



## PROMOTING AND MARKETING RW, PEACEMAKING AND CONCILIATION SERVICES

**Synopsis:** This workshop will describe strategies and resources that you can use to magnify the impact of social media, blogs, personal conversations, free introductory presentations, continuing education credits and strategic networking to generate new opportunities to provide training and conciliation services in both Christian and secular venues.

1. Marketing and promotion has always been the “Achilles’ Heel” of Christian Conciliation
2. What is your status with RW360?
  - A **friend** who wants to let others know about RW360’s resources and services
  - An **RW Presenter** who wants to do more RW/peacemaking presentations as a way to serve your community, draw others to your church and share the gospel
  - A **Certified RW Instructor** who wants to do more RW seminars or webinars
  - A **Certified RW Coach** who wants to do more RW skills or conflict coaching
  - A **Certified RW Conciliator** who wants to use your gifts and training more often
3. What products and services would you like to offer?
  - Resell RW resources or online and DVD courses
  - Live training through in-person seminars or online webinars
  - RW skills coaching
  - Conciliation services (conflict coaching, mediation, arbitration)
4. What are you really seeking to give to others?
  - Resources and services that produce revenue?
  - Peace, reconciliation, unity and stronger relationships?
  - A winsome introduction to your church?
  - Jesus and his gospel, leading to eternal life?

5. What triggers interest and purchases?

- Felt needs
- Emotions (stories, testimonies)
- Practical benefits
  - Personal benefits (better relationships, less conflict and stress, improved job performance and career advancement)
  - Organizational benefits (better relationships, less conflict, impact, growth)<sup>1</sup>
  - Financial
  - Christian witness

6. What distinguishes relational wisdom and peacemaking from similar resources?

- Going beyond emotional intelligence (biblical, moral compass, gospel power)
- Tuning conflict into an opportunity
- Both faith-based and values-based
- Continuing education credit

7. What are your potential markets?

- Individuals
- Churches \*\*
- Denominations and districts
- parachurch Ministries
- Christian-owned or managed businesses \*\*
- Christian business networks
- Christian professionals (CEUs)
- Schools (public and private)
- Healthcare (hospitals, offices, networks, etc.)
- Chaplains (business, police, military)
- Law enforcement, fire fighters, first responders
- Military units
- Sports teams

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<sup>1</sup> See [www.rw360.org/workplace](http://www.rw360.org/workplace), [Employers Reap a Double Benefit with RW Training](#)

- Public servants
- Seminaries
- Colleges and universities
- Missions organizations
- Prison and jail ministries

#### 8. Marketing resources available to the RW360 network

- RW360 Smartphone App
- RW360 website
- Seminar study guides (faith and values based)
- Pocket portfolios
- RW pamphlets (faith and values based)
- Peacemaking pamphlet
- RW training insert
- Online scholarship coupons
- RW blog and free downloads
- RW water bottles, caps, pens, etc.

#### 9. Marketing Avenues

- Personal relationships and networks
- Word of mouth/testimonies / referrals
- Social Media
- Calls
- Emails
- Face-to-face conversations
- Be sure to follow up! “Third time is a charm”

## 10. A sample strategy

- Enhance your skills, credentials and marketing options by completing RW training for your desired type of service (presenter, coach, conciliator, Certified RW Instructor, Coach or Conciliator)
- Start sharing RW/peacemaking information, blogs, testimonies and recommended resources through your personal or professional social media network to trigger curiosity and interest.
- Meet personally with your pastor and other church leaders to gain their support
- Lead a small group study or Sunday school class on RW or peacemaking in your own church to gain further credibility and potential promotional contacts
- Offer to provide presentations other local churches
- Host a coffee and dessert gathering for local pastors
- Ask friends to introduce you to their personal and professional contacts (see attached sample email)
- Reach out directly to select churches, ministries, nonprofits, businesses, police and fire departments, government offices, etc.
- As you gain visibility and credibility through teaching and training, you can also expand your exposure as a RW coach or conciliator.

## 11. What are your three best target markets?

- Personal interests and experience
  
- Personal connections

## 12. Questions and Discussion

## Networking Through Friends

One of the best ways to increase exposure and trigger training, coaching and conciliation opportunities is to encourage your friends to invite you into their churches or businesses and to then introduce you to others. The ideal way to request this support is through a personal, face-to-face conversation over coffee or a meal. Another way is to send the following type of email to out in stages to your entire personal contact list.

[personalize greeting and first paragraph]

I have recently qualified as a Certified Relational Wisdom Instructor™ with a ministry called RW 360. These concepts have transformed my relationships, and I am eager to share them with as many people as I can.

I am available to provide free introductory presentations on relational wisdom and biblical peacemaking to Sunday school classes. I can also provide professional level training through live webinars or in-person seminars that last from 1 to 3 hours, depending on the preferences of the organization hosting the training.

This material is available in both faith-based and values-based formats, so it can be taught not only in churches and ministries but also in secular venues, such as businesses, schools and nonprofit organizations. This training is especially appealing to Christian business owners who would like to provide their employees with professional improvement training that is biblically grounded and yet presented without explicit biblical citations.

The reason I'm writing to you is that I would deeply appreciate your help in identifying churches, ministries, businesses or nonprofit organizations that you think might be interested in this type of training.

To give you some context my request, here is a little background on this training:

- [Introduction to "faith-based" relational wisdom](#)
- [Introduction to "values-based" relational wisdom](#) (I teach both versions)
- [Relational Wisdom in the Workplace](#)
- [Why employers reap a double benefit from RW training](#)
- [General information webinar costs, continuing education credits, materials and benefits](#) (I negotiate my fees on a case by case basis)

If you know of any friends, businesses or professional contacts who might be interested in learning more about this training, I would appreciate it if you would pass this email on to them with your recommendation. Or you could simply give me their contact information, and I will contact them directly, mentioning that you referred me to them.

Please feel free to email or call me if you'd like to learn more about the training I can provide. I look forward to the possibility of serving people in your circle of friends!