



***Market Like a Pro
While Serving Like a
Saint***



Casey Short, FiveQ



Tracy Nordyke, MIF





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Matthew 10:16-20

“I am sending you out like sheep among wolves. Therefore be as shrewd as snakes and as innocent as doves.”



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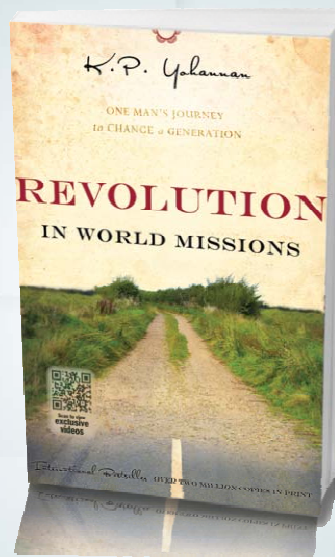


A TG Definition

Marketing is leading others to faithful action in service of building the Kingdom of God.

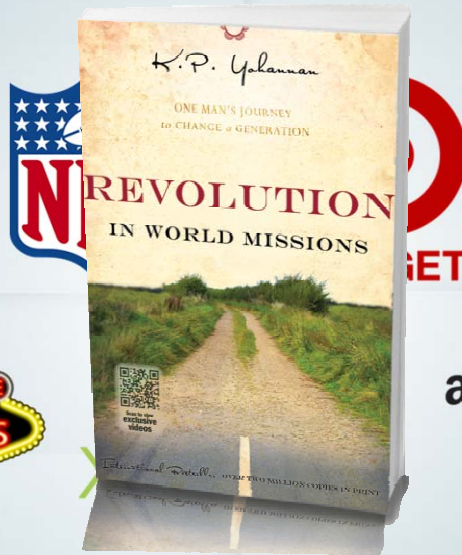


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“We don’t have a good sense of what an advantage really is.”



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\$0 is never the right marketing budget for any organization!



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1. How can I leverage my marketing investment by adding additional resources?
2. What's already working for my champions?
3. What tool would support what's already working for me?



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Mobilization Marketing: the tools of the trade





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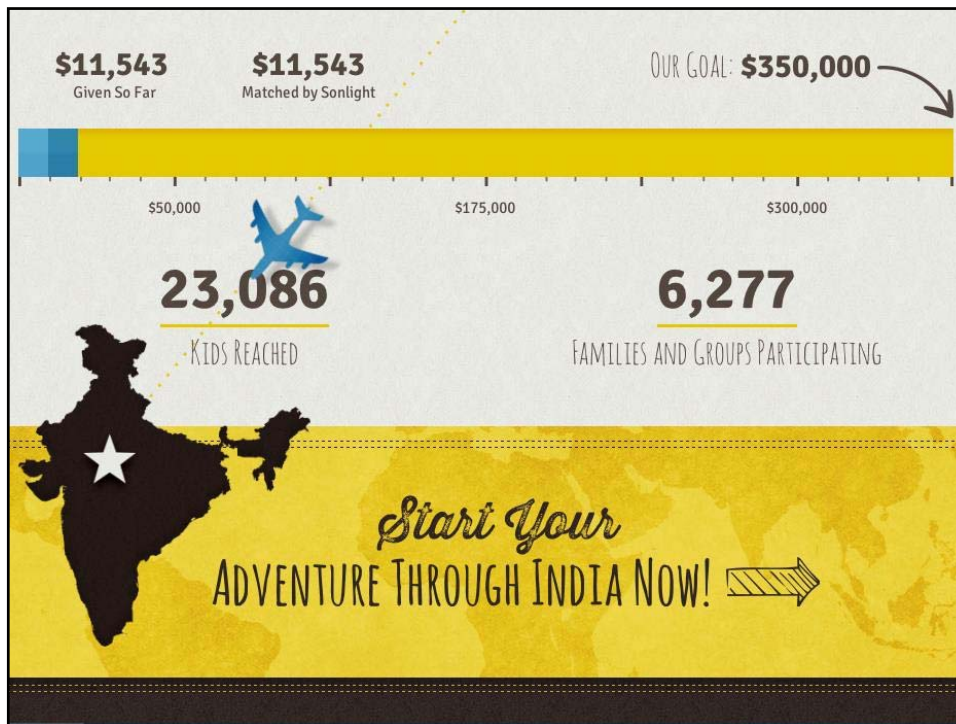
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