

# VERTICAL PRAISE

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## PROMOTION

### **Ideas for Promoting the Service**

1. Write up a press release and send along a group photo to your local and surrounding newspapers.
2. If there is a local gospel, Christian talk, or country radio station, get them to announce the concert and use parts of our songs to build excitement for the event.
3. Hang up posters and pictures at local and surrounding area churches, grocery stores, gas stations, and other town businesses. If you need more posters, make copies, print them off of the website, or call us and we will be happy to send more.
4. Put the concert in the newspaper's Bits & Pieces column and Religion sections.
5. Announce the concert many times at your home church. Also, notify sister churches with whom you fellowship. The more the event is talked about, the more excited people will become.
6. If you play any taped music before your church service, use some of our songs. We will provide a CD free of charge.
7. Make sure the event is in your church bulletin and weekly mailer.
8. Most important is to use continuous, steady promotion to build excitement and anticipation for the concert. The more excited people are, the greater the attendance will be.

### **Prayer Preparation**

Utilize prayer warriors in your church. Pray for Vertical Praise, for strength, good health, and discernment. Pray for those who will be attending the concert that the Lord will prepare them for decisions that they need to make. Pray for your church that this will be the start of a great revival.

### **Summary**

It is very important to Vertical Praise that the church be spiritually prepared and ready for the service. Please follow the above steps as closely as possible. Not only will they help achieve your goals, but it will help ensure that lives are changed and people that need the Lord will come to know Him as their Lord and Savior. Above all, pray for the service that Christ will be glorified in all that is said and done.