



Synergy: Staying Connected - The How To Guide for the 21st Century Church Leader

Lester Love

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This ebook can be simply described as a training guide for the 21st Century Church Leader. ***You cannot be an 8-track church in this iPhone generation.*** As Jesus became everything to the people, the church must be willing to change to accommodate people. This is where Synergy comes in. Synergy is defined as two or more things functioning together to produce a result not independently obtainable. These things can be two people partnered together for a specific purpose or two innovations connected to obtain a certain goal. Synergy in Ministry refers to the usage of various tools and technological innovations, which will assist ministry leaders in maintaining a connection with their congregation and partners. This book will serve as a guide to introduce to some, and develop in others, these technologies and principles that if used effectively will create synergy in your ministry.

Synergy is filled with "how to's" on everything from marketing, branding, and defining your church culture to worship planning, guest services and social media. Synergy covers a myriad of topics to effectively give any church leader a fresh look on ministry and technology. Lester Love has learned most of these topics first hand in his 14 years as Pastor of The City of Love and 31 years as a servant and worker in almost every ministry position. By implementing the tips and guides in this book, any church leader will be equipped to go beyond the four walls of the church and stay connected to those they are connected to. Their church will become a next-generation church that has found the harmony between respecting meaningful traditions while continuing to reach this current generation.

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