

LESS CLUTTER. LESS NOISE.

BEYOND BULLETINS, BROCHURES AND BAKE SALES

kem meyer



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.

Kem blogs at kemmeyer.com.

LESS CLUTTER. LESS NOISE.

Beyond bulletins, brochures and bake sales

by Kem Meyer

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—bombed, 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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Reviews

“With a 360 degree view of the author and application of this book’s content I find myself in a unique position. As Kem’s pastor I’ve watched her integrate the values and principles espoused in this book throughout the fabric of Granger Community Church. This stuff isn’t just theory. I know it really works. Kem has made this extraordinary material available to you. Use it up.”

— Mark Beeson, Senior Pastor, Granger Community Church

“As a pastor, I spend a great deal of my time trying to figure out how to ensure that the message God has placed on my heart gets through the distractions of life into the hearts of the listener. Now, I have an amazing tool that can help me refine that art. Kem’s book should be required reading, not just for pastors, but for anyone who needs to communicate with others. This is not only a must-read, it is a must-keep-on-the-shelf-close-to-my-desk-forever book! Buy it today!”

— Jonathan Falwell, Senior Pastor, Thomas Road Baptist Church

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