
SERVE YOUR AUDIENCE: THE #1 WAY TO GROW A ROCK-SOLID PLATFORM

2021 Colorado Christian Writers Conference
Directed by Marlene Bagnull

Session 1B: Content Ideas for Blog Posts & Social Media

People First. Message Second.

This is Jesus' Way.

Presenter



The business card for Patricia Durgin features a circular logo on the left with a white cross and the letters 'MTM' on a dark blue background. To the right of the logo is a circular portrait of Patricia, a woman with short brown hair, glasses, and a white collared shirt. Below the logo and portrait, the text lists her credentials and contact information. At the bottom of the card is a dark blue horizontal bar.

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Brand and Platform Builder
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Marketers On A Mission

Marketers On A Mission, the FB Live program by and for Christian writers and speakers, helping you r

[Edit](#)



Marketers On A Mission

Published by Patricia A Durgin · 1m ·



Are you attending [Marlene Bagnall](#)'s virtual conference, the Colorado Christian Writers Conference?

You're invited to join my free, private Facebook group for Christian writers and speakers, [Marketers On A Mission ENGAGE](#).

Our focus is helping you share the Gospel beyond your inner circle, so it reaches those in your audience who do not yet know you, but are hungry for your message.

Marketing Jesus' way is the key. He always puts people first and products second.

Our membership is overwhelmingly women ages 39 and up. That's proven to be God's design for us, and we've accepted it.

If you're just dipping your toes into the Christian writing / speaking field, the content will be beyond your reach. And if you're already fully established with your website, social media, and so on working seamlessly, you won't find us helpful.

If you're somewhere in between, you're welcome to apply. 😊

NOTE: When you request membership, FB will show you three simple questions. Those must be answered before you join.



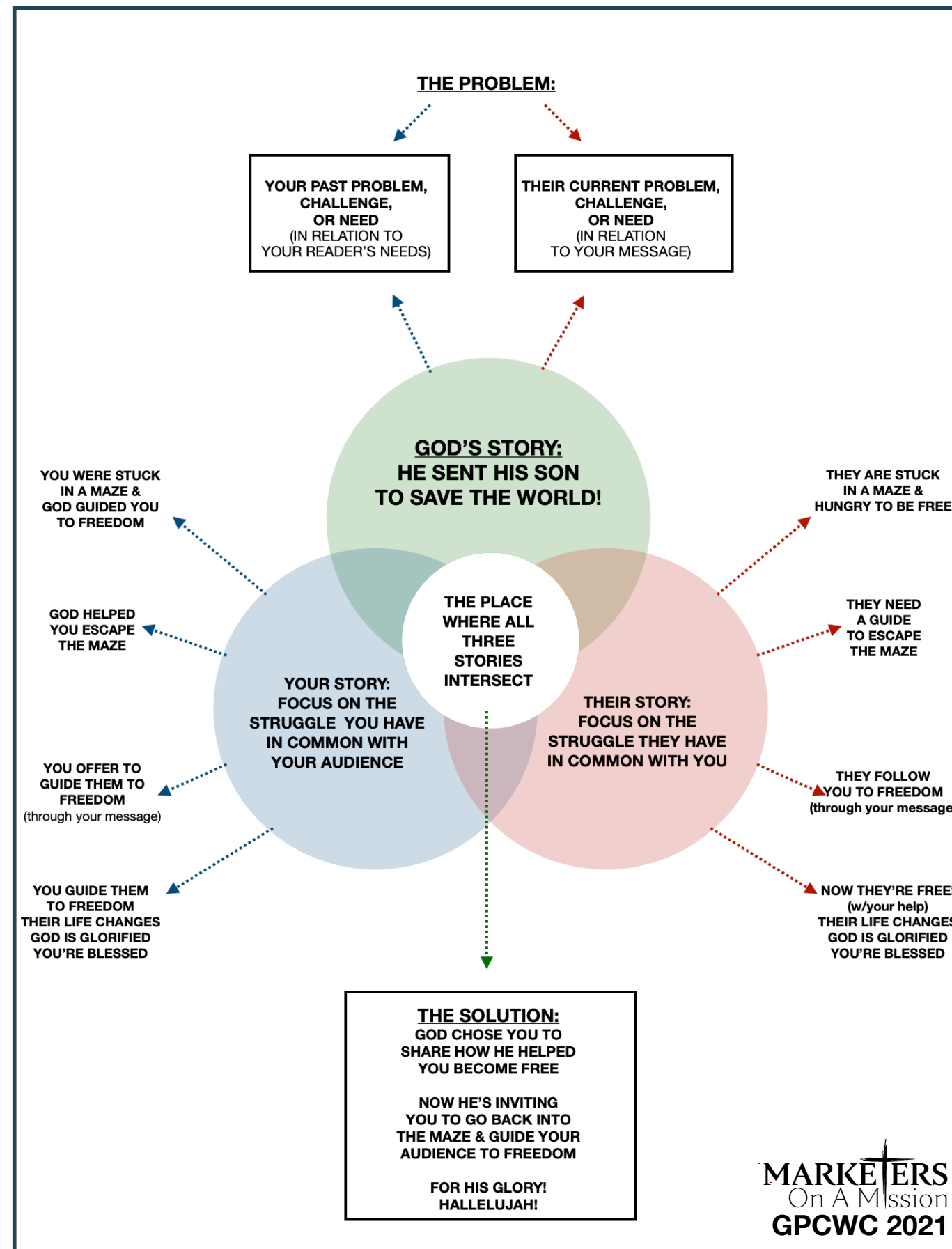
Share Your Message on Your Blog

Content Ideas

★ *Your message is the answer to the questions your audience is asking.*

They're stuck in a maze. The same kind of maze you were stuck in.
Christ wants you to guide your audience through the same maze He guided you through.





Showcase Your Message Not Just Your Book

Your book's content is drawn from your message's content.

What are your audience's values? (Hint: They're similar to yours.)

*Do they have a **problem** (are they moving away from something negative)?
Or do they a **goal** (are they moving toward something positive)?*

*What are they struggling with: health, career, parental, or marital issues?
What solutions have they already tried but didn't help (and why didn't they help)?*

*Is another person holding them back and if so, in what specific ways?
Where are they "stuck," exactly? Which words do they use to express that?
What triggered their search for answers to their problem or goal (this time)?
What's precisely is keeping them from moving forward?*

*What's the opposite of their struggle—what would deliverance look like?
What are the stages of deliverance that God brought you through?*

*You know the answers to all these questions, because you've lived it.
What lessons has Christ taught you that helped you the most?*

“But Won’t I Run Out of Things to Say?”

*As we serve our audience in God’s name, He brings new insights to our mind.
Their responses spur new thoughts in us. We discover new resources in Him.
It’s not possible to run out of things to share when we’re sharing God’s message.*





Share Your Message on Social Media

One of my first memes. Yuck!
But we all gotta start somewhere!

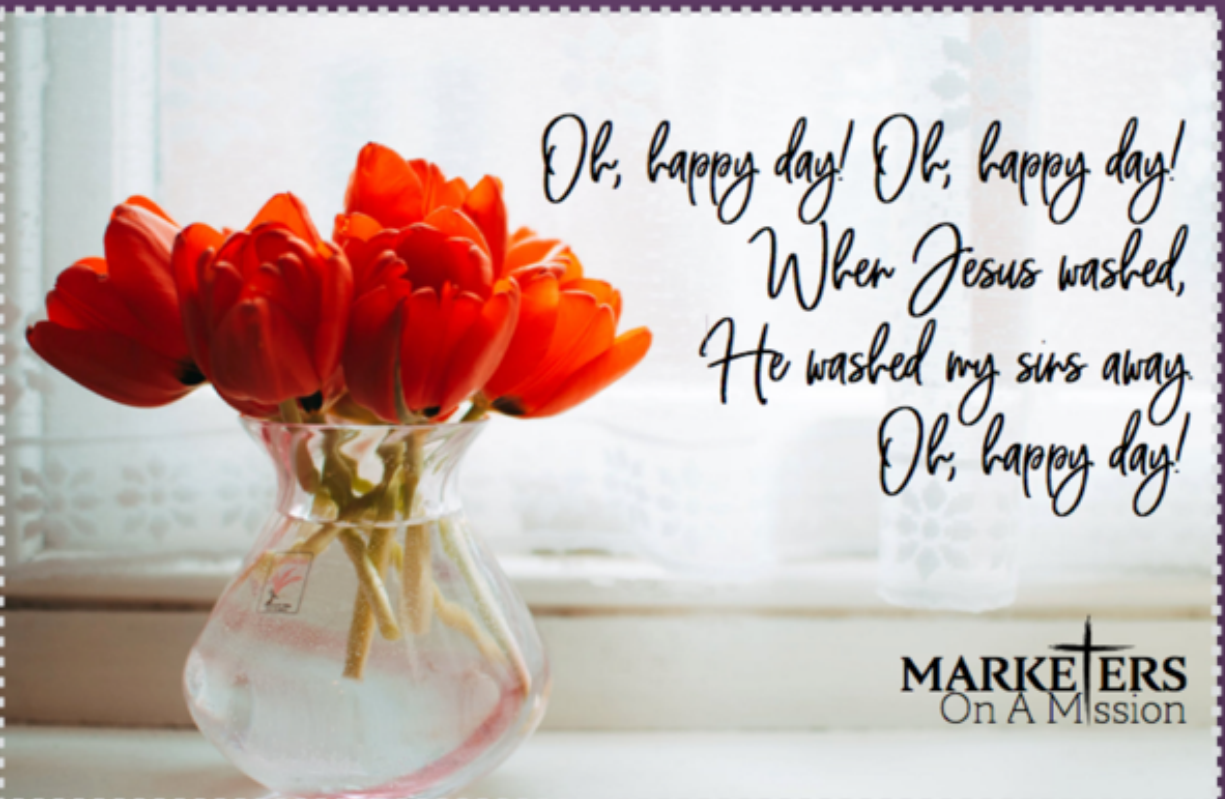


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What's the main thing
we need to fulfill our purpose?
More time in His presence.

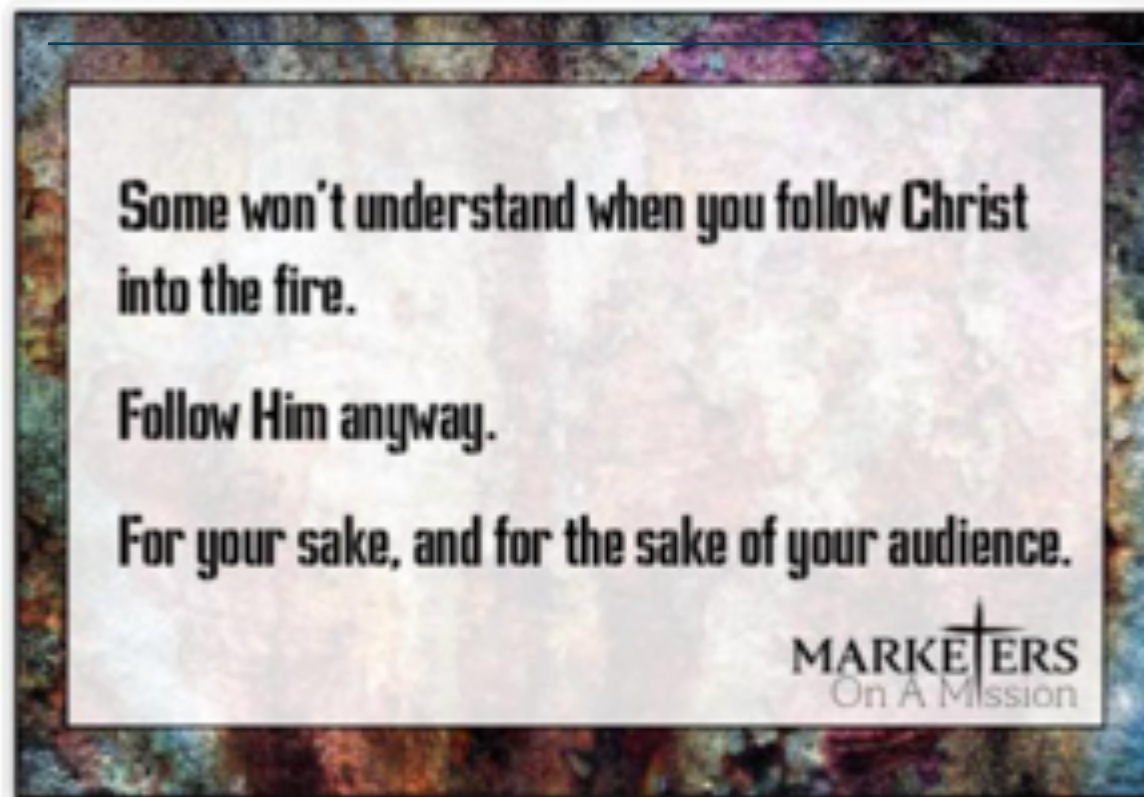


You are God's emergency responder!



*Oh, happy day! Oh, happy day!
When Jesus washed,
He washed my sins away.
Oh, happy day!*

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Merry Christmas!

MARKETERS
On A Mission
recommends...



Shannon Popkin
Author. Speaker.
Bible Teacher.



Influence
Building a Platform That Elevates Jesus (Not Me)
(link to purchase above and below)

God is BIGGER than our biggest giant. Hallelujah!



No matter our age. Our language. Our homeland.
Jesus died so that we might live. Thank you, Father!

If we want to hear from God...



We must periodically stop talking and listen to Him.

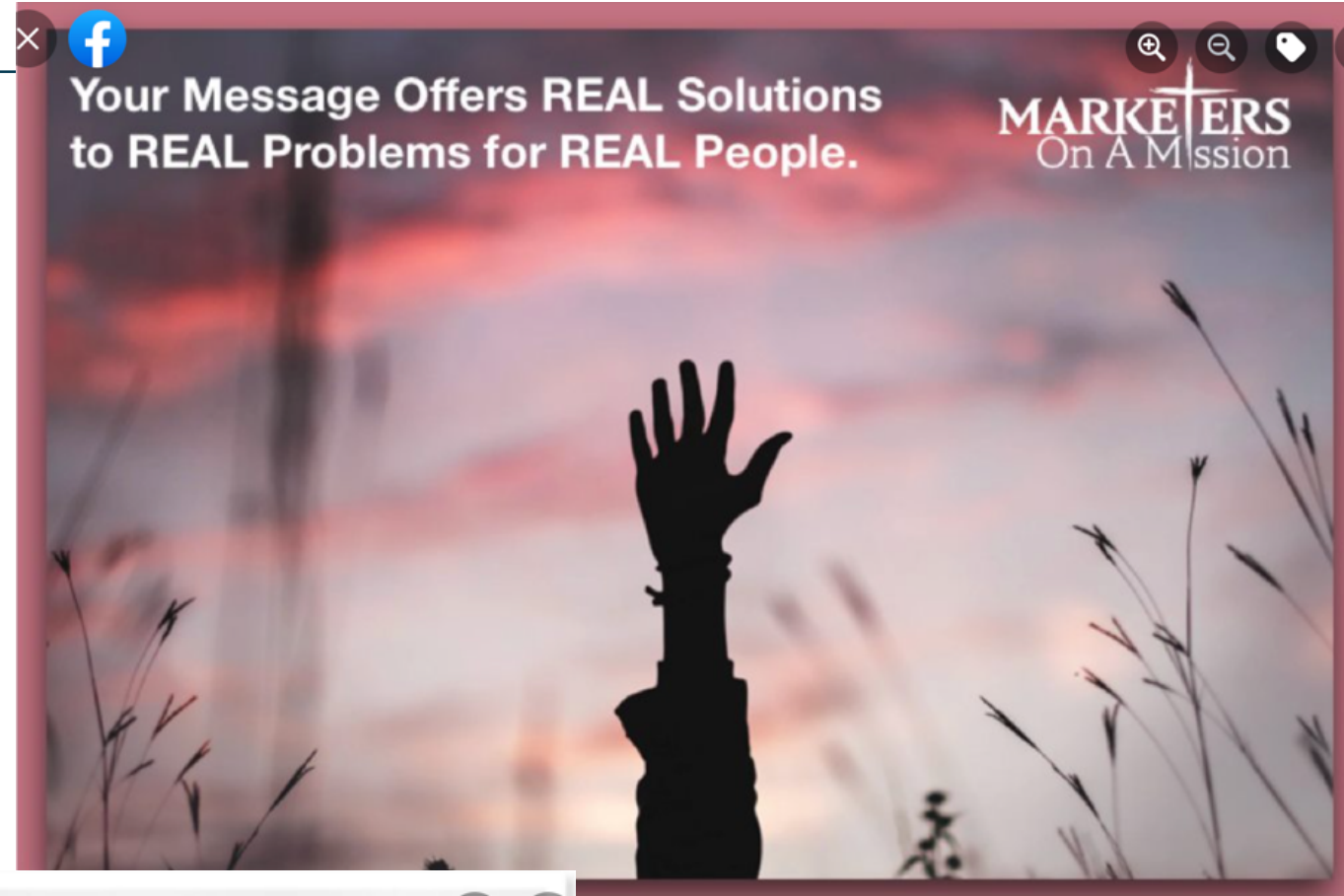
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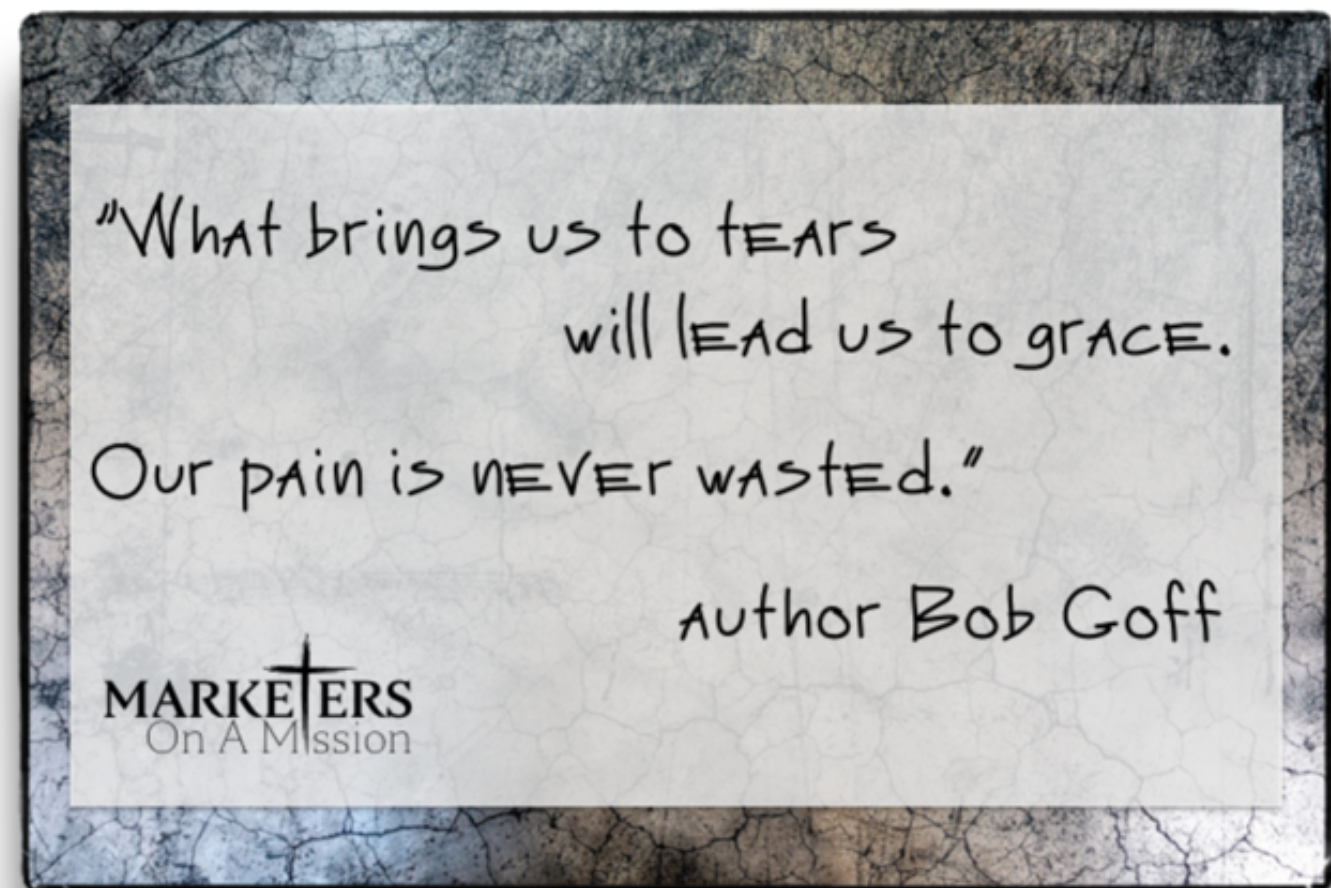
Who do you know (or suspect) that's in an abusive relationship? When abusers become stressed due to pressures outside the home, they abuse inside the home.

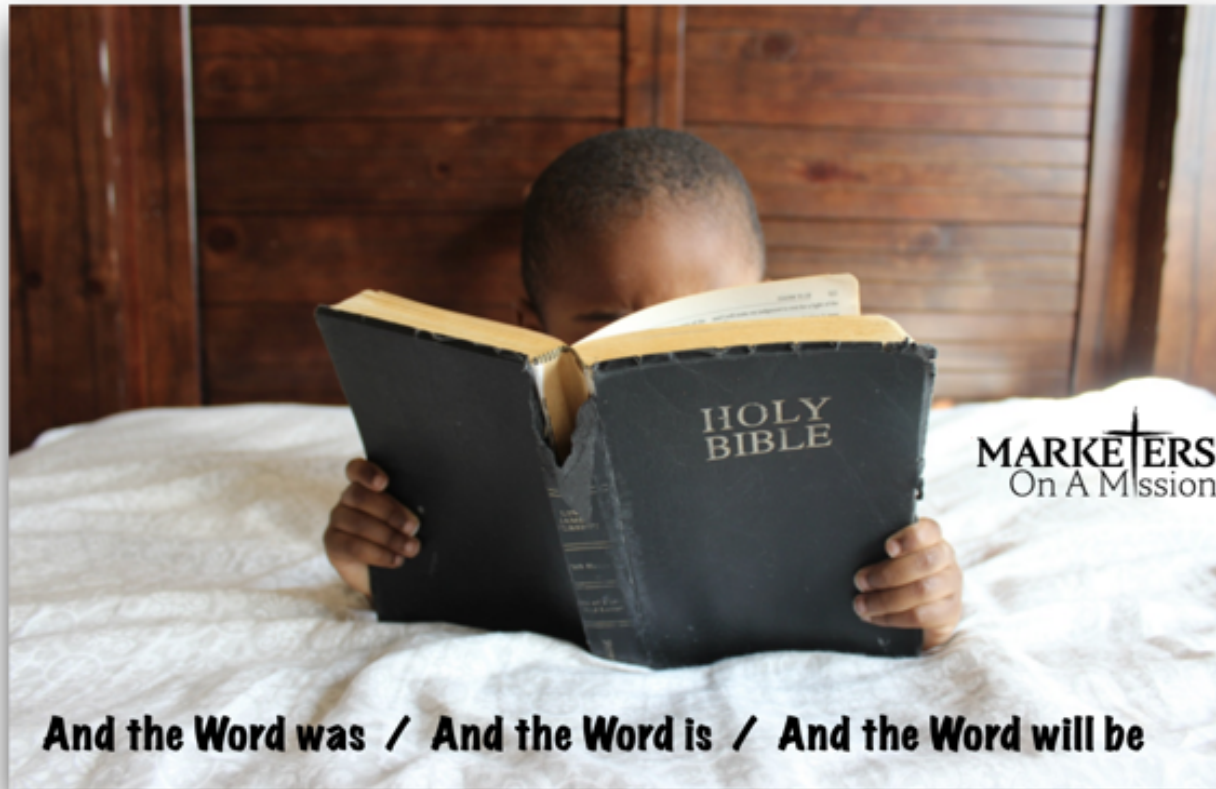
Inviting you to pray for abuse victims today!

Pray also for their abusers. Jesus Christ died to set them free from the demons they carry inside.



Friends. One of God's greatest gifts.





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And the Word was / And the Word is / And the Word will be



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When we are born again, we are a new creation...in Christ.
Innocent as a newborn baby, all our sins are washed away.

"Therefore, if anyone is in Christ, he is a new creation." II Corinthians 5:17 (ESV)



LAUGHTER

**One of God's
simple pleasures.**

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May you be brave enough to step into God's plans for you.

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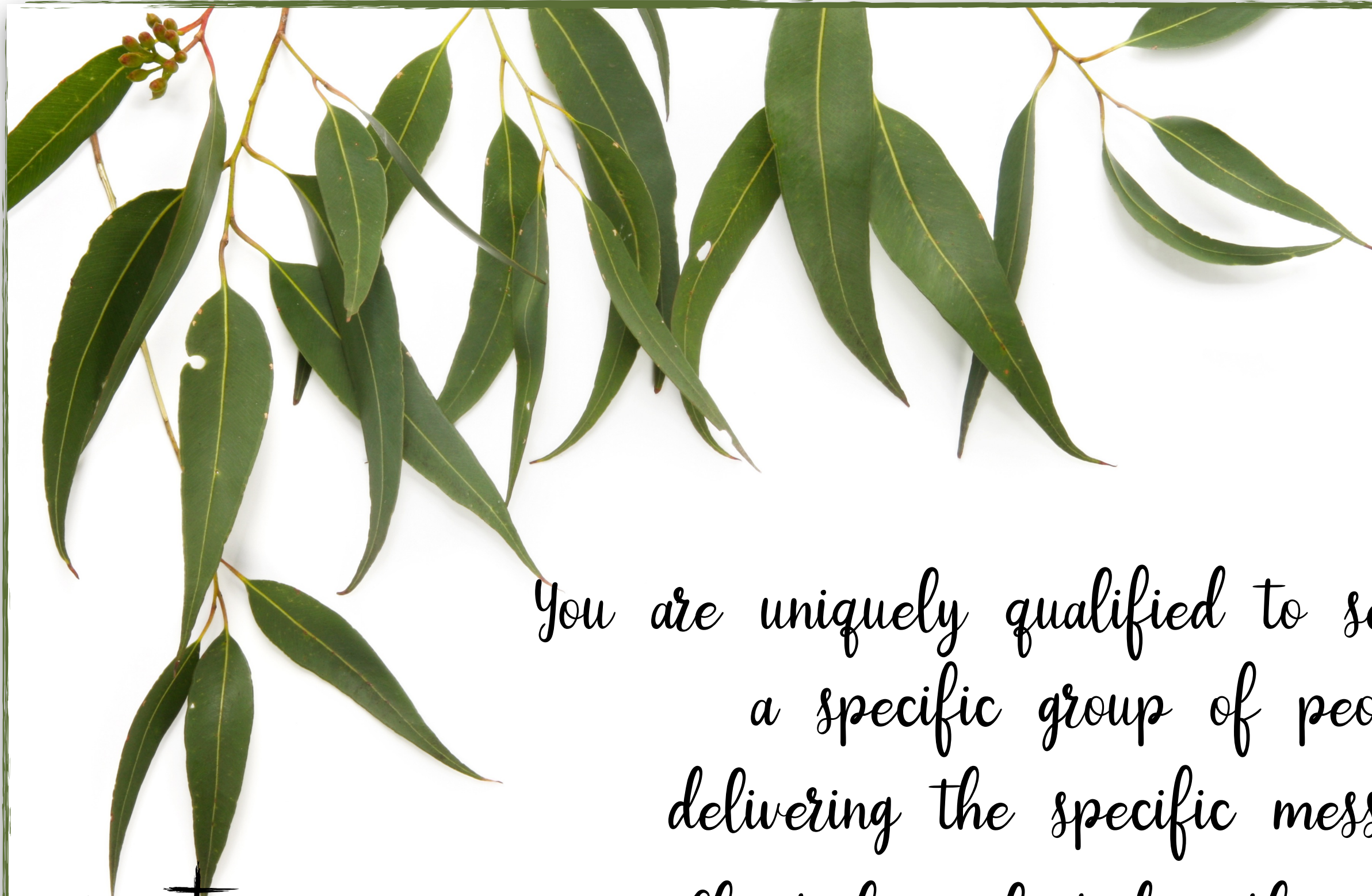
You have an instant connection with your audience members. They "get" your sense of humor. Appreciate your zany stories. They're hungry for your message. Be yourself, so they can find you.



YOUR MESSAGE IS THE ANSWER TO SOMEONE'S PRAYER.

Content Sources for Social Media Memes

- Your Thoughts / Insights / Gratitude / Wisdom
- Holidays
- Quotes from books (with attribution!) plus an Amazon link
- Snippets of songs (with attribution!) plus a YouTube link
- Scripture
- Truths and Principles based upon Scripture
- Encouragement!!!
- Insights Christ reveals along the way / Inspired by your readers
- Ask questions that invite a response
- Turn their minds toward God's love, care, Word, etc.
- Share something you did that was goofy (show you're a human, too!) :)
- Funny quotes or memes from others
- Recommended books plus an Amazon link and what your most liked about it (or not)
- Sharing others' posts, promos, and resources (always give them credit and tag them!)
- Promote your book **in proportion to your other posts** so readers don't tire of you :)



You are uniquely qualified to serve
a specific group of people,
delivering the specific message
Christ has planted within you.

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Ingredients for Memes

Ideas!!! :)

Online or Offline Space / Tool / Platform to Create Your Memes

Access to photos and/or Images (Use yours as often as you'd like)

Point You Want to Make (but not too many words—the meme will be visually “busy”)

If quoting Scripture, **quote it accurately and include the Bible version**

BE AWARE of the invisible message you're sharing, too (ethnicity, gender, etc.)

Only be as controversial as God wants you to be

Be vulnerable but don't be naked (emotionally) :)

RESOURCES:

Canva Design School (multiple free trainings: <https://designschool.canva.com/courses/> plus they have template sizes for every social media outlet—so helpful!

3 Most well known FREE PHOTO Sites (that need no attribution to creator)

Unsplash: <https://unsplash.com/>

Pexels: <https://www.pexels.com/>

Pixabay: <https://pixabay.com/>



Your Logo and Ministry Name on EVERY meme (if they're two separate parts—mine is one unit)

You can do every single thing
that Christ has called you to do.



EVERY. SINGLE. THING.

FREE FB Group: Marketing for Christian Writers and Speakers
<https://www.facebook.com/groups/MarketersOnAMissionENGAGE>

Overwhelmingly women over 35.

Please answer the 3 questions shown when you ask to join. Thanks!

Manage Group

**Marketers On A Mission ENGAGE**
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5 requests

Questions

Join Facebook Date

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Gender

Profile Picture



MTM ENGAGE

We are Christian writers and speakers dedicated to serving Christ by serving those He's entrusted to our care...our audience.

COMMUNITY - SUPPORT - TRAINING

Websites
Platform Building
Marketing Strategies
Speaker Training
Email List Building
...and much more!

Edit

Marketers On A Mission ENGAGE

Private group · 127 members



+ Invite

