

# A.I.D.A. & The Mornington Messenger

Thursday, 30 July 2015 14:10

## Grab Their Attention

- *Question: Why would someone pick the MM up out of the other junk mail?*
- What gets people's attention?
  - They perceive there will be benefits (What's In It For Me?)
    - Help with life issues
    - Be entertained
  - The unusual. Quirky
    - Jokes
    - Fun facts
    - Stories/articles about things people might not know but might find interesting
  - Things they are already interested in
    - Community news
  - Threats to their wellbeing
- Our primary means of getting people's attention is the cover. What should we have there?
- Secondary means include:
  - Headlines
  - Graphics and photos

## Hold Their Interest

- *Question: Why would someone take the time to read further?*
- Ways of maintaining interest
  - Promises that there will be benefits (assuming that you can also deliver)
  - Variety and surprise
  - Anticipation and suspense
  - Stories especially human interest stories
  - Provoke, stir emotions
  - Audience engagement
    - Questions, feedback, ways they can contribute
  - Brevity, succinctness
  - Humour
  - Enthusiasm and conviction
  - Providing for different learning styles

## Stimulate Their Desire

- *Question: Our purpose is to help people be more open to following Jesus. Therefore our desired desire is that people will be positively disposed to Jesus and want to know more.*
- What sort of material might do that?
  - Material that generates good will (and that may not be explicitly Christian)
    - Provide something of value to people
    - Entertain
    - Show an interest in people and in this community
    - Help with life issues
  - Christian material that presents Jesus and the church positively
    - Help with life issues from a Christian perspective
    - News of what we are doing
    - Devotional
    - A Christian perspective on current issues
    - Bible verses

## Encourage Action

- *Questions: What action would we hope people might take?*
  - Explore Christianity further

- Books, DVDs, magazines
  - Should we profile books, DVDs, magazines etc?
  - Should we have books, DVDs, magazines, etc. that we give/sell/lend to the public?
- Websites
  - Should we promote certain websites?
  - In particular, should we promote our own website?
    - ◆ See the note below
- Talk to a friend
  - Can we encourage this in general?
  - Could we identify particular people who would be available/willing?
- Talk to us
  - Include our contact details
  - Provide some info about the ministers (and/or others) so that people might be inclined to feel they know us and can trust us?
  - Encourage people to make contact with us
  - Provide other ways of making contact (maybe anonymously) e.g. through our website
- Talk to another church
  - Provide details of the other churches
- Approach us as a church (or another church)
- Get involved in something we provide

### **The key question**

From the reader's point of view, the key question is: How will I benefit from investing this time in reading this magazine, or this article?

To accurately anticipate that we need to know our audience. How can we know the people of these suburbs better?

- Think about the people we do know
  - But do we tend to know a certain demographic?
- Talk to people listening for clues
- Get feedback
- Observe our community
- Know what is generally true and assume it is locally true

### **A Link Between The MM And Our website?**

I wonder if we should focus on developing our website

- That is the modern way to communicate
- People look for a website when they want information
- Information there doesn't disappear
- But it doesn't get into people's homes. People have to go to it.
  - The MM could lead people to the website. If we think of stepping stones on people's journey, part of our strategy could be to see the MM as step one but encouraging people to take step two i.e. look at our website.
  - If we had a brief article in the MM on some life issue, we could have a longer article on the website plus links to other resources
- What should we do on the website to encourage people to
  - Come back regularly
  - Take step three
    - Exploring material about Jesus
    - Contacting us
    - Asking questions
    - ...