

3 WAYS A **MARKETER**

WOULD PITCH JESUS TO A MODERN AUDIENCE



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INTRODUCTION

Jesus is Literally God

The Gospel is the Greatest Story Ever Told:

God is the origin of love and dignity. And according to the Gospel, God became human, which means it's possible to have a relationship with Him.

The universe's creator entered human history in flesh and blood. Jesus - fully human and divine - died for our sins and was raised physically from the dead. In doing so he defeated death and offered all humans a chance to join him in restoring a broken world.

The Gospel invites us into a beautiful story full of meaning and hope.

And if it's true, it is a marketer's wet dream.

It's a genuinely unique message. There's nothing like it in any other system of thought, religion, idea, or worldview. The story of the resurrection turns human logic upside down.

The Church has a unique selling point and value proposition as an organization.

But these days, if you ask the average person to tell you about the Church, this isn't the 1st, 2nd, or even 10th thing that comes to mind.

The Greatest Story Ever Told isn't even on their radar.

What's worse: Plenty of people have heard this story, and might even believe that it's true... but they don't care.

Modern audiences are asking, "So what about Jesus?"

And if Church leaders cannot answer that question, they're going to slowly become irrelevant.



Marketers need to communicate the value of their product or service in order to get people to buy. If Churches today acted more like great marketers, they would get more 'buy-in' from modern audiences.

Imagining that the Church is a company and the Gospel is their product. Here are three 'benefits' of the Gospel and how a marketer might communicate them. This is not a comprehensive list, but a handful of key messages.

Marketing Point 1

DIGNITY

We all want to be more than the situation we're born into. So we need to possess a human worth independent of achievements, social ranking, or ability to contribute.

However, we tend to build our identity and sense of worth on stuff that eventually can be taken away from us.

If I build my identity on being a professional and a high-achiever, what defines my worth if I get disabled or sick?

If the basis of our inviolable human dignity is merely a majority opinion in a liberal democracy, what happens to that worth when a new regime takes over?

The idea of inviolable human dignity is neither universal nor self-evident; instead, it is, in its essence, rooted in the idea of humans being granted dignity from sources outside ourselves.

Jesus tells us that we are all created in the image of God, and therefore we are granted an infinite value. No man, system, or culture can remove what's beyond human control.

Your external situation is not relevant in the eyes of Jesus.

Billboard



Marketing Point 2

GRACE

It seems we long to be truly seen, including all our filthy secrets, shortcomings, and imperfections, and still be accepted.

But we don't witness too much grace around us, do we?

Mainstream culture triggers the exact opposite. We live in a world of ungrace.

“You get what you deserve.”

“You reap what you sow.”

And since we carry this heavy burden of guilt, shame, and self-hatred, neither justice nor karma can offer a way out.

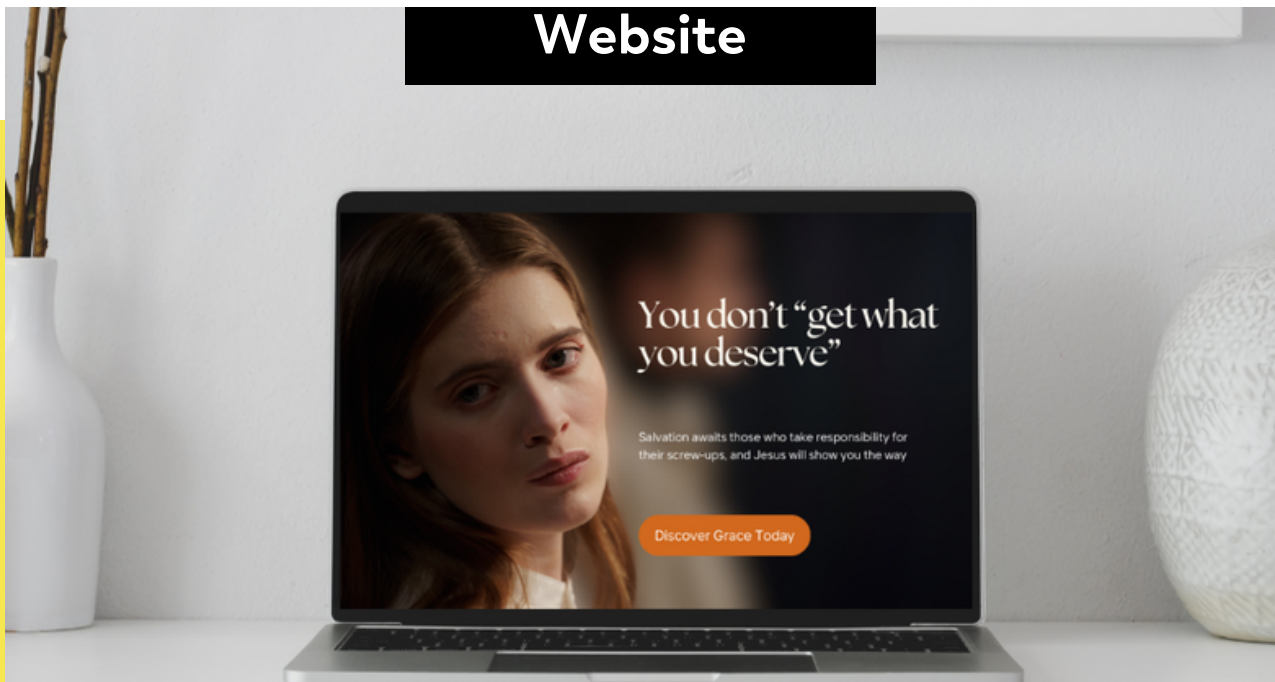
Luckily, there's another path, and it's been here for thousands of years.

When you don't deserve forgiveness, but it's granted to you anyway, you get the most beautiful thing in the world: grace.

Grace is, in many ways, the essence of what Christianity offers. It is the most powerful value proposition. If you wonder what grace is, look to Jesus.

[I discussed grace from a personal perspective in my TEDx talk, “How to seek forgiveness when relationships are on the line.” [Watch here.](#)]

Website



Marketing Point 3

AGING AND DEATH

In life, only one thing is certain: We will all die.

The thought can be profoundly discomfoting. We want to age with a sense of peace and hope. And most importantly, we wish to face death without fear.

But what are the main stories of aging and death offered by modern, post-Christian culture? What resources do they offer to help us handle the fear?

The modern narrative around aging is one of loss: We will become less attractive, less sharp, and less capable.

In other words, today's story of aging removes us from life's actual meaning.

And so as we age we feel a sense of shame, because in a materialistic worldview, separating our worth from our productivity is hard.

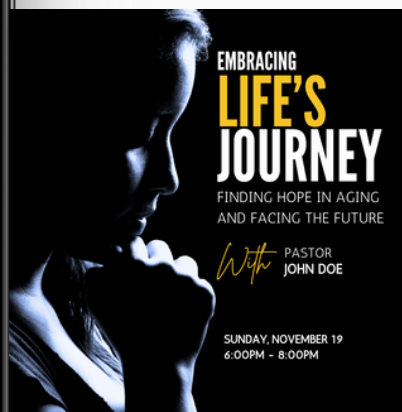
Jesus turns the story of aging and death upside down.

The Christian Story offers hope and a deep meaning even when facing death. Death is not the end of meaning; rather, meaning is resolved.

The Church invites us into a story where the best is yet to come.

Not because we are promised to age without pain or suffering, but because we carry the hope of all evil being defeated and a hope of seeing our loved ones again.

Social Media Post



Christian Faith Church The journey of aging and facing death is universal, yet our society often paints it as a time of loss and fear. It's a subject we shy away from, but what if there's more to the story?

In the Christian faith, we find a perspective that turns these ideas upside down. It's not about loss; it's about meaning, hope, and a promise that the best is yet to come.

Join us this Sunday for a thoughtful exploration of these profound themes. Whether you're exploring faith for the first time or you've walked this path for years, you're welcome in our community.

Let's come together to understand what it means to age with grace and face the future with a hope that transcends the here and now.

[Location & Time Details]
Click the link in bio for more info!

#Hope #AgingWithGrace #Community #JoinUs



HOW TO CONNECT WITH A MODERN AUDIENCE

Now that we've explored 3 selling points that a Church could use to connect with modern audiences, what can you actually do?

Here's are 2 ways you can put these insights into practice, right away:

01

Evaluate Your Website

Start by visiting your Church or organization's homepage. How much of the content speaks to real, relatable problems that people face today? Is it more about you, or is it addressing the needs of your audience?

Action step: Make sure the header clearly reflects a problem that your audience is actively trying to solve.

02

Examine Your Marketing Channels

Whether it's social media, email campaigns, or print materials - are they aligned in addressing the actual problems of the modern audience you are trying to reach?

Action step: Write a "Problem + Solution" post or email. Identify a problem your audience is actively trying to solve, and talk briefly about how the Church actually solves that problem (feel free to pull from one of the 3 points in this PDF).

By focusing on the real challenges that people face and presenting the story of Jesus and the true story of The Gospel as solutions to those problems, you'll give more people a reason to check out what your Church or organization is all about.

Hi, I'm Peder

I help Church Leaders and Christian organizations make the Christian faith relevant again to modern audiences, with speeches, workshops, and coaching.

If you are struggling to engage a broader audience and spread The Gospel to a new generation, let's talk.

[SCHEDULE A CONSULTATION](#)



Professional Bio

Peder Tellefsdal is a PR professional, communication consultant, and speaker who believes that what we do in small, we do in large.

In his first career, Peder was an advisor at the top level in Norwegian politics, and Chief of Staff in the city government in Oslo. Today he is a Senior Partner at Innoventi and President of the Electric Boating Business Network.

But when he's not designing PR campaigns for companies or working to save the planet via better messaging, Peder works with Church leaders to reach a modern audience. His TEDx talk entitled "How to seek forgiveness when relationships are on the line" has 1.5 million views.

Peder imagines a world where everyone communicates effectively, takes responsibility for their screw-ups, and receives the most beautiful gift in the world: grace.

He lives in Arendal with his wife and two young children, and spends his rare free time shredding on an electric guitar.