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**Does Marketing Belong In Ministry?**

**By Hugh Breland**

**Does Marketing Belong In Ministry? by Hugh Breland**

Why are so many churches content with being culturally irrelevant and creatively archaic? If you train someone to be irrelevant, they will be. If someone is given archaic ideas for presenting relevant material, the material will no doubt be perceived as boring and outdated. Seminary is not the cause for antiquated portrayals of a pertinent message; however it can be a prominent contributor to waking up a sleeping giant.

The fact is millions of dollars are spent each year to fill our minds with immoral images, our children with sugar charged & fat loaded foods, and our homes with more stuff to keep up with the Joneses, and yet many church youth programs are mind-numbing and the church around the corner from the seminary hasn't grown in twenty years. If we want to change the course of history, we must learn from the past and take strategic steps in the present. Appreciative of those who came before, progress will be made because we stay on the cutting edge not because we squeeze tightly to tradition. Recognizing too that positive and productive relationships are essential to the life of any church, outsiders must find it easier to say "yes" than "no" as they walk by kicking the tires. For example, a fifteen-year-old student-athlete must be excited to invite his friends, not embarrassed. While at the same time, a forty-nine year old mother of two should feel comfortable inviting her business colleague that recently went through a divorce. The future is bright if we prioritize properly and discard anything that could derail our vision.

Strategic marketing provides focus - a focus on what is most important. It helps to bridge the gap between knowledge and success. Instead of "sheep swapping" with other churches, a creative and compelling plan is designed to reach people that have no church background.

W.W.J.D.?

Jesus was strategic. Do you perceive Jesus as inefficient, disorganized, and unintentional? If Jesus were in "corporate America", do you think he would be a failure or a raging success? It is obvious that Jesus was intent on accomplishing his goals, that he was deliberate in choosing his disciples, and that his daily tactics lined up with his ultimate plans.

## Does Marketing Belong In Ministry?

Jesus was creative. The word pictures that Jesus drew for his audiences evidence his creative thought and attention to innovation. Creativity is compelling. Just as it is essential to spend exhaustive hours learning the message, it is vital to design captivating presentations. God is the ultimate creator - simply look in the mirror and realize He designed you to be creative too.

Jesus was relevant. Though he did not waiver in his message, Jesus made sure that his presentation was relevant to his audience. There is a difference between theology and methodology. As a minister, it is imperative to identify your theology and fervently stand by it as you share it. Seminaries across the country do a phenomenal job teaching students theology. However as it pertains to methodology, the way in which theology is presented, there is a disconnection.

The fruit of seminary is seen in the growth of churches around the globe. Yet as I step into local church after local church to observe their day-to-day and weekend-to-weekend operations, there is a lack of creativity and relevancy. The training ground for tomorrow's church leaders must align itself with forward thinking methodology. Remember, the piano was cutting edge at one time - let's create new and exciting ways to reach people! God-centered people with God-given creativity can implement God-sized plans that produce God-blessed results!

Currently the CEO of GoLo Sport, Hugh Breland is a nationally recognized speaker and consultant – known for his creativity and innovation. Prior to entering the business world, Hugh was a young adults pastor at one of the largest churches in the country. For more information on Hugh and GoLo Sport visit [www.GoLoSport.com](http://www.GoLoSport.com)

### **What's The Typical Job Description For A Minister Of Music?**

**By Rita Henry**

According to the Occupational Outlook Handbook of the Bureau of Labor Statistics, "Musicians, singers, and related workers are employed in a variety of settings. Of those who earn a wage or salary, almost two-thirds were employed by religious organizations..." and "Most new wage and salary jobs for musicians will arise in religious organizations." If you've decided to enter music ministry, then you've chosen the best segment of the music industry in which to work, and not only financially. As a minister of music, you'll have the tremendous satisfaction of fostering both the love of music and the love of God in your work. But there's more than just playing music in the typical job description for a minister of music.

Long gone are the days when the Minister of Music was the choir director, working on his or her own to draw beautiful music from the voices of the congregation. Today's job description for minister of music is as likely to include supervising a full team of music directors and leaders as it is to have you standing before the choir yourself. More and more, the job description of a minister of music puts a high premium on understanding the use of the newest technology in planning and presenting music as part of worship services. As a member of the music ministry, you may direct choirs, sit on the planning ministry to help steer worship goals and objectives, produce and direct lavish performances on a world class scale. Your job duties may include any or all of the following:

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- Direct church choirs of varying sizes and commitments from kindergarteners to professional singers
- Provide and schedule music for all church services
- Select or help select the hymns for church services
- Prepare choirs and bands for competition
- Offer special music classes to parishioners
- Arrange and direct special music retreats for choir, band and chorus members
- Oversee other musical staff such as directors of choirs, organists and other musicians, worship leaders and accompanists

In some smaller churches, you may be the only music minister, and be responsible for developing and directing all church music. In a larger church, there may be many music ministers all working together under one director of music services.

If you're considering a career in the music ministry, you'll find that foremost under the job qualifications in a job description for minister of music are a deep commitment to the faith and a call to the ministry. Most churches require that you uphold the standards and beliefs of the religion as well as have excellent musical and teaching skills.

If you are drawn to a career in music ministry, your path may begin as a part time choir director or paid accompanist. As you demonstrate your abilities in leadership and music, you will find more and more doors opening to you. A career in the music ministry is deeply and richly rewarding. If it's the path to which you've been called, you'll find that there are many opportunities for you to share your love of music with others who feel the same way that you do.

Rita Henry is a contributing editor for Jobs In Music, the leading job and resource site for the Music Industry. Interested in receiving only the hottest Music job listings weekly for free? To learn more visit

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