

Less Clutter. Less Noise.: Beyond Bulletins, Brochures and Bake Sales

By Kem Meyer

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Simple Strategies for Getting the Word Out

Do you ever wonder why people today aren't getting your message? Maybe you can relate to how they feel--bombarded, skeptical, stressed, overloaded--looking for something amidst the pressure of life that will make a real difference. Your mission is as compelling as ever! But hitting people with more promotions, flyers and brochures isn't helping them find the good news.

What if you could break through the clutter and find the direct route to their hearts and minds? It's easier than you think.

With proven "now" communication strategies--practical solutions and principles that build trust instead of walls--you can make every aspect of a person's engagement with your church simple and more rewarding. Packed with short illustrations and real-life stories, this book is written for leaders in today's attention-deficit world, making it easy to grab, read and use anytime.

When you help clear the path, you help people take their next step toward Christ.

You'll find that less clutter, less noise speaks louder than anything.

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Editorial Review

Review
"Meyer takes a candid look at the stupid barriers that prevent progress and explains how to tear them down. By reading this book, evangelists in churches, non-profits, and businesses can learn to connect with the head, heart, and gut of their customers and employees and then change the world." --Guy Kawasaki, author of Reality Check and co-founder of Alltop.com

"Practical, insightful, even breathtaking at times. If your communications are failing to communicate, this book is a fabulous place to start." --Seth Godin, author of Tribes

"The greatest message ought to be communicated in the most memorable ways. And, Kem Meyer will show you how to do it. This book is both inspirational and practical. A must read for those who care about communicating the message of Christ in the most compelling way possible." --Mark Batterson, Lead Pastor, National Community Church and Author of In a Pit with a Lion on a Snowy Day

About the Author
Kem used to think church was for out-of-touch people who just needed to "get a life." Now? She believes the local church is the hope of the world--it just needs some help. She believes it so much that after a 15-year career in corporate communications, Kem left the marketplace to join the staff team at Granger Community Church. As the church's Communications Director, Kem leads creative, information and technology teams to champion a clutter-free, cohesive and unified experience across departments and campuses.

While her faith is primary in her life and what drives her to achieve more, she doesn't believe in huddling inside church walls. She's an advocate for applying these same principles and insights in businesses, schools, not-for-profits or any organization struggling to find ways to get the word out and, simply, do better.

Join Kem on her blog: kemmeyer.com.

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