

Special Report:

A Simple Way to Establish More Online Presence For Your Church



*Revs. Drs. Bil & Cher Holton
Prosperity Publishing House*

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1405 Autumn Ridge Drive, Durham, NC 27712
www.YourSpiritualPractice.com • 919.767.9620

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A Simple Way to Establish More Online Presence for Your Church

What if there were a really easy way to let people know about your church or spiritual center, describe your teachings to the multitudes, announce upcoming events and offer special reasons for people to show up, and grow a mailing list that could drive donations to your bottom line? We'd like to share a secret most churches are not using ... and we'd like to help you take advantage of it!

If you don't have a weekly blog posting, you are missing an opportunity of a lifetime!

Blogs give churches the opportunity to share Unity teachings, announce Unity's perspective on local and national news worthy events, describe spiritual practices, and explain the spiritual implications of upcoming events. Blogging creates the kind of online buzz and word of mouth marketing that drive truth seekers to your church.

Think about the ways truth seekers find your website:

- They *could* Google your name right in, but that's what an audience who already knows you does. You're on their radar, and that usually doesn't help you get *more* traffic.
- You could pay for traffic by buying an email list (that's not something we recommend), sending an email blast, and hoping some people open and click through on the emails. But that gets expensive, and, you know, illegal.
- You could pay for traffic by placing paid search ads, which isn't illegal, but still quite expensive. And the second you run out of money, your traffic stops coming, too.



Think about how many pages there are on your website. Probably not a ton, right? And think about how often you update more than a few of those webpages. Probably not that often, right? How often is it necessary to update your About Us, Contact Us and About Unity pages?



**Bloggging Drives Traffic to Your Site —
and by Implication to Your Church**

Blogging solves that inactive page dilemma. Every time you write a blog post, it's one more indexed page on your website. That means it cues Google and other search engines that your website is active and they should be checking in frequently to see what content you have just published that they should surface. Every new indexed page is one more opportunity for you to show up in search engines, and drive traffic to your website through organic search. Talk to your web manager. He/she will corroborate what we're saying.

Blogging also helps you get discovered via social media. Every time you post a blog, you're creating content that people can share on their own social networks — Twitter, LinkedIn, Facebook, Pinterest, Google+ — which helps expose your church to a wider audience that doesn't know you yet.

Blog content also helps keep your social media presence going— and you can archive your blogs. (We'll talk more about that in just a moment). Blogs strengthen your social outreach and drive new website visitors to your church through each visitor's social channels. Quite a symbiotic relationship, don't you think!

Blogs Convert That Traffic Into Visitors and Hopefully Into Members

Now that you have traffic coming to your website through your blog, you have an opportunity to convert that traffic into visitors to your church.

Just like every blog post you write is another indexed page, each post is a new opportunity to generate new visitors. And the way this works is really simple: Just add a 'lead-generating call-to-action' on every blog post.

Often, these calls-to-action are things like free ebooks or soft cover books, free bookstore items, free CD's or DVR's of the church service, free tickets to a church event, etc. To be super-clear for anyone unfamiliar with how traffic-to-lead conversions work, it's as simple as this:

- Visitor comes to website
- Visitor sees call-to-action button with a free offer behind it
- Visitor clicks call-to-action button and gets to a landing page, which contains a form for them to fill in with their information
- Visitor fills out form, submits information, and receives your free offer

(Note: *Not every reader of your blog will become a visitor or a church member! No church converts 100% of the people that read their blog into visitors.*)



Blogs Help Establish Your Ministry as Unique



The best church blogs answer common questions people have about spirituality. If you're consistently creating content that's helpful for your target 'customers,' it'll help establish you as a spiritual authority in their eyes.

Can you imagine the impact of posting a life-changing blog post *that* clears things up for a confused truth seeker? 'Establishing authority' is a fluffy metric -- certainly not as concrete as traffic to your blog and church, but it's pretty powerful stuff.

Blogs Drive Long-Term Results: They are the Gift That Keeps Giving!

Let's say you publish a blog post today. Let's say that blog post gets you 100 views and 5 visitors. You get another 50 views and 3 visitors at your next church function, as a few more people find it on social media. But after a week, most of the fanfare from that post dies down. The good news: you've netted 150 views and 8 visitors.



Only it's not done.

Your blog post is now ranking in search engines. *That means for days, weeks, and months to come, you can continue to get web traffic and visitors to your church from that blog post. That's how it works.*

Fun Fact:

About 70% of web traffic each month comes from posts that weren't published that month. Isn't that incredible?

Here's another interesting thing about a blog's long-term value:

Unlike fund-raising campaigns, blogs are primarily populated with *evergreen content*. Evergreen content refers to content that is archived and never lost or outdated. After being posted, it may draw in 50 views, 5 of which convert into visitors. But it's not done. Next week, after 80-100 views, 8-10 visitors attend your church. A month later, as the post is discovered by more people, more traffic converts. This cycle will continue for as long as the post remains archived.

If the Thought of Blogging Seems Overwhelming, Don't Worry! Here's How We Can Help!

We understand the thought of making all this technology come together can feel overwhelming, and we also realize that not just anyone has the spiritual understanding of your culture to be able to create appropriate material. We want to help you hit the "That was easy!" button. Let us be your "Blogging Mentor" — we can provide the help you need to make blogging part of your website — and your mission — in no time at all! Here's how we can help you out:



Write blog articles unique for your site, based on topics you identify, that reflect your voice and unique spiritual culture as well as being optimized for search engine results. Articles can run from 400-2500 words, and contain *legal* artwork to make your blog articles "pop."

(Lots of bloggers make the mistake of using art that is copyright protected, which could land them in a lawsuit!)



Be your personal blogging coach as you learn to navigate the blogging world yourself. Each mentoring package is customized for your specific needs, and may cover topics such as:

- how to create a Wordpress blog that links to your website, matches your brand identity, and includes the elements that make your blog user- and social-media-friendly;
- how to write powerful blog articles with magnetic titles and high SEO power;
- how to share your blog through social media;
- strategies to encourage your members to be involved.



How Much Does This Cost?

Your investment depends on what you want us to help you with! You choose your budget and we will fit into it. Here are some general planning guidelines:

- *Writing Blog Articles:* Starting as low as \$50 per article, with cost depending on length, pictures desired, and degree of research requested.
- *Coaching packages:* range from on-demand coaching (\$65/hour) to one-on-one customized monthly packages (starting at \$200/month)

How To Get Started? Contact us at
cher@yourspiritualpractice.com
or call 919.767.9620

More About Revs. Drs. Bil & Cher Holton



Combine a flair for the dramatic, a deep understanding of metaphysics combined with the teachings of Jesus, a commitment to an active daily spiritual practice, and a zest for ministry, and you have defined the dynamic duo who are at the heart of *The Global Center for Spiritual Practices*, and its website, *YourSpiritualPractice.com*

Revs. Drs. Bil and Cher Holton bring quite a background of experience and depth of knowledge to this special ministry. It all began back in 1984, when together they founded The Holton Consulting Group,

Inc., which is still alive and well today! They have worked with clients in the U.S., Canada, Germany, England, and South America, with a mission of leading, guiding, and inspiring people and organizations to live productively and joyfully at the speed of life ... one choice at a time. Their impressive client list includes Fortune 100 companies, healthcare facilities, universities, associations and government agencies.

As a subsidiary of their consulting firm, the Holtons created two publishing enterprises: Liberty Publishing Group (focusing on professional and personal development publications) and Prosperity Publishing House (focusing on books for spiritual enrichment and education). They have published over 50 titles, including *The Manager's Short Course to a Long Career*, which was selected by SoundView Executive Summaries as one of their Top 30 Business Books, and *New Metaphysical Versions of Matthew, Mark, Luke, and John* — the first ever verse-by-verse metaphysical interpretation of the Gospels, and *The Book of Revelation, New Metaphysical Version*.

In 2005, the Holtons made the decision to follow their hearts, and entered into a spiritual training program that has led them to become ordained



Unity ministers. After seven-and-a-half years serving churches in Durham and Greensboro, NC, they are now committed to a more global ministry through The Global Center of Spiritual Practices. Their spiritual mission is to lead, guide, and inspire people all over the world to live faithfully, lovingly, and wisely at the speed of their Christ Consciousness.

Check out their metaphysical blog here: <https://metaphysicalbible.wordpress.com/>

(Their blog articles have been picked up as a regular column by the magazine, *The Metaphysical Express: Spiritual Resources for Awakening Consciousness*)