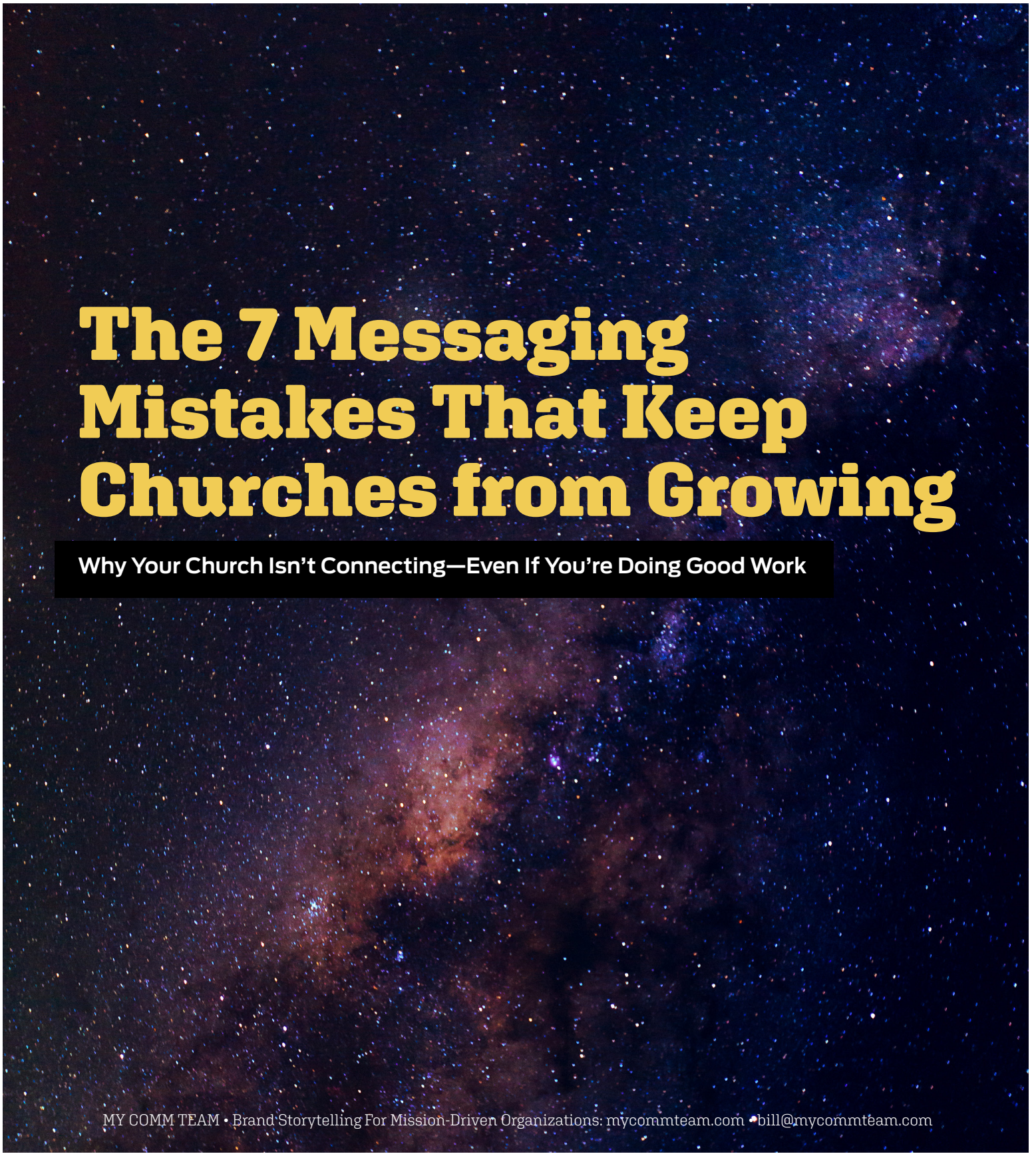
My Comm Team

Brand Storytelling For Mission-Driven Organizations



The 7 Messaging Mistakes That Keep Churches from Growing

Why Your Church Isn't Connecting—Even If You're Doing Good Work

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The 7 Messaging Mistakes That Keep Churches from Growing

Why Your Church Isn't Connecting—Even If You're Doing Good Work

Your church might be healthy. Your preaching might be strong.
Your mission might be clear internally.

But if people don't understand your message quickly, they don't engage deeply.

And when engagement drops, growth stalls.

The truth? Most churches don't have a theology problem.

They have a clarity problem.

This guide will help you identify the 7 messaging mistakes that quietly limit connection, attendance, and momentum - and show you how to fix them.

1

Leading With Programs Instead of Transformation:

THE MISTAKE:
"We have small groups, student ministry, recovery groups, 4 services..."

Programs aren't the problem.

But programs don't inspire people.

Transformation does.

THE SHIFT:
Lead with the change people experience, not the structure that delivers it.

Instead of:
"We offer 12 ministries for every stage of life."

Say:
"We help people find hope, healing, and a place to belong."

2

Using Insider Language:

THE MISTAKE:

Words like:

- Fellowship
- Discipleship
- Anointed
- Called
- Covenant

They make sense to insiders. They confuse outsiders. **Confused people don't ask questions. They just disengage.**

THE SHIFT:

Translate spiritual language into everyday clarity.

If a first-time guest can't understand your website in 10 seconds, it's too complicated.

3

No Clear Next Step:

THE MISTAKE:

Many church websites say:

- "Learn More"
- "Get Involved"
- "About Us"

Those aren't clear steps.

People don't take vague action.

THE SHIFT:

Offer a single, obvious next step:

- Plan Your Visit
- Join a Group
- Watch a Message
- Meet a Pastor

Clarity increases commitment.

4

Burying the Vision in Paragraphs:

THE MISTAKE:

Long mission statements rarely move people.

Most church websites are word-heavy and impact-light.

If your core message is hidden in three paragraphs, it's not leading.

THE SHIFT:

Create **one clear, repeatable sentence** that defines who you are and what you do.

If your staff can't say it from memory, it's not clear enough.

5

Inconsistent Messaging Across Platforms:

THE MISTAKE:
Your website says one thing.
Your social media says another.
Your worship guide says something else.

Inconsistency erodes trust.

THE SHIFT:
Create a core message that drives everything:

- Website
- Sermon series
- Social captions
- Email announcements
- Guest follow-up

Clarity builds confidence

6

Highlighting What the Church Needs Instead of What People Need:

THE MISTAKE:
Many churches unintentionally communicate:

- We need volunteers
- We need giving
- We need help

People don't rally around institutional needs.

They respond to personal transformation.

THE SHIFT:
Position your church as the guide.
Position the attendee as the hero.

The story is about what changes for them...not what the church requires.

7

Trying to Be Everything to Everyone:

THE MISTAKE:
The broader your messaging, the weaker it becomes.

"We're a church for everyone."

That sounds welcoming but it communicates nothing specific.

THE SHIFT:
Clarify:

- Who you're best positioned to serve
- What problem you solve
- What kind of transformation you lead

Specificity creates attraction.

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Final Thought...

Your church doesn't need louder marketing. **It needs clearer messaging.**

When your story is clear:

- Visitors understand faster
- Members invite easier
- Giving increases
- Alignment strengthens
- Momentum builds

CLARITY CHANGES EVERYTHING.

Ready to Clarify YOUR Church's Story?

If you recognize even 2–3 of these mistakes,
it may be time for a Brand Storytelling reset.

Schedule a Church Messaging Clarity Call:

Bill Roberson, Head of Brand, My Comm Team
bill@mycommteam.com · 972.898.7176

Let's uncover the story your church was meant to tell.
