

The Ultimate Blueprint Strategy Growth Accelerator

With Proven Case Studies



Hi, I'm Nicole!

I help growing churches set up systems and internal structure to healthily grow their membership to impact their community!

After 20 plus years in leadership and training, I decided to utilize my God-given gifts to help churches maximize their full potential. I started my business, **The 100-Fold Blueprint, LLC.** with a mission to help as many church leaders as I can advance the Kingdom of God through my Blueprint Strategy Growth Plan. Since, I have done various workshops, trainings, and coaching with pastors to help them grow their ministry.

My Philosophy

My Mission, My Vision, My All

MY MISSION

It is my mission to help church leaders build healthy impactful teams and maximize their system of resources to fulfill God's Great Commission.

MY VISION

My vision is to become a global resource for healthy church growth strategies.

MY ALL

I promise to pour all my God-given gifts and resources into helping your organization, your leadership team, and your membership reach its full growth potential 100-fold.

Nicole Johnson

The Church Growth Strategist



The Blueprint Strategy Growth Accelerator

The God-given strategy to growing a healthy church!

Do you remember the first Sunday that your church implemented the Covid-19 quarantine protocol mandating no in-person gathering? For some churches, that period of time was short-lived and for others, that time lasted well over a year.

Now that the mandate is lifted and the doors of the church are open, most pastors are faced with the harsh reality that have they seen a decline in in-person church visitation by at least 15% in the past year. However, this should be no surprise as data shows there has been a steady decline in the average worship attendance among US congregations for the past decade (Gallup 2020).

Although the pandemic shed a glaring light on the decline in growth, Covid was not the root cause of the decrease in church membership! In fact, the steady decline in visitation and church membership growth throughout the years prior to Covid is a clear indication that there is an issue with our methods and approach to evangelism!

Tradition is essential to your ministry but not at the expense of growth and transformation!

Now more than ever, pastors have to be prepared and open to changing traditional methods of evangelism and outreach. Tradition is essential to your ministry but not at the expense of growth and transformation!

Data shows that 74% of people who reverted to online worship service during and post pandemic revealed that they *would* return to in-person services if the following were to occur:

- ∞ The visitor experience was not frustrating and awkward
- ∞ They had a sense of belonging to a community as opposed to a feeling of being a "member"
- ∞ The church had programs and groups that addressed their needs
- ∞ There were more opportunities for small group fellowship

In my research and experience with working with various church leaders, I have learned that not only are the above factual, current church members shared a deep desire for community within their church. Members expressed that they would be more apt to invite and share information about their church if there was a plan to create community coupled with groups and infrastructure to address their personal needs.

We have to answer the question, what will it take to healthily grow and disciple in this season?

The answer is two-fold. It will take fully-functional healthy ministry and a strategic method for evangelism and outreach. I have designed a blueprint to help you setup the internal systems and structure that your leadership team needs to be able to receive the growth that God wants to send in!

The Blueprint Strategy Growth Accelerator

There are 3 phases to the Blueprint Strategy Growth Accelerator:

PHASE 1 – EVALUATION OF INTERNAL SYSTEMS AND TEAM STRUCTURE

A complete audit with a strategic recommendation plan for the following concentrations:

Internal Systems

- ∞ Social Media – Facebook, Instagram, YouTube
- ∞ Website – main website
- ∞ Administrative Solutions – church management software and current administrative procedures
- ∞ Communication Solutions (internal and external)

Team Structure

- ∞ Review of your Team Growth Readiness Assessment results
- ∞ Review of strategic organization chart with growth recommendations
- ∞ Recommendation of leadership and development training needs
- ∞ Review of church mission statement and vision plan
- ∞ Evaluation of current evangelism plan
- ∞ Evaluation of current in-reach plan

PHASE 2 – LEADERSHIP INTENSIVE TRAINING

Leadership development training to ready your team to receive the growth that God wants to send in!

True Colors Workshop (3 hours)

Gain valuable insight to understanding your team member's personality temperaments, their behaviors, and what motivates them as leaders.

- ∞ Learn how to lead using effective communication techniques
- ∞ Develop self-awareness of core strengths and opportunities

Intentional Discipleship Workshop (1 hour)

- ∞ Re-establishing the purpose of the evangelism – The Great Commission
- ∞ Intentional Discipleship Strategy Techniques

The Blueprint Leadership Course Accelerator

- ∞ Leadership development courses – Online training modules



PHASE 3 – BLUEPRINT EVANGELISM STRATEGY PLAN

- ∞ Implementation of your customized Evangelism Strategy Plan
- ∞ Discipleship method via social media

The Blueprint Growth Strategy Plan

The pandemic ushered in a new method of fellowship via the internet. Social media is the new ground for worship service and has become a primary method of evangelism. The benefits of online evangelism techniques are:

- ∞ Eliminates the distance barrier
- ∞ Build relationships through engagement and sharing the Gospel
- ∞ Creates an opportunity for church members to become involved by sharing, liking, and engaging with people who visit your page
- ∞ Can be done at any time – no time constraints or schedule conflicts
- ∞ Does not require you to go door-to-door in a time where we are still recovering from Covid.

The best way to reach more people is by offering them an opportunity to plan a visitation to your church. One method of doing this is via social media, specifically Facebook Ads, which can be ran on a small budget as low as \$10.

WHY FACEBOOK?

The average adult spends at least 11 hours per day online navigating social media apps - specifically Facebook! Pastors realize that they need to reach the people where they are...that's mentally AND physically. By offering an opportunity for evangelism through a simple ad that states, "How can we pray for you?" or "How can we serve you?", along with a link that directs them to a page to enter their prayer requests - you have just set the stage to build a network of relationships! Relationship builds trust. Trust builds unity. Unity increases belonging! This is exactly what people in the above mentioned were longing for, so why wouldn't they want to visit your church?

HOW IT WORKS

This Facebook Ad is set to target those within a 20 mile radius of your church location. This specific area targets your direct community and by understanding how you can pray for them, you are learning the needs of the people. This method has proven to be effective as case studies have shown continuous growth:

Case Study 1

- ✓ Plan Your Visit Facebook Campaign Duration - 2 months
- ✓ Original Membership - 15
- ✓ Increase - 35
- ✓ Total Members - 50
- ✓ Growth Rate - 233%

Case Study 2

- ✓ Plan Your Visit Facebook Campaign Duration - 3 months
- ✓ Original Membership - 60
- ✓ Increase - 50
- ✓ Total Members - 110
- ✓ Growth Rate - 83%

Case Study 3

- ✓ Plan Your Visit Facebook Campaign Duration - 3 months
- ✓ Original Membership - 130
- ✓ Increase - 70
- ✓ Total Members - 200
- ✓ Growth Rate - 54%

Church growth is not just about the numbers. It is also the growth and the maturity of the leadership of the church that God planted to help bring in and nurture those He is sending in! To healthily grow your church, you have to have a strategic plan for your leadership team and the right structure and systems in place to be able to implement the plan!

CLIENT TESTIMONIALS

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client  TESTIMONIALS

I truly was overjoyed and enlightened to understand people in my circle since having this class. Thanks Coach Nicole!

client  TESTIMONIALS

10s across the board! The insight. The transformation that my leadership team received from her training and the sessions was invaluable.

client  TESTIMONIALS

Nicole was not only engaging, but very inspirational! It was easy to see that she "loves" what she does and for that reason it permeates to the entire group. She made the workshop exciting, fun, and very thought provoking. I'll take this over again!

client  TESTIMONIALS

It's been a little over a month and we have seen consistent visitors since the first Sunday of the roll out of our new evangelism plan! So far, 23 new visitors and questions about how to be saved! Thank God!

client  TESTIMONIALS

Thank you for the work that you are doing for the kingdom. Your love for helping ministries grow is amazing.

client  TESTIMONIALS

The workshop was awesome. It allowed the leadership of GWAM to learn and understand one another on a higher level. GWAM has been enriched and is very excited about ministry after participating in the workshop. Coach Nicole is awesome and very knowledgeable. She has been a godsend to us!

client  TESTIMONIALS

Nicole's ability to look at our systems and see all of the areas that we were missing opportunities to evangelize is incredible! We are now able to reach our visitors and have repeat visitors. Highly recommend!

client  TESTIMONIALS

I'm so glad that my pastor hired Nicole! She really helped us see why we needed to get defined roles and responsibilities! She showed us that by switching up some of the people into new roles, how we can be more effective. Since then, everyone is happier and doing what they been called to do.

client  TESTIMONIALS

Coach Nicole is great at what she does. The workshop, her training, and her gift of knowledge was phenomenal.

client  TESTIMONIALS

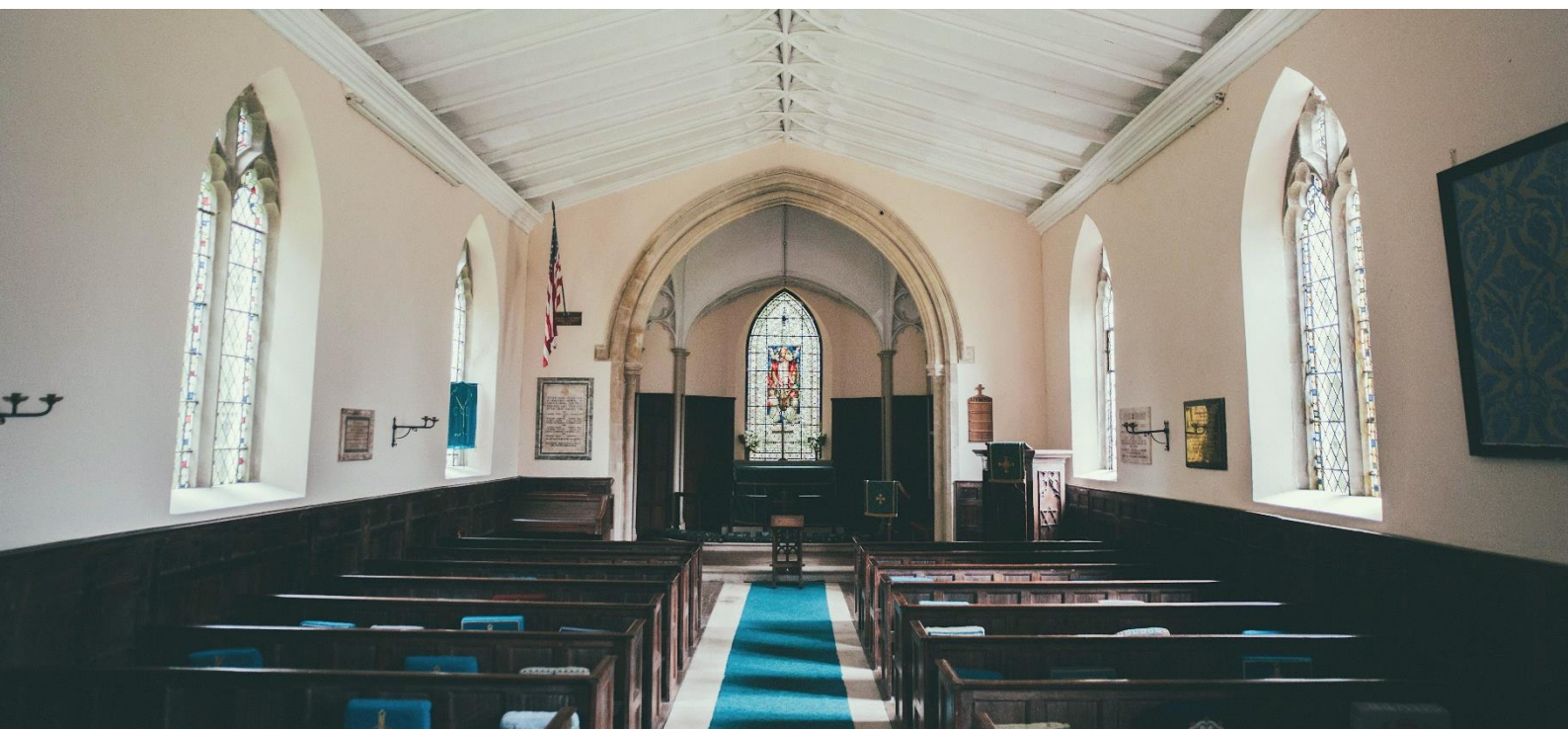
Safe-Haven Apostolic Church enjoyed the teaching! Thank you Minister Nicole! Lady Cindy McCray

client  TESTIMONIALS

Nicole was engaging, smart, and insightful! She really brings the message home with her interactive approach. I would definitely recommend her and anyone that would like to understand how to maximize their leadership team.

client  TESTIMONIALS

Nicole is gifted and anointed to do this business! I cannot express how grateful I am for all she has done for our leadership development and for our church. We have had consistent visitors since the training.



ARE YOU READY TO GROW YOUR CHURCH?

If so, then I have an exclusive NO COST bonus that I want to offer you.

I am excited to announce that for a limited time, I am offering a **FREE** 20-minute Church Readiness Assessment call! In this discovery session, we will take a dynamic look at your church administrative systems and assess your leadership team's growth readiness level.

Is your church ready for the growth that God wants to send in?

This is not a sales call but rather a conversation where I'll be digging deep to help you see how you can maximize your leadership team's potential 100-fold and create functional systems for your church to grow.

This offer is available for a short time so grab it while you can.

YES, BOOK MY CHURCH READINESS ASSESSMENT CALL