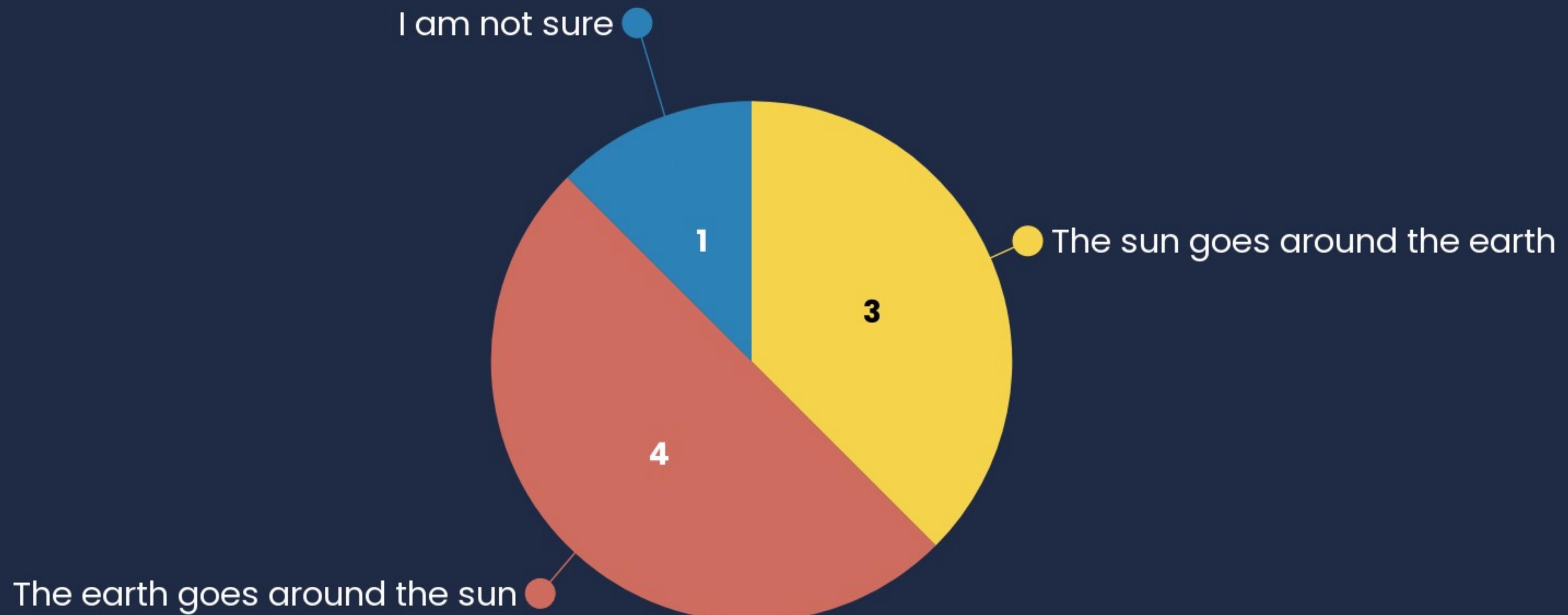
Do you believe my statement, NOW?

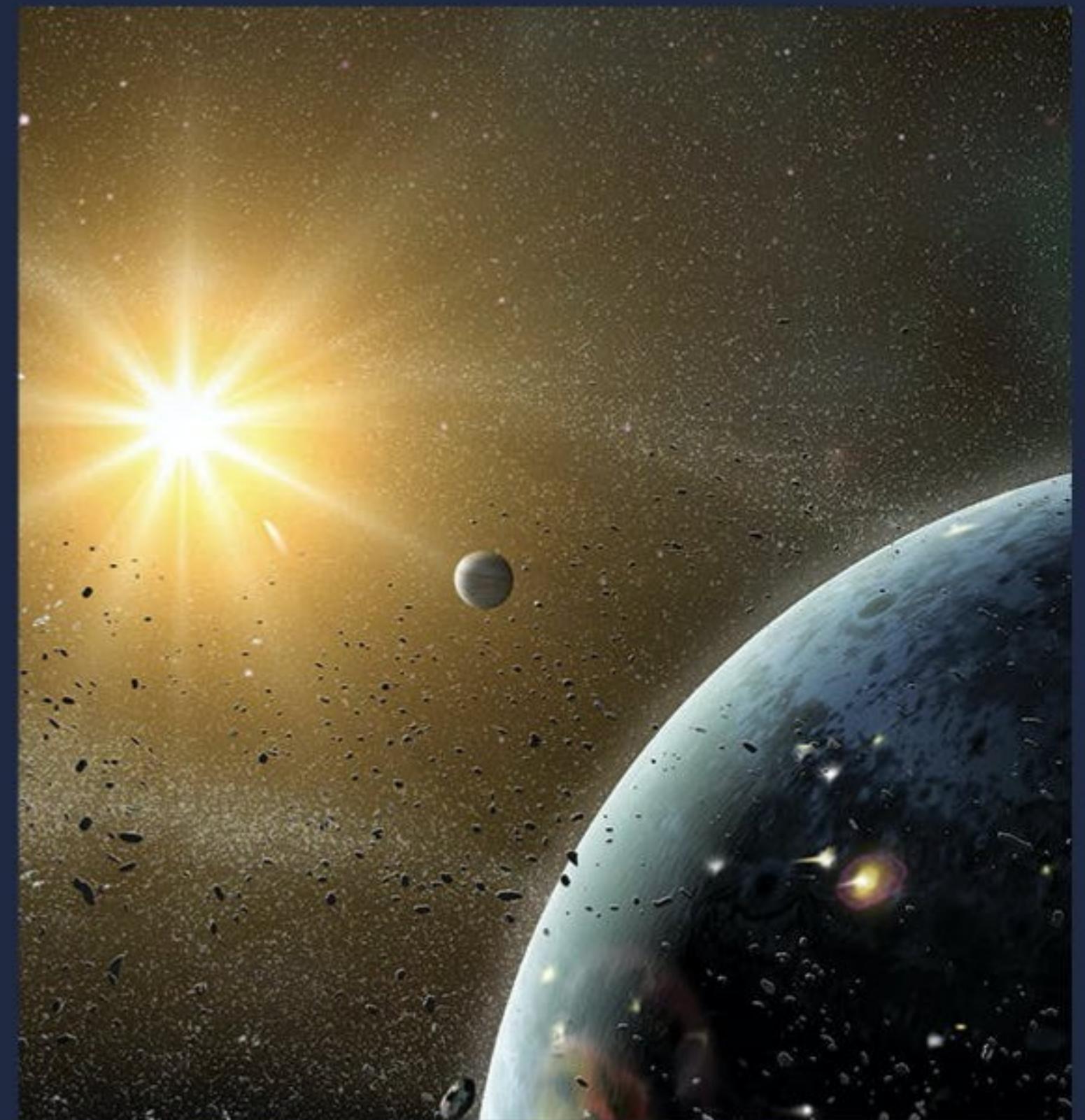


Beyond Belief

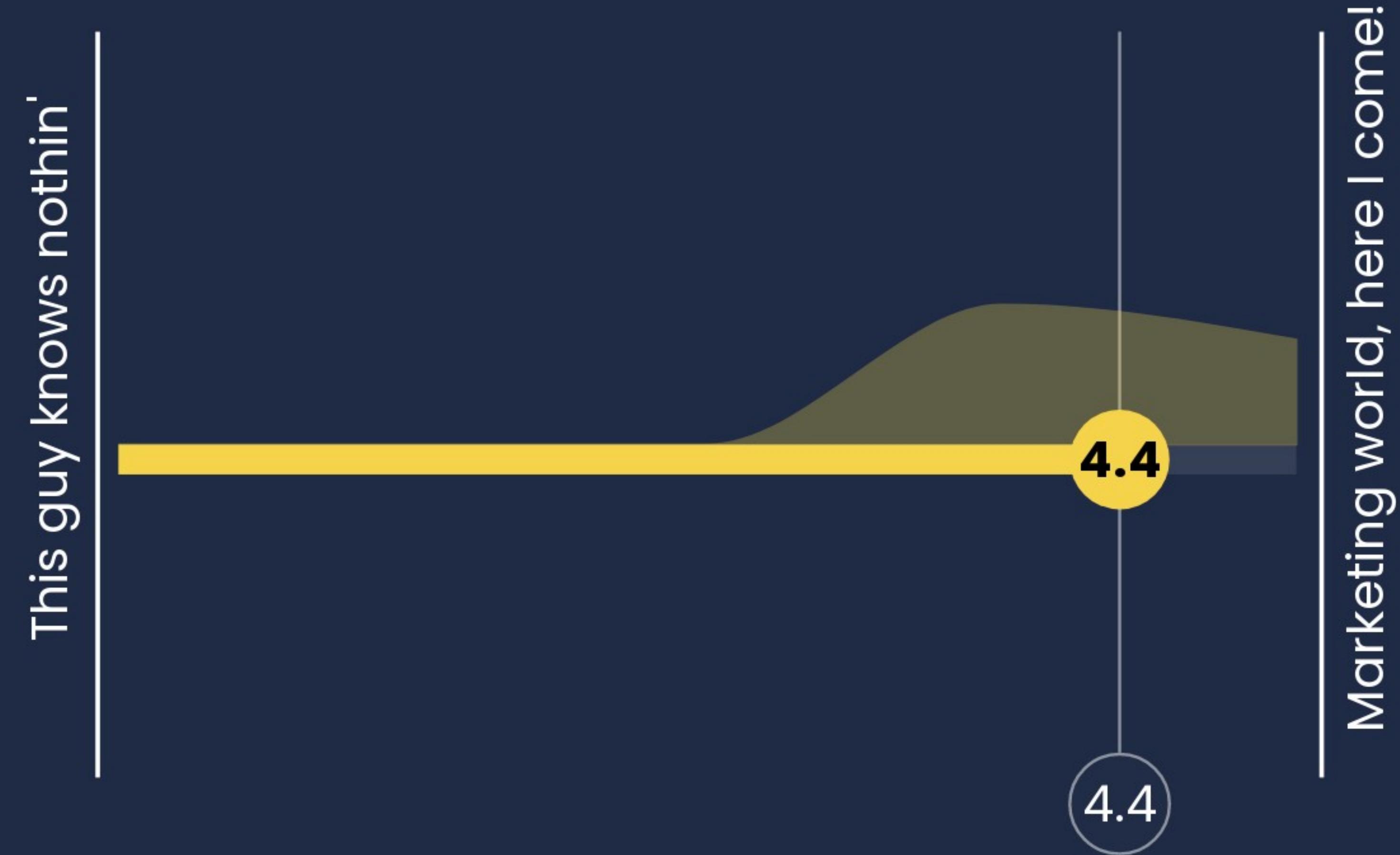


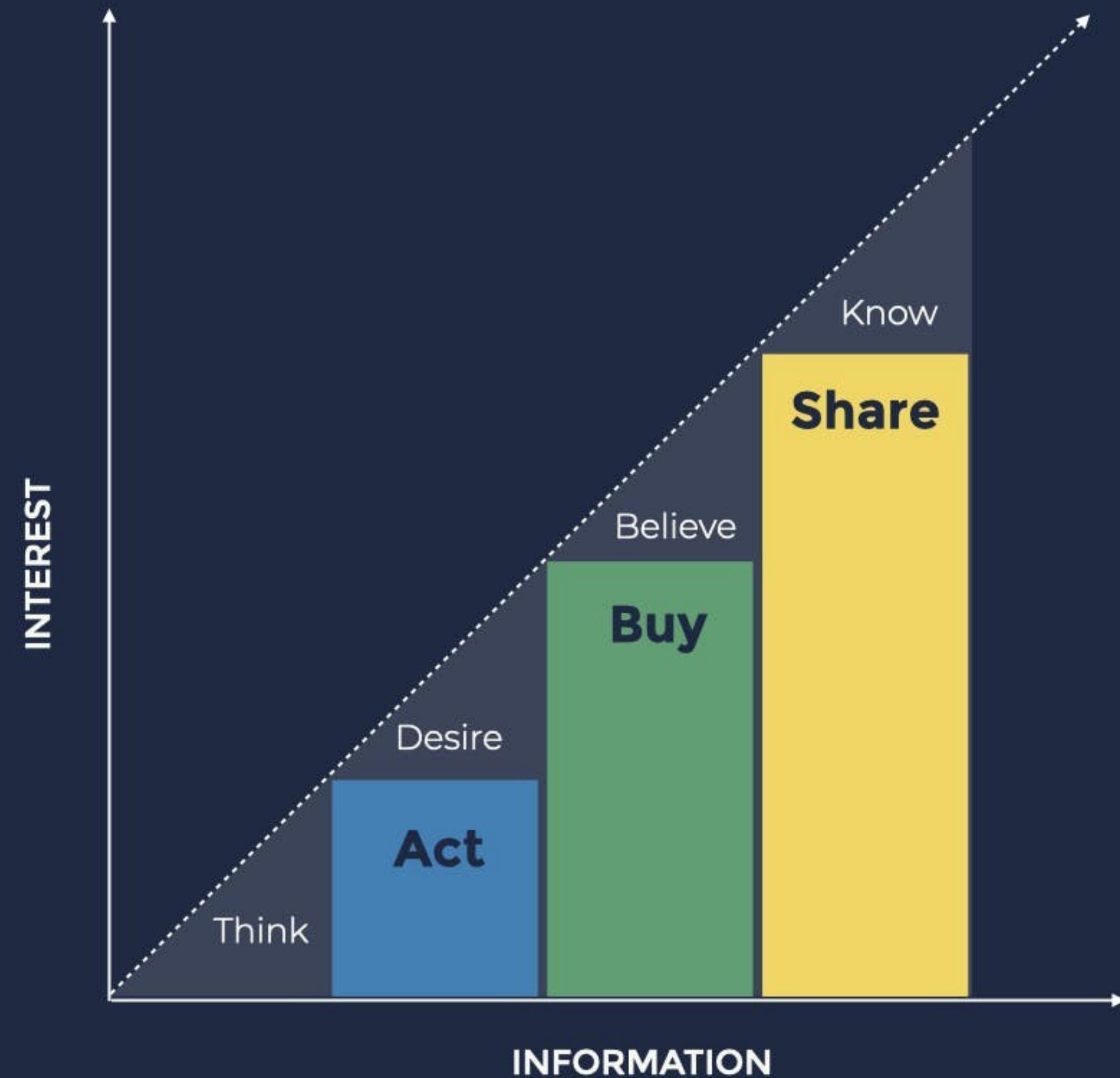
Solar System





How beneficial is this session for you?





Getting to YES

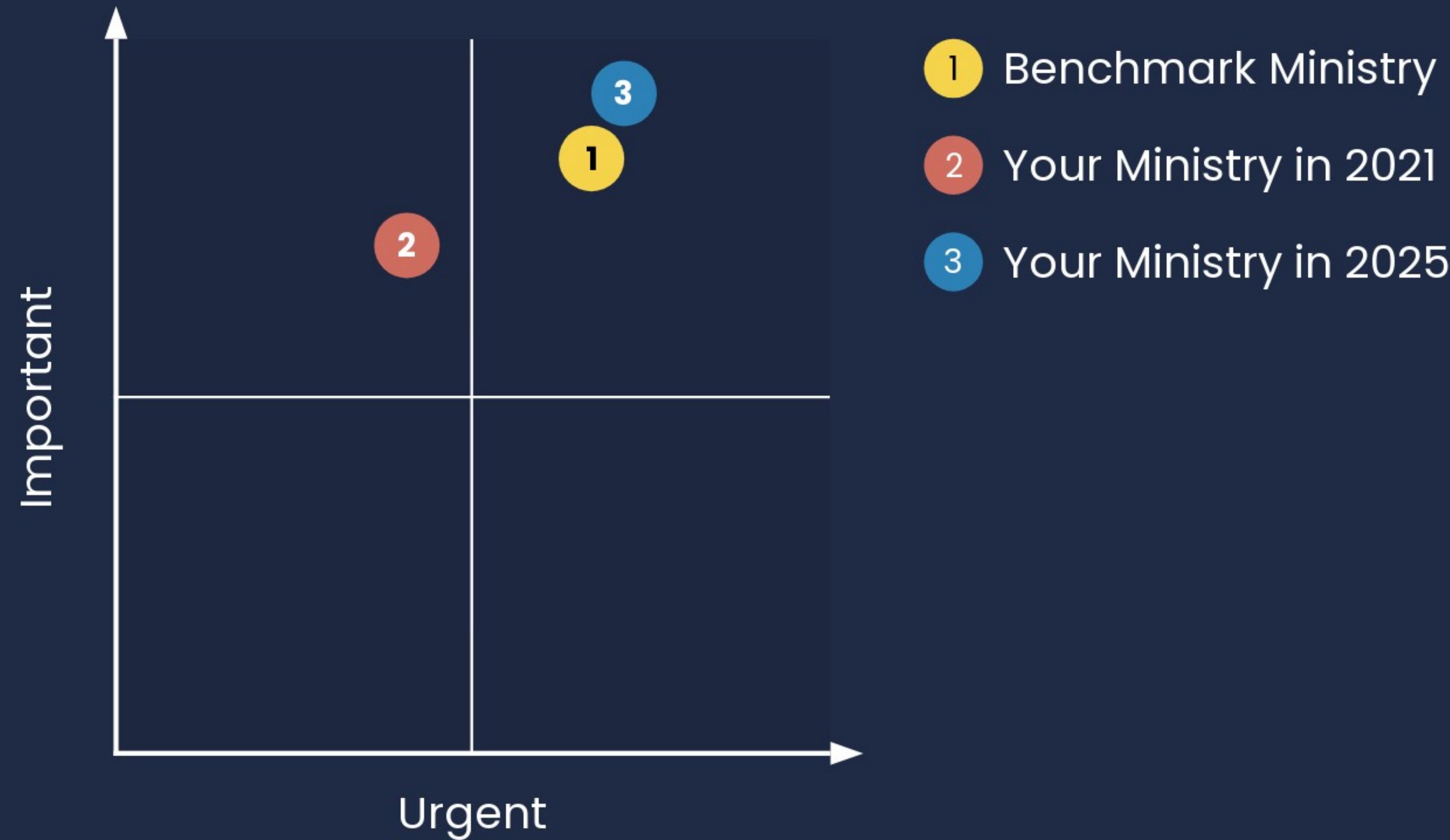
- **WHY** should I buy what
- **YOU** are offering me
- **NOW** or soon?



The Eisenhower Marketing Matrix



2 x 2 Grid



How can your ministry move up and to the right on that graph?

Help shape my messaging to better communicate the urgency and importance of what I do

connect more with what people are actually interested in

Research to best understand what is important to our audiences

prioritize messages - don't try to say everything

more clear on urgency



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Marketing Manna

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“ Asking the right questions takes as
much skill as giving the right answers.

Robert Half

”



Q & A (Ask me anything)

4 questions
1 upvotes