

Marketing As Ministry

By Cheri Cowell

It's Not About You

The Two Big Questions

- 1.
- 2.

Cake and Icing

The Cake
Website
Platform

The Icing

Baking the Cake

“Knowing your target market crystalizes your message, allows you to become passionate, helps you become the expert, and attracts others.”

The 5 x 5 List