

# Welcome!

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

2021 Colorado Christian Writers Conference  
Directed by Marlene Bagnull

Presenter

Admin Support  
Debbie Hardy  
The Queen of Resilience



The business card for Patricia Durgin features a circular logo with a cross and the letters 'MTM' in the top left. To the right is a circular portrait of Patricia, a woman with short brown hair and glasses, wearing a white shirt and a red 'PRISON PAID' sticker. Below the logo and portrait, the text lists her credentials and contact information.

**MTM**

**Patricia Durgin**

Your First Publicist  
Brand and Platform Builder  
Host of Over 500 (60-minute) Interviews  
Launch Your Tiny Business Course Creator  
Founder of Marketers On A Mission FB Group  
AWSA Certified Christian Writer & Speaker Coach

pd@MarketersOnAMission.com | 706.669.0086



<https://www.facebook.com/MarketersOnAMission>



## 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.



# WHY ME?

Past 35+ years, delivered over 5,000 teaching sessions in business, church, and community settings.

Hosted a FB Live program (**Marketers On A Mission**) every weekday for two years (currently on indefinite hiatus) from March, 2018 - May, 2020, hosting over 500 (60) minute interview programs exclusively for and about Christian writers and speakers.

Studied online marketing since 2001:

*Partial list of training and coaching programs I've purchased and "passed."*



**Additional  
trainings  
since these...  
too many  
to mention!**

10X EMail by Copyhackers  
Conversion Copywriting by Copyhackers  
Write Like Freddy by Danny Iny  
Authority by Copyblogger  
5,000 BC by Sean D'Souza  
30 Day Challenge by Nathalie Lussaier  
Guest Post Blogging by Jon Morrow  
Scads of training by Naomi Dunford (IttyBiz)  
Screenflow training by Jules Watkins  
Social Media Marketing Society by Michael Stelzner  
Platform University by Michael Hyatt  
Product Launch Formula by Jeff Walker  
Boom Social by Kim Garst and Terry Williamson  
Video Traffic Academy by James Wedmore  
Email Mastery Course by Digital Marketer  
Content Marketing Mastery Course by Digital Marketer



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



**MARKETERS**  
On A Mission

**EVERY. SINGLE. THING.**



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

2021 Greater Philadelphia Christian Writers Conference  
Directed by Marlene Bagnull

## Session 1A: Who Does God Want You to Serve?

*People First. Message Second.  
This is Jesus' Way.*

Presenter:

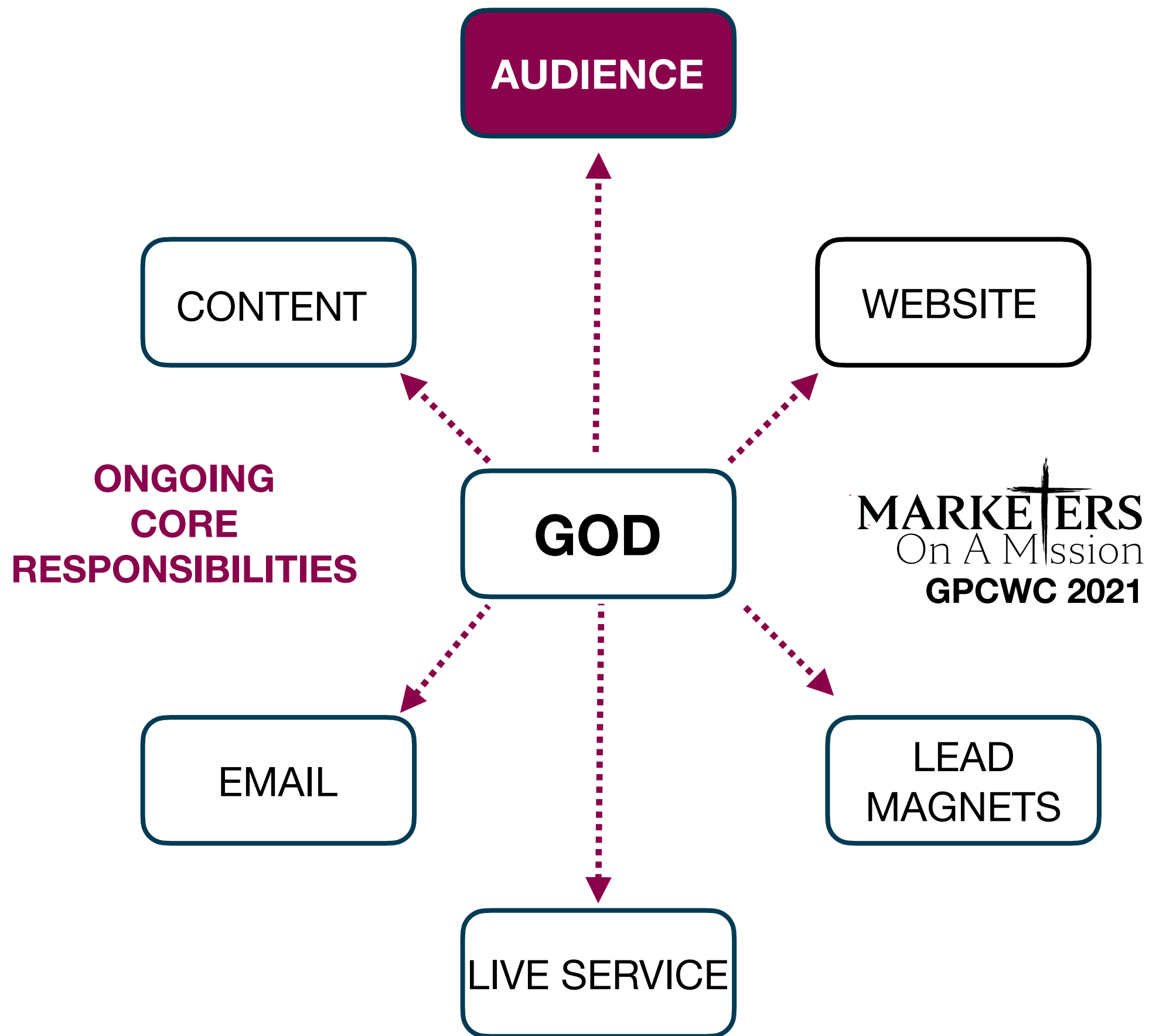


**PATRICIA DURGIN**  
*Christian Communicators Becoming Change Catalysts*

- \*Your First Publicist
- \*Brand & Platform Builder
- \*AWSA Certified Christian Writer & Speaker Coach
- \*Host: Today's Breakthrough Podcast (Spring 2022)
- \*Kingdom Marketers (Free Monthly Marketing Training)

P. O. Box 6961 Dothan, AL 36302  
**pd@MarketersOnAMission.com | 706.669.0086**







# The People We Serve Today Are the People Who Will Buy Our Books, Programs, & Products Tomorrow



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## God Doesn't Expect Us to Serve “Everyone” (*Thank You, Father!*)

# 7.9 Billion

7.9 Billion (2021)

The current **world population** is 7.9 billion as of June **2021** according to the most recent United Nations estimates elaborated by **Worldometer**.

[https://www.worldometers.info › world-population](https://www.worldometers.info/world-population) ⋮

World Population Clock: 7.9 Billion People (2021) - Worldometer

★ *Instead, He chooses a specific group for us to serve.* ★

# He Connects Us to Our Audience Organically, via the Holy Spirit

*He prepares our hearts to serve a specific group. At the same time,  
He works in their hearts to receive our message (which is His message in us.)*



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**GPCWC 2021**



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## **“But So Many Are Hurting...I Don’t Want to Leave Anyone Out”**

*God already has someone in place to serve those outside your audience.*

*No one is outside HIS audience! Hallelujah!*



## God's Not Predictable but He's Consistent

*That's why discovering who He's sent your way in the past helps you know who He's likely to send your way in the future. Write, speak, blog, and post on SM for this audience.*



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**GPCWC 2021**

# What's Your Greatest Struggle to Date?

*You and your audience share common traits, including your struggle(s).  
**Key Difference:** God has delivered you. They're **waiting** to be delivered.  
You can show them how! Woo-hoo!*



***This is God's doing! He's orchestrating these conversations.***



## So How Can We Know Who They Are?

*Because we've walked the same path they're currently walking and God delivered us,  
so we know their questions, fears, challenges, and dreams  
**before we even meet them! We've felt the same way.***



# Knowing Who You're Called to Serve Sharpens Your Message to a *Laser Focus*

*You know where your message begins and ends, what's included (or not),  
what content to write, how to create your marketing message, and so much more!*





**As you serve your God-given audience,  
they are blessed. *So are you.***

*Your audience needs you.  
You are God's gift to them.  
They are His gift to you.*



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**GPCWC 2021**



# ★ To Grow, We Must Reach Beyond Our Family and Friends ★

*Serving for FREE helps us reach people to whom we're a stranger.*





## Create Content Only for Your God-Given Audience

*Won't that limit your reach? Yes! And it will make your message **more effective**.*



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**GPCWC 2021**

**Create content only for those in the center ring of your message's bullseye.** They're the ones most hungry for your message, and most ready to take action on it.  
*They'll be your most loyal fans and advocates.*



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**God Guided Us Out of the Darkness First,**

**Then He Invited Us to Show Others the Way Out, Into His Light**

★ *Sharing Our Message for FREE Helps Our Audience Find Us in the Marketplace*





God isn't calling you to re-live your pain / struggle / past over and over and over. *That's not the FOCUS of your life anymore.* Hallelujah! And it doesn't have to be the focus of your MESSAGE.

Share enough ( a bit, a short story, enough to begin the conversation) that readers "see" you know what they're going through.

Then move into how Christ delivered and redeemed you, gave you hope and a fresh start again (or for the first time!).

HE is the FOCUS of your message.

Leave readers encouraged to take a chance on God...again.

*"...we are marked by what has made it through the burning..."*

- author unknown



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



MARKETERS  
On A Mission

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**  
Private group

 Home

### Admin Tools

 Member Requests  
5 requests

Questions

Join Facebook Date

Request Age

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



