

JUNE 8, 2021

Become a Certified Church Consultant

The Need Has Never Been Greater





THREE MAJOR DEMOGRAPHIC SHIFTS





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1 Lowest birth rate ever





THREE MAJOR DEMOGRAPHIC SHIFTS

- 1 Lowest birth rate ever**
- 2 Death of cultural Christianity**





THREE MAJOR DEMOGRAPHIC SHIFTS

- 1 Lowest birth rate ever**
- 2 Death of cultural Christianity**
- 3 Retiring/dying Boomer pastors and staff**



The Amazing Growth of Church Consultation



The Amazing Growth of Church Consultation

The Dearth of Church Consultants



The Amazing Growth of Church Consultation

The Dearth of Church Consultants

- Probably less than 500



The Amazing Growth of Church Consultation

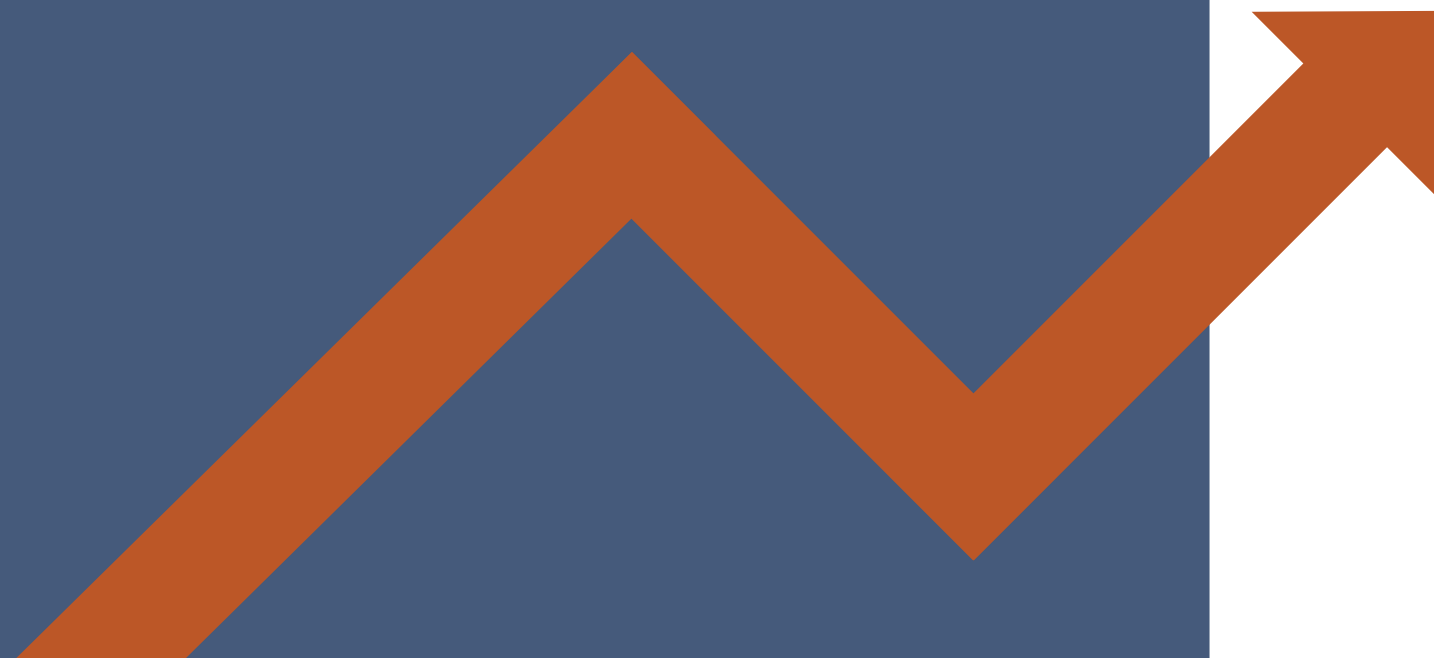
The Dearth of Church Consultants

- Probably less than 500
- Fewer than 200 actually functioning



**The Amazing Growth of
Church Consultation**

**The Decline of
Denominational Support**



The Amazing Growth of Church Consultation

The Decline of Denominational Support

- Denominations facing their own budget constraints



The Amazing Growth of Church Consultation

The Decline of Denominational Support

- Denominations facing their own budget constraints
- Not enough staff to meet the need



The Amazing Growth of Church Consultation

**Becoming an
Embraced Profession**



The Amazing Growth of Church Consultation

Becoming an Embraced Profession

- Wisdom of outside eyes



The Amazing Growth of Church Consultation

Becoming an Embraced Profession

- Wisdom of outside eyes
- Biblical models



Consultation Factors



Consultation Factors

THE 90% FACTOR



Consultation Factors

THE 90% FACTOR

THE ADMISSION FACTOR



Consultation Factors

THE 90% FACTOR

THE ADMISSION FACTOR

**THE ACCEPTANCE (OF
CONSULTANTS) FACTOR**



Consultation Factors

THE 90% FACTOR

THE ADMISSION FACTOR

**THE ACCEPTANCE (OF
CONSULTANTS) FACTOR**

**THE SHORTAGE OF
CONSULTANTS FOR
CHURCHES 250
AND UNDER**





THE CERTIFICATION PATH





THE CERTIFICATION PATH

Fourth Quarter Ministry and Side Gigs



A person is walking away from the camera on a wooden boardwalk that stretches into the distance. In the background, a town is visible under a bright, hazy sky, suggesting a sunrise or sunset. The scene is overlaid with a large, semi-transparent blue arrow pointing to the right.

THE CERTIFICATION PATH

Fourth Quarter Ministry and Side Gigs

- 10,000 Boomers turn 65 every day



A person is walking away from the camera on a wooden boardwalk that stretches into the distance. In the background, a town is visible under a bright, hazy sky, suggesting a sunrise or sunset. The scene is overlaid with a large, semi-transparent blue arrow pointing to the right.

THE CERTIFICATION PATH

Fourth Quarter Ministry and Side Gigs

- 10,000 Boomers turn 65 every day
- A new form of side gigs





THE CERTIFICATION PATH

Learn Consulting Specialities





THE CERTIFICATION PATH

Learn Consulting Specialities

- Secret Guest Consultation



A person with a backpack is walking away from the camera on a wooden boardwalk that leads towards a town in the distance. The scene is captured at sunrise or sunset, with a warm, hazy light. The image is partially covered by a large, light-blue arrow pointing to the right.

THE CERTIFICATION PATH

Learn Consulting Specialities

- Secret Guest Consultation
- Church Revitalization Certification



THE COVID FACTOR



THE COVID FACTOR

- Increased the need



THE COVID FACTOR

- Increased the need
- Increased the willingness



THE COVID FACTOR

- Increased the need
- Increased the willingness
- Increased the urgency



THE COVID FACTOR

- Increased the need
- Increased the willingness
- Increased the urgency
- The need for a new baseline



THE COVID FACTOR

- Increased the need
- Increased the willingness
- Increased the urgency
- The need for a new baseline
- The need to understand the bivo and covo world



HOW DOES CCU PREPARE ME?

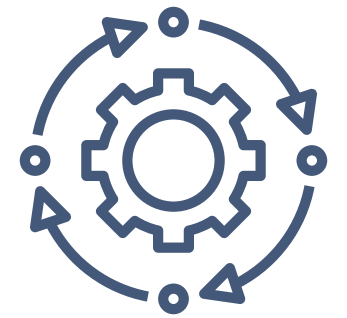
You will learn:

- How to discern consulting objectives
- How to create a proposal
- How to use consulting tools
- How to report findings
- How to follow up with your clients

**Your first consultation should be your church!
We provide a toolkit for your first two consults.**



Seven Habits Successful Church Consultants Develop in Their First Year



Seven Habits Successful Church Consultants Develop in Their First Year



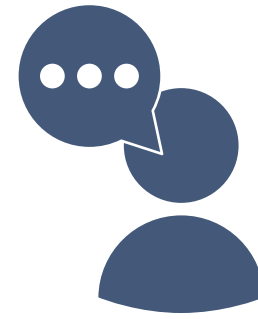
Habit #1 - They do two free or low-price consultations

- Experience is invaluable.
- Referrals are natural.
- Rookie mistakes are accepted.

Warning: Church consultation is not a get-rich-quick scheme.



Seven Habits Successful Church Consultants Develop in Their First Year



Habit #2 - They ask for referrals

- This may be the differentiator between those who get clients and those who don't.
- Get feedback so you know what type of referral and recommendation you will get.



Seven Habits Successful Church Consultants Develop in Their First Year



Habit #3 - They become students of local congregations

- They read Lyle Schaller, Thom Rainer, Sam Rainer, Chuck Lawless, Nelson Searcy, etc.
- They listen to podcasts on the local church: Rainer on Leadership; EST; Revitalize and Replant, etc.



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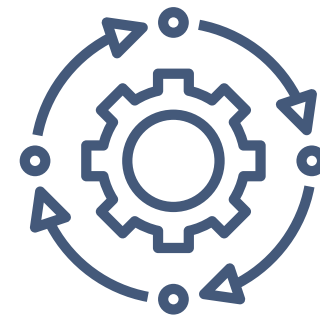


Habit #3 - They become students of local congregations

- The gold mine called Church Answers.
- They are highly collaborative.



Seven Habits Successful Church Consultants Develop in Their First Year

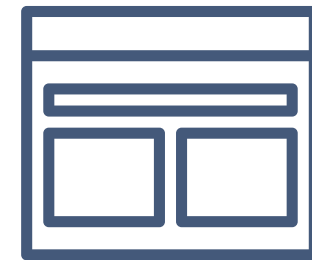


Habit #4 - They develop a systematic marketing process

- Keep it simple.
- Keep it inexpensive.
- Keep it consistent.



Seven Habits Successful Church Consultants Develop in Their First Year




Habit #5 - They develop a dynamic written template

- It is usually called “the deliverable.”
- It is how you will be remembered, both short-term and long-term.
- Grammar and style are critically important.
- Don’t hesitate to emulate.



Seven Habits Successful Church Consultants Develop in Their First Year

 Habit #6 - They always ask the question: "Who is the client?"

- The number one mistake of church consultants.
- The number one pain point of church consultants.
- Answering that question incorrectly dooms the consultation.



Seven Habits Successful Church Consultants Develop in Their First Year



Habit #7 - They stay pugnaciously persistent

- Most consultants keep all these action items going three years before they see significant fruit.
- Church consultation has a flywheel effect – but it takes time.





**Welcome to the world
of church consultation.**

We need you!

Becoming a Certified Church Consultant at



The number one training and certification organization



Becoming a Certified Church Consultant at



14 courses

1. Introduction to Church Consulting
2. Understanding Church Consultation Pricing Models
3. Church Consultation and Church Revitalization
4. The Client and the Contract
5. The Proposal
6. Going Onsite and Wrap-ups
7. Demographics and Psychographics of the Community
8. The Congregational Survey
9. Specialized Issues in Church Consultation
10. The Critical Importance of the Church Website
11. Overview of a Complete Written Church Consultation
12. Utilizing a Secret Church Guest
13. Finding Clients
14. Final Issues for Certification



Becoming a Certified Church Consultant at



- Assigned mentoring
- Assignments on Church Answers
- Self-paced
- Completion time is usually four months to nine months.



Becoming a Certified Church Consultant at



- Full cost is \$2,650
- FOR A LIMITED TIME

**Save \$450 by paying a one
time payment of \$2,200**

**Save \$200 by paying a deposit
of \$50 now, then 12 payments
of \$199.97**

This Church Consultation University
cohort will be limited to 40 students.

We offer a 30-day, no-questions-asked refund policy.



Becoming a Certified Church Consultant at



BONUS CONSULTATION TOOLKIT

- ★ 2 - Revitalizer Profiles
- ★ 2 - Know Your Community reports
- ★ 2 - Church Health Reports
- ★ 6 months Church Answers Silver

Available only to those who enroll
through Sunday, June 13

We offer a 30-day, no-questions-asked refund policy.



Questions?

