

Welcome to our webinar - Beyond Belief

Unmask the
mystery of
marketing with



**Kurian
Babykutty**

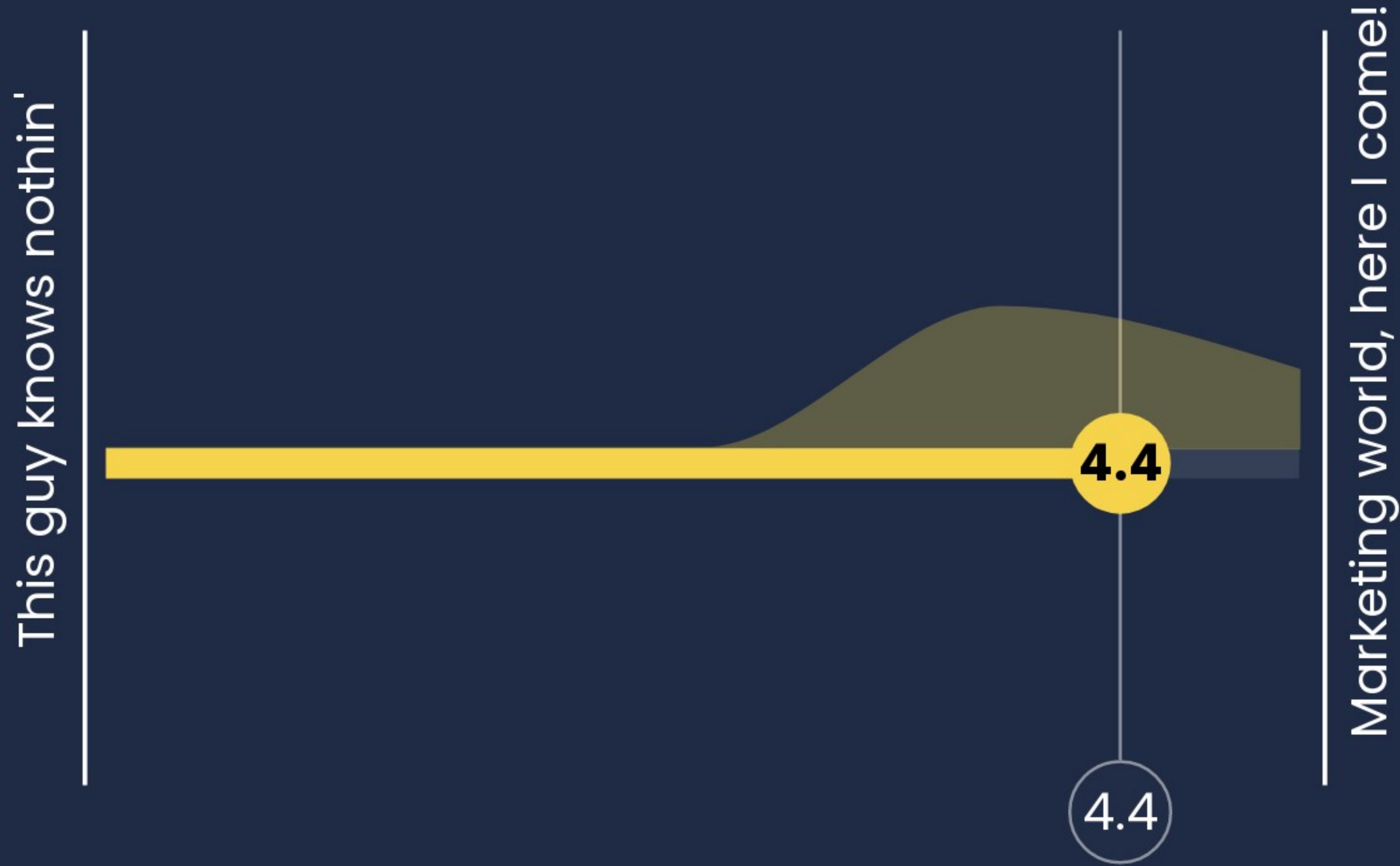
CHIEF EVANGELICAL OFFICER



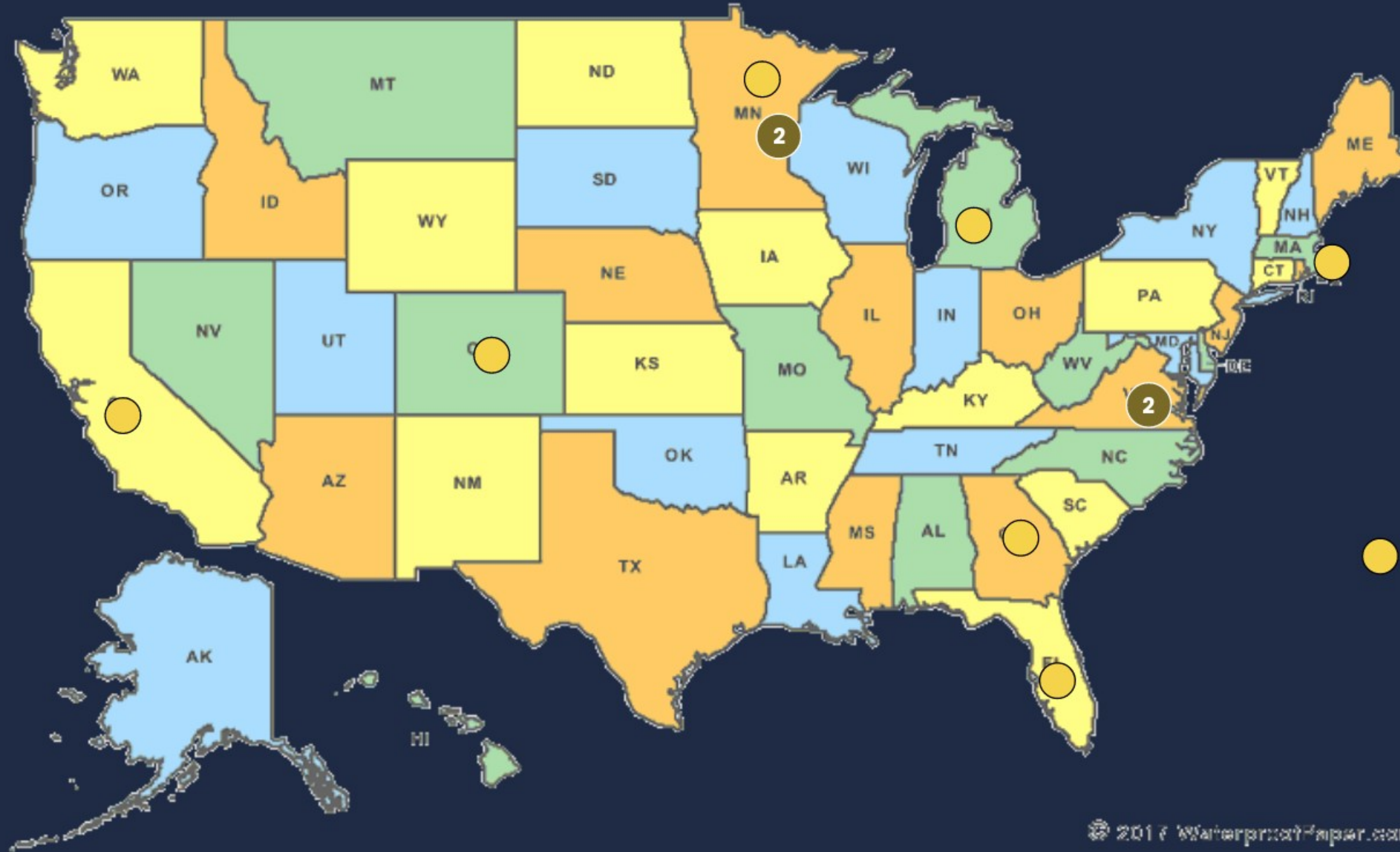
40 PARABLES



How beneficial will this session be for you?



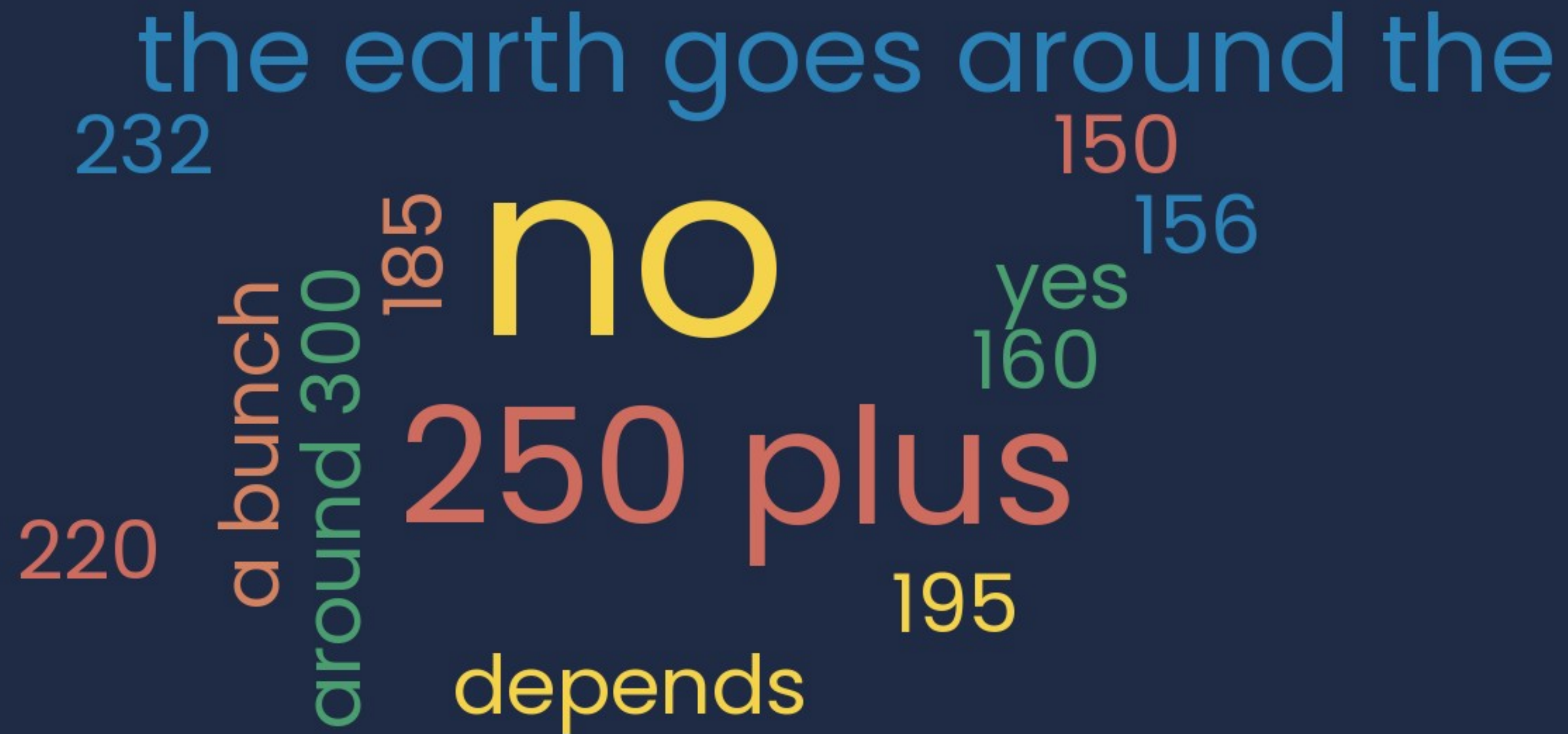
Where are you located?



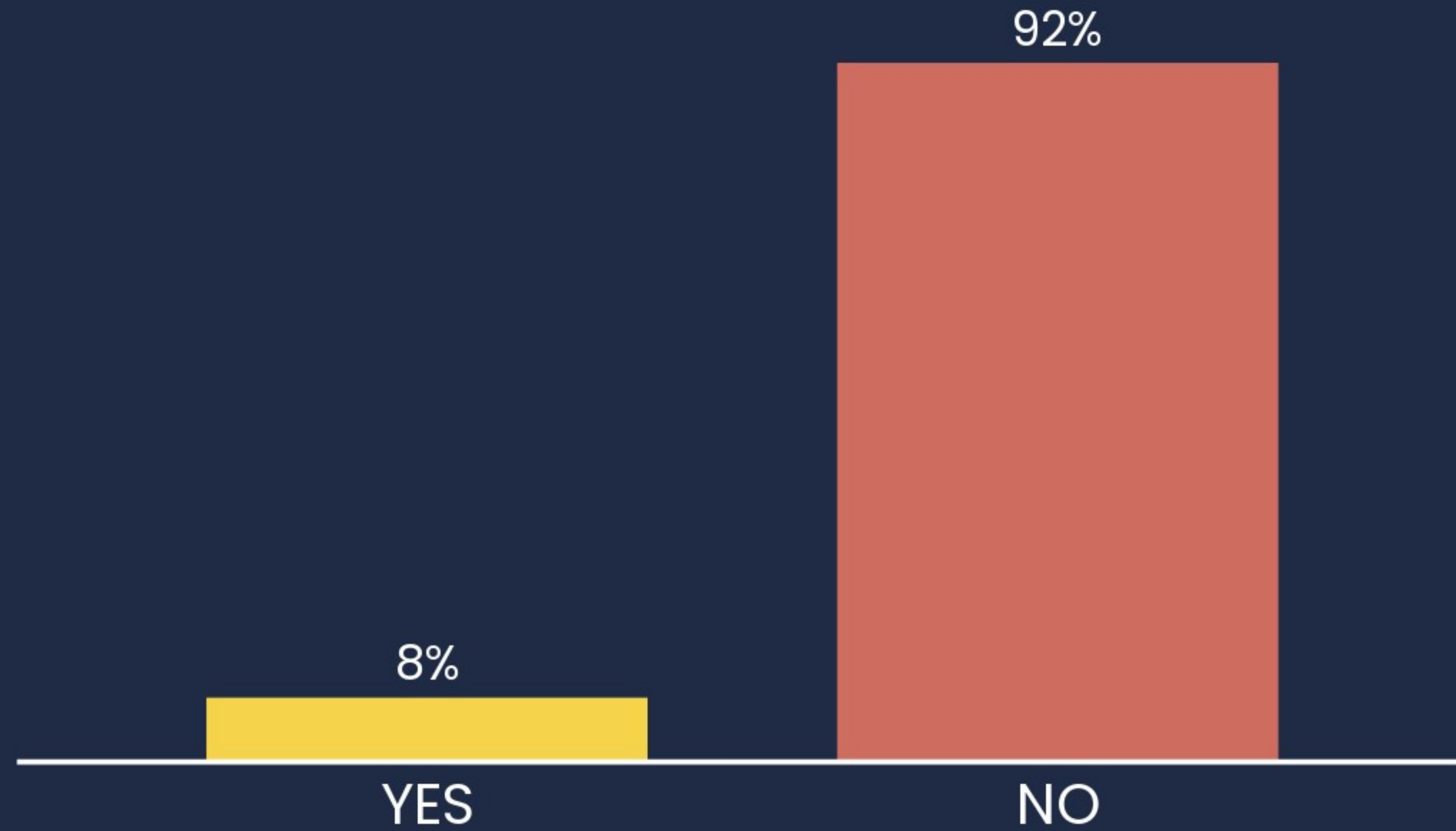
Do you believe my statement?



How many countries are there in the world?



Do you know the names of all these countries?



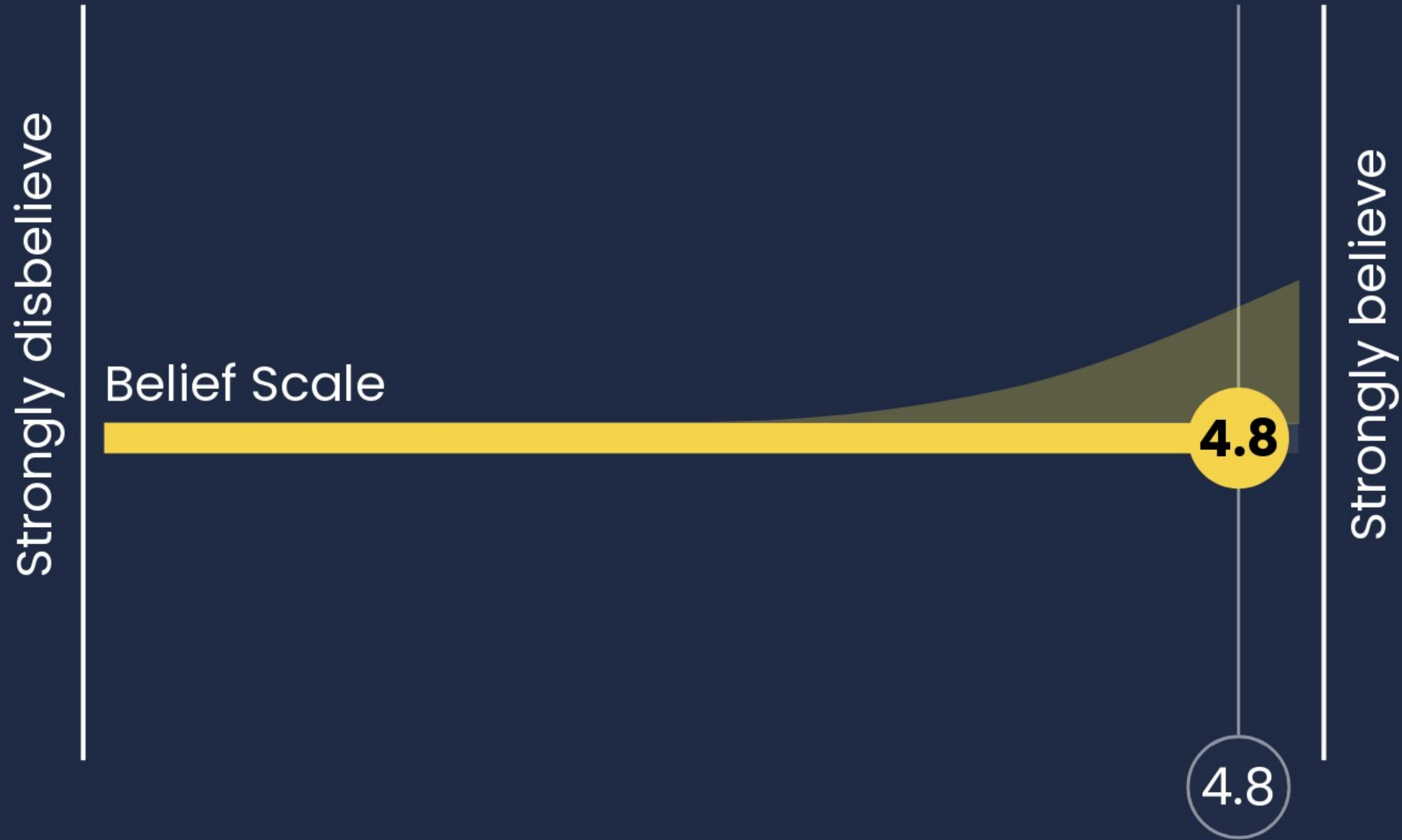
Niue (/niːˈʃuːeɪ/ or /niːˈdʒuːeɪ/, *Niuean*: *Niue*) is an island country in the South Pacific Ocean, 2,400 kilometres (1,500 mi) northeast of **New Zealand**. Niue's land area is about 261 square kilometres (101 sq mi)^[5] and its population

Niue is a **self-governing** state in **free association** with **New Zealand**, and New Zealand conducts most diplomatic relations

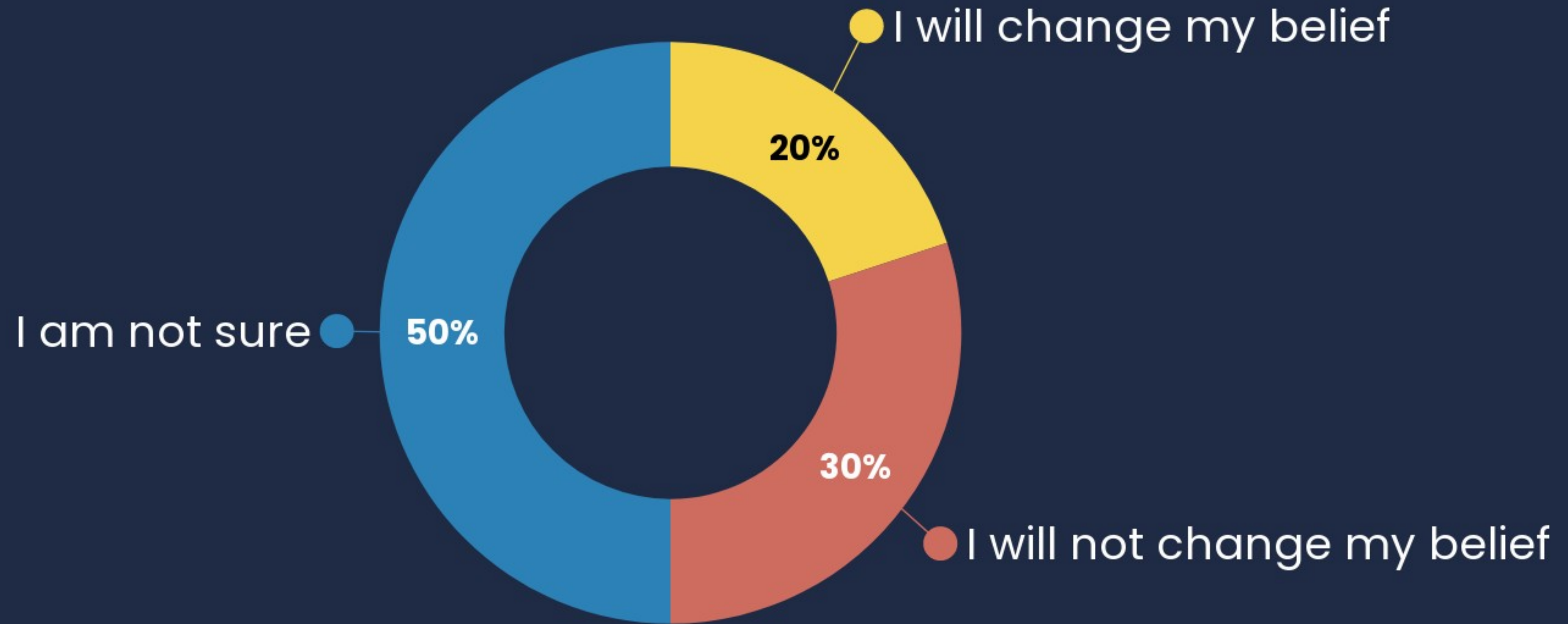
Niue is not a member of the [United Nations](#) (UN), but UN organisations have accepted its status as a freely-associated

the Cook Islands to attend United Nations conferences open to "all states" [18] Niue has been a member of the Pacific

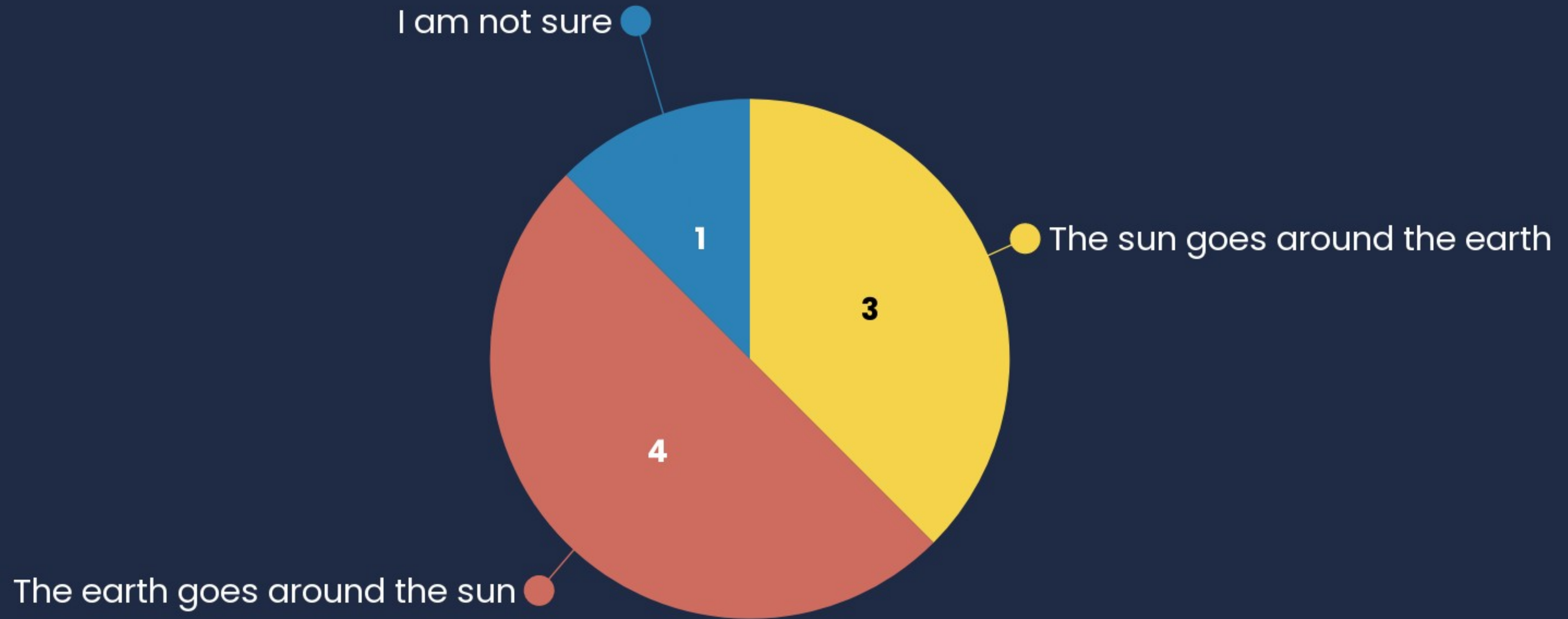
Do you believe my statement, NOW?



Beyond Belief

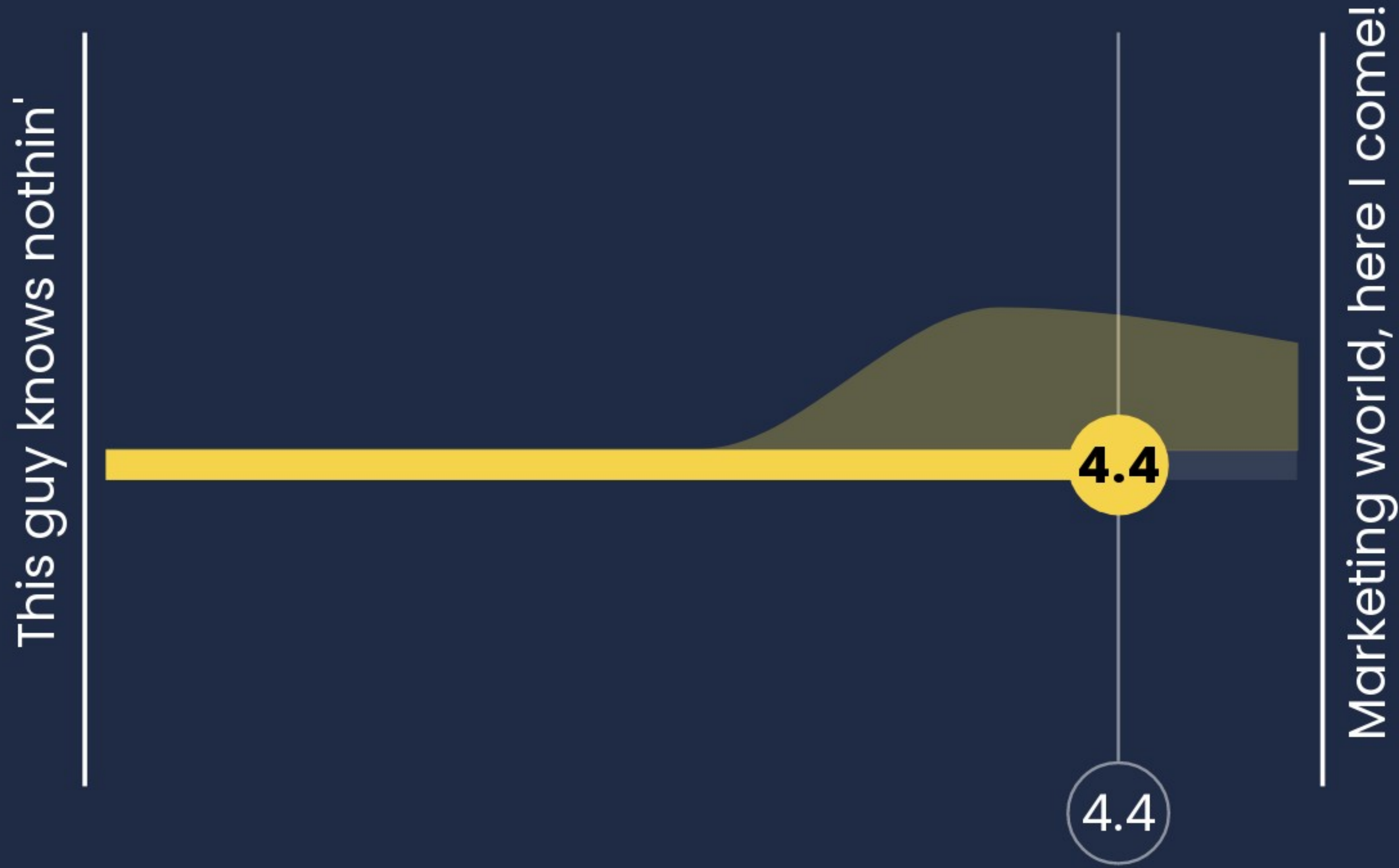


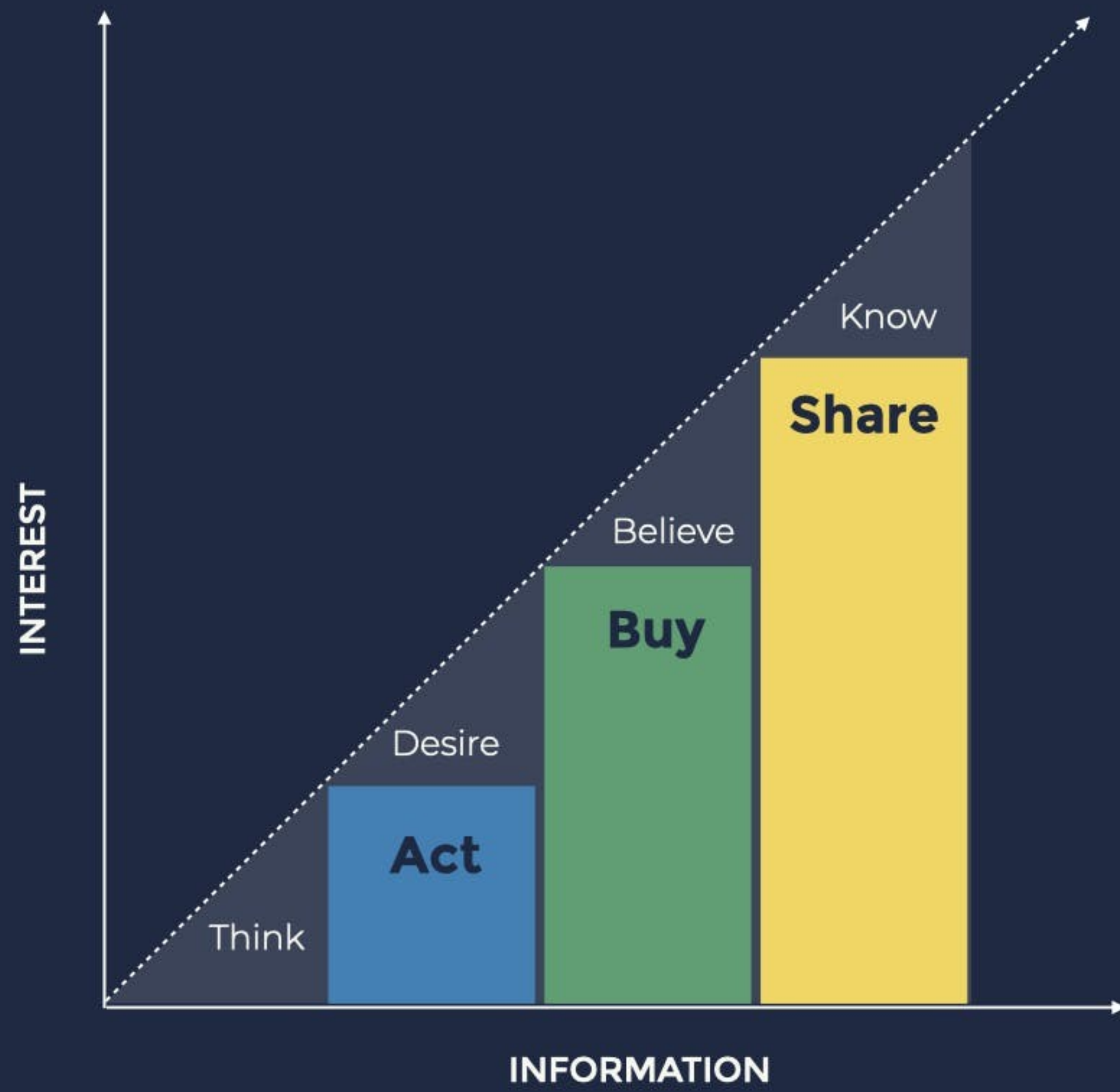
Solar System





How beneficial is this session for you?





Getting to YES

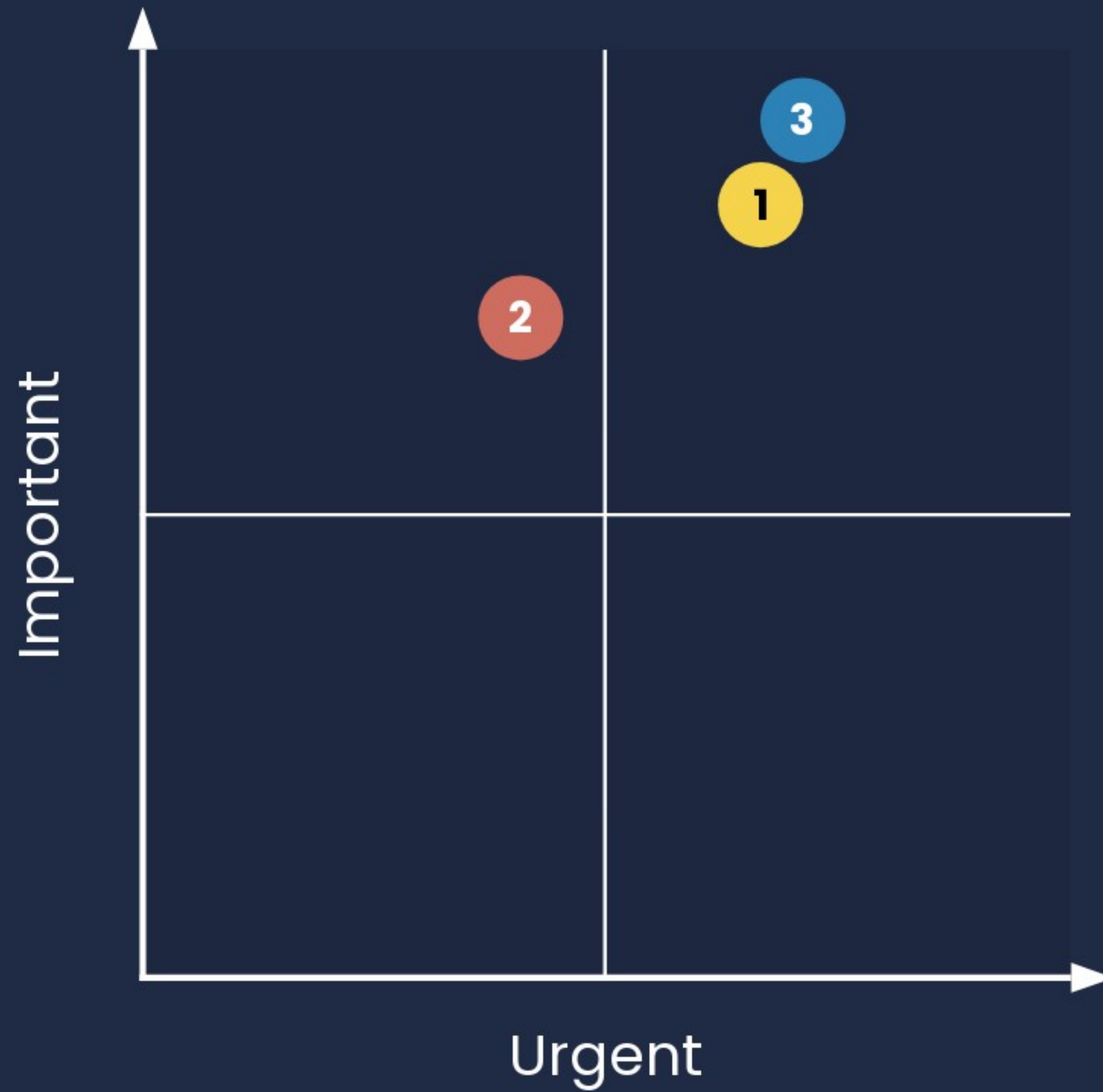
- **WHY** should I buy what
- **YOU** are offering me
- **NOW** or soon?



The Eisenhower Marketing Matrix



2 x 2 Grid



- 1 Benchmark Ministry
- 2 Your Ministry in 2021
- 3 Your Ministry in 2025

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



Heather Pubols

FOUNDER/COMMUNICATIONS CONSULTANT

heatherpubols@lemotif.org



www.lemotif.org



Kurian Babykutty

CHIEF EVANGELICAL OFFICER

kurianbk@40parables.com



www.40parables.com

Marketing Manna

marketingmanna.com

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

Robert Half

Q & A (Ask me anything)

**4 questions
1 upvotes**