



# GO AND... *Be Church*

## A Sincere Welcome

A little humor often helps us see truth in a given situation. Such is the case with this video titled “What if Starbucks Marketed Like a Church? A Parable”.

[https://www.youtube.com/watch?v=D7\\_dZTrjw9I](https://www.youtube.com/watch?v=D7_dZTrjw9I)

Watch it three times. The first time just observe and enjoy. Watch it a second time noting the times you may have made the same mistakes. Watch it a third time with others from the congregation and share your reactions and reflections.

Questions for your conversation:

- 1) Nelson Searcy writes, “Seven minutes is all you get to make a positive first time impressing. In the first 7 minutes of contact with your church, the first-time guests will know whether or not they are coming back. That is before a single song is sung and before a single word of a sermon is uttered.” (Fusion: Turning First-Time Guests into Fully-Engaged Members of your Church) The 7 minutes starts when they pull in the parking lot as was evident in the video. Do the 7 minute tests with a variety of worshippers and ask for their feedback.
- 2) The couple in the video did not know the coffee shop routine... how to “behave”. How do people know the “behavior” of your congregation? Are there ways you could develop a stronger sense of inclusive community in worship and Sunday morning happenings?
- 3) Research shows people across the board are looking for connections but that means different things to different people. How could you follow up with visitors/guests/newcomers? Make a list of pros and cons for each of your ideas. Close your conversation time with 3-4 faithful action steps and prayer.