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Unwelcome: 50 Ways Churches Drive Away First-Time Visitors



Synopsis

Walking into a church for the first time can be scary. Are you making your first-time guests feel welcome? Or are you driving them away "unintentionally" with bad signage, reserved seating, clunky communication and more? In this practical book, Jonathan Malm examines 50 ways churches make first-time visitors feel unwelcome. The transgressions range from insider lingo to awkward transitions, a cold congregation to the over-eager greeter. With all 50 church faux pas, Jonathan suggests ways to not only fix the problem, but also infuse excellence into the situation so churches can put their best foot forward with first-time guests. A few simple changes can help your church roll out the welcome mat for your guests.

Book Information

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Customer Reviews

A great book to read for anyone looking for a way to ensure you're welcoming guests and not turning them away. As a communications director for a church for almost 10 years, it can sometimes be difficult to notice what the guest experience has become in our own churches. This fresh look at the common pitfalls in many churches for the first time guest has been very helpful. Our Guest Services director and I laughed hysterically at the Greeter Gauntlet. And by hysterically, I mean both in the sense that it was funny and with a little bit of hysteria as we realized we were doing that to our guests. Yikes! Thanks Jonathan, great book, easy read, wonderful advice. Keep up the great work, we need your perspective and advice to reduce barriers and make it easier for people to experience Christ!

This book is an incredibly valuable tool for just about every ministry in your church--not just the visitor ministry. I gave each of our ministry leaders something from this book that I thought would impact how they do ministry--all the way down to maintenance of the building from the "living room" of our website. It was a quick easy read that was topically organized in a way that didn't require a "vacation" from the office to read. The best part is that in potentially touchy situations, you can use this as a third-person perspective, so to speak. It allows the conversation to be brought up (through the eyes of this book) without necessarily throwing someone under the bus. Still confrontational, but not brutal. Worth it! Rita Endres Communications director Life Change Church

This book is a good list of things that churches --the members and regulars themselves --do that make visitors feel unwelcome. For those just starting to think about modern evangelism, many of the topics will be new, but for others they will just serve as a review or even a checklist. All of the points are thoroughly explained.

If you've read anything published in the last few years about turning around churches there's nothing new here. If however, you're looking for a list on ideas to share with church leaders who are beginning to think about these things it's a pretty good checklist

This is an easy-to-read, clear book for those who want to improve their church's first impression. Jonathan gives examples from his own ministry as well as stories of his visits to other churches, both good and bad. It's a very practical book and will give church leaders much to chew on.

Outstanding book! This is a must read for all church leadership. It contains so many reminders of the little things that make the difference that over time often get forgotten. I had many of my leadership team read it and boy, has it helped!

Perfect guide book to get your church going in an outwardly focused way. Definitely use this as a checklist to improve our methods in being more accommodating to people coming into our doors. What I love is the fact it is broken down into specific areas that are tangible to tackle. Well done and thanks for the guidance!

An excellent book that shares through relevant stories and helpful hints about making your church a more welcoming environment. Jonathan's writing is fresh and easy to read. I'm recommending this

book to my client churches who are looking to improve their connection with visitors.

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