

EASY INSTRUCTIONS

Updated 03/15/2024

The Better Forever Life flyer offers a snapshot of the Gospel of Jesus Christ that's easy to understand and invites readers to contact you. Church partners have freedom to use it however they wish. These instructions are my suggestions, and I welcome feedback. May God bless your efforts. *Steve Jager*

1. CREATE an Evangelism Team.

Create an e-team and appoint a leader. It will be their job to recruit members to distribute FLYERS to the community and conduct follow-up classes.

2. PRINT.

Print the flyer using the **printflyer.doc** template with Microsoft WORD. Print your contact information in the box on page five or leave it blank and use a stamp. I use a dedicated cell phone for calls/texts and suggest a stamp like this:

Call, text: 000-000-0000

Your website

Your church name

A 1.5"X2" printable label by Avery (order #102541394-8071871) fits inside the information box and can permit more space for contact information.

Other than your contact information, flyer changes will require our permission (we like it the way it is).

You can reduce flyer printing costs by printing in black ink only. Also, many commercial printers can't fold the small flyers well, so fold them by hand.

Use 24 lb. paper so the two-sided printing doesn't bleed through. I like the solar yellow, but use any color you like.

A full size flyer is 8 ½" X 11". For small quantities I'll print them in my office with the two-sided setting. Small flyers are 5 ½" X 7" and require commercial printing.

Mailers can be created by combining the mailerpanel.doc and mailerflyer.doc.

3. DISTRIBUTE

Introduce the program with: "We've started a new program to reach our community with the gospel. It's called the Better Forever Life, and we use these flyers to get out our message. (Name) will lead the program and everyone can help.

Church members can place them in counter displays or hand them out. Say something like, "I bring good news. This flyer can make life better. Would you like one"? If they accept, finish with, "There's a phone number on the back".

For displays, try Beauticom /100 Pieces - Clear Plastic Business Card Holder Display Desktop Countertop (Style # 3) at Amazon. (50 cents per piece). They hold about 10 flyers.

Put a re-fill phone number sticker on the inside back panel and check it regularly. Use a small piece of double-sided tape on the bottom to keep the display on the counter.

Try the Famagic 50 Pack 4x4x2 Small Shipping Boxes from Amazon to hold about 50 small flyers. Cut the side and front flaps off the top and tape the corners to make a display for \$.50 each. I use styrofoam "slices" to keep the flyers uniform (**See photos at: GoChurchworks.org**). Styrofoam blocks are available at Hobby Lobby, SKU: 175182.

Put a 2X4 bright green sticker on the front with HOPE IS HERE, TAKE ONE printed on it. (Item # 234881008725 on e-bay).

Place displays at popular locations where you have permission. Try grocery stores, convenience stores, thrift shops, gas stations, hairdressers, banks, fitness clubs, retail shops, restaurants, town halls, libraries, real estate offices, chambers of commerce, crisis centers, company break rooms, and non-profits. Everyone is a prospect for Jesus!

4. OFFER A PROGRAM.

I use this voice message: “Thanks for calling Better Forever Life. If you have a question, leave your name and number or text the word question, and we’ll return your call as soon as possible. We also have a short program that explains everything. There’s no cost or commitment, and we keep it easy and upbeat, so text the word “program” to check that out. And visit our website at betterforever.life for resources to help you start. Your greatest miracle is waiting for you right now. Here comes the tone”.

Use your church and public library for the meetings. Consider advertising BFL classes in company offices, schools, and civic centers.

If you play the seven minute HOW JESUS DIED video (BetterForever.life) arrange for a screen large enough to accommodate your group size.

Create a plan so when someone drops into your church on Sunday and asks for Better Forever Life they can get an appropriate response. Ideally, an e-team member will be available to introduce themselves and schedule a program.

Use our class material or create your own. In addition to the flyer we offer:

1. “BELIEVE AND RECEIVE” and “LEADER NOTES” class cards.

Print back-to-back on colored card stock and cut into thirds.

2. “RENEW YOUR MIND” BOOKLETS:

Print the **BOOK.doc** using the "booklet" setting and "portrait orientation." It takes four pieces of standard paper, printed double-sided. Print the **COVER.doc** separately using the "print on both sides, flip pages on short edge" printer setting.

Use yellow or other light-colored paper for the cover and white paper for pages. Print your church information on the back cover.

Use a binder stapler to staple them together in the centerfold with two staples. Staple them so the smooth staple side is on the outside.

Email your questions to: steve@gochurchworks.org.