



Tips and reminders for encouragement.

We believe in training and equipping men. These tips will help you and your men succeed with any event. Be sure to share them.

Iron Sharpens Iron April 04, 2020

Tip 1 of 6: "Be Patient. Men Are Different."

We're here to help you! The Men of your church will need multiple touches. You should have already received your conference church packet. If you did not receive a church packet, please let me know. Included in the conference church packet is a conference game plan that will communicate a variety of tips on what to do before, during and after a conference to sustain the momentum of the men in your church that was generated by the Iron Sharpens Iron conference experience. Don't be discouraged by an individual man's less than energetic response as you begin to introduce the conference, it's normal. Men need time to run this through their grid of what's important in their life. Don't worry too much about getting men to sign up at the very beginning. That will come later.

Tip 2 of 6: "You Need Visibility."

It is very important to promote the conference from the pulpit on a Sunday morning. Ask your pastoral staff to do this for you or ask for permission to do it yourself. It is always helpful to demonstrate that this conference is supported by your church leaders. We have a number of resources available to help you in this endeavor. We have our Conference Packet which includes posters, a stack of brochures and a church bulletin insert. Please visit our website to request a Conference Packet or to access more of our promotional materials including a promotional video and PowerPoint slides: nextstepsformen.com. Remember when you post your sign-up board or sheet you should put your name and the names of 5 other men down first. Leading by example is one of the most effective way to convince men that a conference is worthy of their time. Visibility is key when trying to motivate men to attend a conference!

Tip 3 of 6: "It's Not Sunday Service."

Your job is to differentiate what happens at a Saturday men's conference from what usually happens at church on Sunday morning. The Iron Sharpens Iron Conference offers men seminars that are relevant in content and masculine in presentation. This doesn't happen on a Sunday morning. Remember to be specific highlight what it is like to have hundreds of men engaged in Christ-centered worship. Share with men that they can choose from 16 different seminars. Some of the topics will include:

See the seminar list on the national website and print it.

Tip 4 of 6: "The Personal Invite"

Men appreciate a personal invitation. You and your church may have put up the poster, handed out brochures, played the one minute video on Sunday Morning, sent three e-mails to every guy, staffed a table outside the sanctuary and made a short announcement for the conference each of the past three weeks. That is a great effort but, it may not be enough. Men need to be invited. The invitation needs to be personal. Most men will respond positively to a personal invite from another man to join him at the conference. Encourage your leaders and every man who has already signed up to reach out and extend a personal invite to another man via phone call or e-mail this week. Consider a small investment in business cards with the conference date time and place along with a contact number.

Tip 5 of 6: "The Iron Sharpens Iron Experience"

The goal of motivating the men of your church to attend an ISI conference is not just to get them there in numbers but in spirit as well. You want men to experience the conference fully. Attending the conference is important but 'sharpening one another' is a critical part of the equipping process. Coming with a group of men you know and trust enhances the day. Encourage the men of your church to spend time together throughout the entire day. This will allow men to process what they are learning, pray for one another and encourage one another to follow through on action points.

Tip 6 of 6: "Men Understand Deadlines."

When men know what the deadline is they will work to get you a decision. There are multiple concerns and issues that are part of most men making a decision to attend a full-day men's conference. They have families and homes and work and other responsibilities that need their attention. Invest some time to make personal phone calls to the men of your church who have yet to sign up for the conference. Let them know the deadline is here and you would like to register the group from your church. Ask a friend or two to help you make these calls. Make the deadline clear to the men of your church.



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