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The Art of Leadership Network.

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Carey Nieuwhof: Welcome to the Carey Nieuwhof Leadership Podcast it's Carey here and I hope our time together today helps you thrive in life and Leadership. Well today my guest is Bill McKendry and I have been tracking with the whole He Gets Us campaign and met Bill, Oh, a few months ago and realize he's the guy behind the Superbowl ad we all want to see. And when I heard his story, I'm like yep, got to bring it to the podcast. That's what we're doing today. If you've ever wondered what goes into the making of a Super Bowl ad or how to do marketing better, you're going to get a master class today and today's episode is brought to you by Belay. We have an exclusive offer for our listeners text. Carey C-A-R-E-Y, to 5-5-1-2-3, and you can get a free download of their resource Four Costly Financial Mistakes for churches, thats C-A-R-E-Y to 5-5-1-2-3 And by He Gets Us

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He Gets Us is going to the Super Bowl.

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Millions of Americans will be tuning in and because of He Gets Us, they'll be talking about Jesus text Super Bowl to 7-0-1-9-3.

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If you want to learn more and get involved thats Super Bowl to 7-0-1-9-3 or go to, HeGetsUspartners.com/fans. Well, we are going to talk to Bill McKendry about how to build said Super Bowl ad exactly what went into it. How that works? The marketing mistakes churches in Nonprofits, make and how to Brand when you have no budget. So Bill has worked with such iconic brands for years as Amway, Meyer Rubbermaid, Rayovac, Owens Corning, American Express, Dodge and so much more. And then he took all of the talent he acquired there and applied it to work in the Super Bowl. Bill and his teams have created and implemented marketing campaigns and branding efforts for a diverse mix of

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regional, national and international nonprofit and corporate clients resulting in over one thousand plus award winning programs. Bill recently launched Haven, a creative hub and one stop destination for strategic and creative ideas where a large network of agencies alliances and freelance talent or custom matched and blended uniquely by Bill for specific client needs and challenges. So all that said, I am very excited to have Bill on because I've always been curious about what goes on behind the camera about branding and media. You know how you kinda have like these secret careers at it's like, well, if this doesn't work out, I might have gone into... marketing and advertising was always one of those for me. So I'm always interested to sit down. And when I first met Bill a few months ago realised he was the guy behind He Gets Us. I'm like, OK, I gotta sit down. We're gonna pick this apart, by the way. I just want to make it clear for those of you who are longtime listeners. First of all, we're really glad you're here.

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Secondly even though He Gets Us Is a partner of this podcast, I have never sold an interview on the show, never will Bill's here because I want to talk to him.

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That's why also He Gets Us as a partner because I'm excited about it. We have said, no, to many different partners over the years who say hey I want to sponsor your podcast. I'm like nope, not going to work for my audience doesn't work for me or I have integrity issues with the brand. I'm thrilled about what's happening with He Gets Us and want to tell you about that, too. So the interview and the sponsor kind of tie in. But I want you to know how that works behind the scenes. I know some of you will be asking anyway, He Gets Us is a national campaign and movement designed to increase the respect and relevance of Jesus.

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This year, He Gets Us, as you'll hear in a few minutes, will air two ads about Jesus during the Super Bowl. So, Jesus is actually in the Super Bowl and every year. Millions over 100 million, Americans tuned in. And this year, many will be talking about Jesus, that gets you excited and you want to get involved, and you want to help facilitate

those conversations about Jesus or follow up with them. Here's what you can do, text Super Bowl to 701993. When you do that, you'll be signed up to receive Insider info that will get you ready and your church ready for game day. So just text Super Bowl to 70193 or go to HeGetsUspartners.com/fans where you can learn more and how do you know if you're making a costly mistake when it comes to your churches, finances, especially in these times, well, no matter what organization you lead, finances are paramount to your success and church finances aren't any different. Luckily Belay is the partner. You need to identify the four biggest things that can wreck churches when it

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comes to finances and learn what you can do to avoid them, because whether you need a highly vetted US-based financial specialist, virtual assistant, social media manager or web specialist Belays, modern church staffing has a right person to help without the added stress of having to do everything on your own and to help get you started. Belay is offering our listeners their resource Four Costly Financial Mistakes for churches for free with it. You'll learn what you can do to avoid these mistakes. So to claim it techs Carey that C-A-R-E-Y to 55123, that C-A-R-E-Y to 55123. Well if you ever wonder what goes into a Super Bowl ad you're about to find out. I'm excited for this. Here's my conversation with Bill McKendry. Bill, welcome to the podcast. Really glad to have you here.

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Bill McKendry: Great to be here with you

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Yeah, so you cut your teeth working in advertising and you had have had major clients like American Express, Dodge Kohler, 5-hour Energy, Taco Bell, the illustrious Taco Bell. Can you tell us about I'm laughing because it's made an appearance a couple times on this podcast. I had Carlos Whitaker on probably recently. No, actually, you might be on before, Carlos. You ever heard about the 20 dollar challenge? Taco Bell. You have to go to Taco Bell and eat \$20 worth of food. And yeah, it doesn't go well, let's put it that way. We'll save that for Carlos.

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Bill McKendry

: And obviously, you know, them, people don't like it when I say this either. But people always say worked on Kohler and Taco Bell. And I was actually trying to get them to work together because it seems like they do work together quite well.

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Carey Nieuwhof

: That's really good. Can you tell us about what makes iconic brands like that? Because you got to admit Taco Bell's done really well even you know, an American Express, Dodge Etc. What what is it about those brands that have become iconic and think outside your portfolio to, you know, Nike Etc? Yeah, Adidas what makes them effective at getting to the forefront of the collective mind?

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Bill McKendry

: Yeah. There's there's a there's a mentality when it comes to being a big brand, you know, I mean, and number one is, they believe in branding, right? And they invest in it and they don't see it as an expense, they see it as an investment, almost like an investment in their stock portfolio and they expect an ROI and they expect it to grow, right? I always say that people and companies like the, like the brands that we all know, though, the Apple Computers the Nikes and stuff like that, they don't see themselves as companies anymore.

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They see themselves as brands. And and that's because the brand is the most important thing that they have. They know that they could actually change their business tomorrow and still carry that brand forward with them. And they would have credibility because they're they're a known brand like IBM for example, when I was a kid, IBM made computers today. They don't even make computers right there. Yeah. They're a technology consulting company. They've completely changed their their the ram, in fact when I first got to know IBM, they knew they made copier machines. I mean, that's what they were really

good at. And but they recognize that they built a brand right, and they built a reputation. And so they can, they can leverage and move of that wherever they want. And that's what's beautiful about building a brand is it isn't an investment in something that you can move and leverage and a lot of different places and spaces. And so number, one thing is that these companies and these organizations, they believe

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in becoming a brand and so they're very serious about their. So they see themselves as a brand, not as a company.

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But then beyond that though they when it comes to messaging they understand the importance of simplicity and I always tell people especially when I to work with churches and nonprofit organizations. I asked them I say are you more sophisticated and complicated than Apple, Nike, and Harley Davidson and usually you can get most organizations to say

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No, those are big companies. Knees with lots of employees and factories, and Retail operations, and, you know, and so they can, they can admit to themselves that it doesn't, they're not as complicated and sophisticated as those brands, and I go great because they got their brands down to three words, two, words and one word or symbol.

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So just do it is Nike, think different is Apple, and then freedom is what Harley-Davidson is about. And people always say freedom. And I say, yeah, because they're smart enough to know that they give license to people, to be something different than they normally are they normally during the day, they're an accountant or an attorney or a doctor, but on the weekend, If they put on a bandana and a Harley shirt and ride around on a Harley-Davidson, suddenly there's somebody completely different, right? So they give them freedom to be. That, that crazy bad person that they

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Either desire to be or used to be. And most of the time it's desired right, you know. And it's just they want freedom from you know, the workplace. They want freedom from who they are during the week. And so Harley Davidson gives them that freedom to be something different than they normally are. And that's why people buy into the Harley brand. It's also why people tattoo the Harley were the only only brand I know of that people actually put the tattoo on under on their bodies. Right. You know. And so that's the first challenge is to really get people to say, simplicity is really, really important, right? But then beyond that, too, it's really about, you know, positioning positioning yourself as something different than what's in the marketplace. And I always tell organizations that marketing, for example, it's actually not about throwing a bunch of messages to the marketplaces it's about

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Frequently over and over again driving a point home that makes you really different and I use Geico as an example of that since 1994 they basically have said the same thing over and over and over again. You know, give us 15 minutes and we'll save you, 15% or more on car insurance, right? You know, announce boat insurance and home insurance and motorcycle insurance, right? But is that will save you 15% or more? And they've repeated the same thing since 1994. They just find different ways to say it and entertaining ways to say it, but they spend two billion dollars a year saying it. And and so, when you look at kind of like

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You take branding and and it's and and say, that's an investment and it's a worthwhile investment because will get a return on that. And then you say, we have to be really simple. We have to say something that's really unique and then we have to say it frequently, you know, those are the things that make big brands big brands and that's part of, you know, when I look at the, He Gets Us campaign as we get into that. It's a lot of that thinking quite honestly, that we brought into that campaign

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mmm-hmm and I think that that really helps understand it. Before we get there, I want to break down what you said about branding is an investment, not an expense. Maybe I've just been around too many leadership tables in the church world and nonprofit world. There's always the bean counter who's like first thing we cut is the advertising budget right.

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It's just an expense

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Should be the last thing you cut corners on

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Carey Nieuwhof: Yeah. So let's let's have that discussion.

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No. And recently, it's interesting. When you talk about non-pro organizations, faith-based organizations, you kind of have to get them to think differently. You don't have to know tomorrow, apple, but no, you have to get to say, you know, what does your job as a nonprofit organization. What does your job as a church? Right. And a lot of people in the nonprofit world will say, well, you know, you know, are are our job is to educate people, you know, about the homeless or to feed the hungry, right. And I would say, that's that's that's your driving purpose, right. But your real purpose is your conduit.

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No. And recently, it's interesting. When you talk about non-pro organizations, faith-based organizations, you kind of have to get them to think differently. You don't have to borrow , apple, but no, you have to get to say, you know, what does your job as a nonprofit organization. What does your job as a church? Right. And a lot of people in the nonprofit world will say, well, you know, you know, are are our job is to educate people, you know, about the homeless or to feed the hungry, right. And I would say, that's that's that's your driving purpose, right. But your real purpose is your a conduit.

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That's a total Paradigm having sat on the board of nonprofits total Paradigm.

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I have to tell causes all the time. You're not the cause you exist to raise support and awareness about the cause and then to get the resources together to actually help people, right? And so your number one job is actually to get the Message out, you're just a conduit for those resources and those funds to get to where they're needed. But your number one job is fundraising and getting the support because without the support, you don't, you're not helping the cause, right?

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How does that message go over when you share it with with non profits?

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Bill McKendry: I always, always, always.

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I use Peter Drucker a lot and if you're familiar with Peter Drucker, he had a very famous quote about business where he told business leaders, a business has one and only one purpose and that is to create a customer if you can't create a customer, I don't care what your showrooms look like

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I don't care what your products look like. I don't care what your prices are if they can't create a customer, you don't have a sustainable business, right? Right years, later years later, Peter Drucker, wrote a book on nonprofit management and he told nonprofit executives a nonprofit organization only has one and only one purpose and that is to create a supporter. You can tell me all day long.

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That you have all these other concerns and and and issues, reality is is your job is to raise the money and support needed to help that cause. And so as a result, you know, he said, marketing and innovation and communications are the most important things a nonprofit organization can do. And I would argue, a church could do right. I mean, even Jesus said, go spread the good news? Right. Right. Right evangelism. I argue that evangelism is just a really nice word for marketing. And so if you really look at the message, that's what we're that's what we're called to do. Right.

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Carey Nieuwhof: So I can see people already pulling out my email address to start emailing me or leave a comment going. Hold up, hold up Bill business. The church is not a business, alright.

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What do you, and I think they have a point to be fair. Of course, it's not we're not out to, you know, the retained earnings report to shareholders were mission-driven the whole deal. And yet I would be on the well we can learn a lot from the business world. And you know, I lead a church under my leadership to three or four thousand people who called it home, man, I'll tell you principle 1. If you're not organized, you're toast, like, if you don't have systems, if you don't have processes, if you don't have a way to deliver even you know, a relationship with Christ in a way with that many people you're done for so, you know, I'm not I'm not playing devil's advocate here. I'm just acknowledging that a lot of people would say, we're shepherds, we're not CEOs ect. So what do you say when someone comes up with that kind of objection?

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Bill McKendry: Yeah, I would say you could call it that but I would say we're in God's business, all right.

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Mmm. And, you know, yes, we don't have a product to sell and we don't have a profit to make what we do, have something to sell and it is life-saving.

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And we're going to take it as seriously as a business person who's trying to make money, we're going to we're going to take soul-saving is important.

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Is it as a Important as making money. In fact, it's more important.

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So as a result there's actually a I look at business, not as a an opposite of ministry. I look at as look at business as a way in which you approach things and the seriousness in which you approach things and I look at ministry as the most important business in the world. And, and I say

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So as a result there's actually a I look at business, not as a an opposite of ministry. I look at as look at business as a way in which you approach things and the seriousness in which you approach things and I look at ministry as the most important business in the world. And, and I say

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Again. Yeah. I can look at it and say, hey, is the stock market more important than soul saving. No it's not. And so we need to approach it that way. I know Franklin Graham for example. I know there's a story about him. And I think in the book Rebel With A Cause where Billy Graham, his father ends up kind of disappointed that he's not going to go to seminary school that he's gonna go to business school, right. And he tells us he tells his Daddy, okay, Dad. You know, I grew up with you. I mean, that's like going into seminary? Right. You know what I? Yeah. What I want to do is I see what who's capturing the hearts and minds that people in this country. And it happens to be business people are really successful at this mass effect. I would say that they're more successful right now in our culture than churches and ministry.

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I mean, they get us to shop and buy things at a level that the churches have not even been able to get people to buy into their message at the same level and with the same kind of emotion and excitement about it. So he tells his dad, I'm going to go to business school because I'm going to do God's business. I want to approach my ministry as serious as any business person approaches their business, it's just you can get caught up in the semantics and the words and labeled one good and one bad but the reality is business is not a bad term and especially when you're talking about God's business.

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Carey Nieuwhof: Well, you know, it's interesting, you know, the body of Christ, I mean that you go back to the Latin, its corpse, right Corporation? That's where you get it from. It's a body, Etc. It's right. So interesting. Interesting. Thanks. Alright, let's see.

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What are some mistakes? You see churches making in marketing.

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Bill McKendry: I just like, you know, they avoid that, they don't do that, the simplicity and the frequency and that they also don't focus on the emotion of what the church has, you know, should be doing. But they also, you know, you know, one thing that drives me crazy about churches as they seem to kind of like borrow from secular the secular world themes. Like you know, the whole I saw so for years, you know, got Jesus, you know, and it's kind of got, you know, broke you know, and number one is, you know, that's illegal, you're stealing somebody's intellectual property, you know. But number two, it's very unoriginal.

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To become really good at what they, what they're doing. And so if you're going to communicate, why just look to the Christian world and say, that's my level from which I'm going to communicate, we always challenged our clients that I work with, in the ministry world, to be able to say no, look at what the secular world is doing and saying you may, we are not going to be able to outspend them, but we certainly can outsmart them. And one of the ways we can outsmart them is use the same things that they're using that are already successful, you know,

but I would argue that a lot of what Of what even the corporate world understands about marketing? Jesus already taught us. You know, I would say that Jesus was the perfect Communicator, right? And he always started, you know, when he talked to people, he started with people and their situation and their condition. What are they dealing with, right?

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To become really good at what they, what they're doing. And so if you're going to communicate, why just look to the Christian world and say, that's my level from which I'm going to communicate, we always challenged our clients that I work with, in the ministry world, to be able to say no, look at what the secular world is doing and saying you may, we are not going to be able to outspend them, but we certainly can outsmart them. And one of the ways we can outsmart them is use the same things that they're using that are already successful, you know, but I would argue that a lot of what of what even the corporate world understands about marketing? Jesus already taught us. You know, I would say that Jesus was the perfect communicator, right? And he always started, you know, when he talked to people, he started with people and their situation and their condition. What are they dealing with, right?

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And then he would tell them stories in his, you know, people have told me that 30% of everything that Jesus said in the Bible was either a powerful story or Parable, right? And so he use stories to bring them along to teach them what he wanted them to do, and what did he wanted them to understand? And then from that point though, you know, he did a storytelling in such a way that he led people to an answer. He didn't always tell them the answer, right? He allowed them to participate in the process, but then he also was very smart in that he would tell his stories. He would tell farmers stories to farmers like, are you, did he tell agricultural stories to farmers? He would tell athletic stories to athlete, you know? He would tell soldier stories to soldiers. He would tell building stories to builders right? He crafted his messages to that person's interests and what they could understand.

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Right. So you listen to what I've just said he started with them. Not what he wanted to sell them. He craft. He told them stories that made their imagination. He was saying more memorable, you know, because it was the story than that they could embody and and and and retell themselves cells, right. He led them to a conclusion. He didn't tell them what the conclusion was oftentimes. So they felt they were part of the process. And he told them stories that resonated with them that they were interested in. Yeah. Once I learned that I was like, why did I go to marketing school. I could have just what Jesus did. It was the master storyteller.

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I feel like we're getting the secret sauce behind He Gets Us in what you just said, over the last, 90 seconds. Now, I want to hang on to that thought and come back to it later because I want to dig down a little bit more. You know, you said something that honestly, I've never thought of and have been guilty of at times but you're right. I think the church does a lot of derivative marketing. So, you know, we might we might have a sermon series called just do it or something like that, which you pointed out is illegal. I understand why people do it, but you know, that's TM-ed or whatever or it's a registered trademark talk about why that is uninspiring and probably we could

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Can you can you talk to you? You're right. You don't see. You don't see Apple copying Del you don't see that ripping off some slogan and then passing it off as their marketing. But churches, do this all the time. So let's go there, right?

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Bill McKendry: I mean, no, I want it's not intelligent right? I mean, it's just not, you know, there's a basic, you know, saying are you that dumb to just steal somebody else's thing, right? You know, I mean, are you that unoriginal, right. And so it just, you know, So, you just look at it and go, that's just, you know, that's just poor taste, right? You know, but then, but beyond that though, I mean it's just you know, it's not different. It's not unique people like to hear different, they like to hear unique they like to hear fresh. They don't, you know, it's what the market really is constantly about bringing fresh ideas and unique ideas

and different ideas. I coach people all the time on branding and marketing is a different is better than better.

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And they don't want to hear it again, right? I talked to several pastors about the, he gets his campaign, and one, Pastor in particular are leading. Pastor said, you know what I love about. He gets us, just the words he gets us. Is we've all heard? Jesus loves you, right? And many people have heard that a gazillion times, right? And he gets us still says Jesus loves you, but it says, in such a way that its new and fresh and actually Appeals. To a different emotional level with people. So like if I can I say I love you. You know, that's good. Okay, you love me. So I really I really get you and that's why I love you. That means I've gone to another level in my relationship with you saying.

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And they don't want to hear it again, right? I talked to several Pastors about the, He Gets Us campaign, and one, Pastor in particular are a Leading Pastor said, you know what I love about. He Gets Us , just the words He Gets Us . Is we've all heard? Jesus loves you, right? And many people have heard that a gazillion times, right? And He Gets Us still says Jesus loves you, but it says, in such a way that its new and fresh and actually Appeals. To a different emotional level with people. So like if I can I say I love you. You know, that's good. Okay, you love me. So I really I really get you and that's why I love you. That means I've gone to another level in my relationship with you saying.

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I get you. I understand what motivates you and as a result of that, I love you and I like you. Right? And so He Gets Us speaks to people at a, at a different level that they haven't been spoken to the where they haven't really thought about. Well, yeah, I know Jesus loves me but it doesn't really like me. You gotta like somebody to want to get them and and so I thought that was a great Insight from that. Pastor to say, you're just saying Jesus loves you, but you're saying it in a new and a fresh and a relevant way. And it also has a deeper connection with people that maybe they've experienced before.

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Carey Nieuwhof: So, I could go in two directions. Now, I'm going to let you pick. Okay, I was on one hand. I'm like, okay. So you had into a church basement or an elder board to do some marketing. Where do you start?

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That's option. A option B is I was in this why you're on the show really blown away by the marketing under He Gets Us because I'd heard about it through mutual friends and one of our you know, He Gets Us has become one of our partners. And to be honest, when I first heard about it, I thought, oh, this will be like every other Christian ad I've ever seen. And it will be alright. It will be great. Then I watched the first ad and I'm like, oh, boy, this is different like good, excellent, memorable, completely different. And now we're going to the Super Bowl with with, you know, He Gets Us , which is insane. I remember when I first heard about that. You know, behind the scenes with some of my contacts, I'm like, are you kidding me. Um. But it's one of those those those moments where I'm I'm actually very excited about it. So the other the other option is, you can take us through the design that He Gets Us campaign the behind the scenes. So either way, whether you're starting from scratch. Ouch. With a new.

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Church or nonprofit or if you want to take us because I really feel like it's a fret like you know, I've lived a few years, I've never seen a Christian ad campaign like that and it's really moved me. I mean, I was sitting in a room in Dallas with you at the end of 2022. And we're watching some of the ads coming out ahead of time and like, most of us are in tears. Yeah, and you could have heard a pin drop. That's not usually what happens in Christian fair. So You know, either take us through the anatomy of He Gets Us . And how you built that from the ground up with the principles underneath? That was I thought were very helpful for people don't do that. Okay let's do that. Because you know you you sat down with this idea that ok there are some investors some Kingdom Minded people that wanted to fund something that would make people think twice about Jesus. I don't take us back to that point.

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Bill McKendry: Yeah and I know the exact day, I know the exact time

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Right? And unique remember I got the text from say hey do you have time to talk? I got a really big idea. I want to talk to you about and I actually I had to put them off till like 5:00 Eastern time.

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You know what is it is really full, you know. But you know, I don't want to miss this call, right? And so you know he calls me and you know what I love about where this started is and and I coach people all the time, sometimes a great campaign or a great message that you want to send to the marketplace.

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You know what is it is really full, you know. But you know, I don't want to miss this call, right? And so you know he calls me and you know what I love about where this started is and and I coach people all the time, sometimes a great campaign or a great message that you want to send to the marketplace.

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Doesn't start with a great idea. It starts with a great problem statement. And so. So he tells he tells me what. I'm fronting. He goes, he goes, we want to do a campaign. And I'm like, well, alright. Campaign about what. You know any good. Because I want to do this campaign that, you know, we wanna do this campaign pain that solves this problem statement, where there's this problem we've got going on America. You know, it isn't just people not going to church and stuff like that. It's just this problem that that we've come across this and it's it's on our hearts is how did the greatest love story. How did the world's greatest love story? And Jesus become known as a hate group.

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How did that happen?

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And it and it lists Christian identity as right with the KKK and and you know, and white supremacist as hate groups.

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This is hate speech and the problem with that is the Southern Poverty Law Center is who the New York Times, The Washington Post Facebook Instagram, every major university in this country, a lot of government agencies look to as they're the people who are going to identify who is a hate group and who is spewing out he hate speech.

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This is hate speech and the problem with that is the Southern Poverty Law Center is who the New York Times, The Washington Post, Facebook Instagram, every major university in this country, a lot of government agencies look to as they're the people who are going to identify who is a hate group and who is spewing out he hate speech.

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Right? And so you look at just some basic Christian virtues that we have and basic Christian beliefs being now articulated to everybody who's controlling really? The voice is talking to America. And saying, these people are, this is a hate group, right? And so, it's like

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To be fair, I mean, some of us have behave that way. You know, they're definitely there, but I get the heart behind it. But I'm like, yeah, some of us are guilty as charged. And yet that is not the Christian story.

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Yeah. A lot of its self inflicted wounds. I mean, there's no question about it right, you know? And and people have not handled those subjects as well as they couldn't have passed? Right. So you know why? Why it hurt is cause it hurt me as a Christian? You know what a first said that probably say it was like and that hurts?

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You know, we aren't heard with the same brush. We all. Yeah. Right.

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We already because it's like I should. That's not Jesus at all. I know this about Jesus. So Jesus. Yeah. Right. And I also know that we've contributed to that. But you know, that's where it kind of goes so what are we going to do? How are we going to change? You know this trajectory, right? And so, you know, that's where it started. And and I said, I just said, you know, okay, so we'll do this campaign, but, um, we gotta do this

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the right way we got to do this, like no other campaign has been done before. You guys are serious about wanting to get behind us and they were putting serious money behind this. And I said if you're going to invest that kind of time and that kind of capital, it's let's do this the right way and so I literally went back to my experiences with American Express and Dodge and Taco Bell and say, how did the biggest and best brands in the world take their message to the marketplace. All right? And so I said right from the, get go, I said I said we are going to number one, we're going to do our research, we're going to do our homework, right? And we're going to get insights from people.

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Especially the people that were trying to target and then we're also going to test messaging with them. We're going to find out. There are a lot of different ways to say what we want to say but what are the most compelling and motivating ways for us to communicate what it is it that we want to say and we're going to test that and we're going to perfect that then we're going to put that into a strategy and direction and quite honestly, I've created an acronym. For this process is called the IDEAS process, because that's what we're supposed to do. Is we We come up with ideas, right? But you know there's this process is not unique to the ideas process. That's just an acronym. That's easy for people to remember, right? So the first one is the I is the Insight. Let's get insights and then we move to the D, which is based on those insights. Let's develop some strategies and D Direction.

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Right. Let's you know. I mean, everything's a risk, right. And you just have to. You have to say, okay. What strategy are we're gonna take? What direction are we going to take? What target audiences are we

gonna go after? What are we going to say to them? Based on what our research and our findings said. And we're going to develop a strategy document that really outlines, what is our main message? What are our support messages? What are reasons to believe? And who are we going to target? And why are they going to believe it? And then how are we going to appeal to them emotionally? Right? The thing about really smart marketers is they don't try to reason you into buying into what they want you to believe they talk to your emotions, right. And if you talk to most marketers most market research, they will tell you. Emotion is eighty percent of the reason why you choose to buy something or buy into something.

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Right reason is only like 20%. And it's gone.

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The more facts fuel the decision right? Oh yeah I bought that because...

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Right exactly a lot of times just like I, I bought Crest toothpaste. Why? Cause my dad bought Crest toothpaste. I mean that's an emotion, right? It's like something you grew up with right or it's made in a certain city and I'm dedicated to that city, you know, there's all kinds of reasons why people buy or buy into something, but 80% of the time it's emotionally based. And so you have to, you can't ignore the fact that there's emotion has to play a role in the messages that you want to bring to the marketplace and that's why you know early on we found that felt needs were really important ways for to get people to listen, right? So the felt needs of you know, you're struggling financially, guess what? Jesus did too.

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He gets that, right. You're you're, you're struggling with stress and anxiety. Guess what? Jesus had to face that too. You get you as a result of that right? You know, you don't feel welcome all the time, especially when you walk into a church or when you're around other Christians, right? Jesus didn't feel welcomed all the time around religious people

either, you know, and so he gets you, right? So you know what was interesting too?

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As we found out that, you know, not all that long ago, the top felt needs for people where it's somewhere in the relay like something to do with relationships, usually divorce and stuff like that or addiction. So if you were to talk about the top felt needs that would drive people to maybe seek Jesus or talk to a Christian or go to a church or go to a Ministry program. It usually had something to do with a relationship, you know, in terms of especially like divorce.

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Or something to do with addiction, you know, or dependency. Since COVID though, things have really changed and the top two things. Why people that that are that they're most concerned about is actually toxic relationships like toxic relationships related to politics, toxic relationships at work with people arguing toxic relationships with my family? We don't even get together at Thanksgiving or Christmas anymore because we can't stand to be around each other because all we do is argue. Right like we have a commercial out right now, that says family matters, you know, and you know, and it talks about you it goes through the trajectory of we started out together young and together, and we didn't allow things together. We really enjoy each other. And as we got older, you know, our ideas separated ourselves. And then we started to argue with each other and pretty soon we didn't want to be around each other anymore.

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You can't tell. I can't tell you how many people have wrote in to us and said, it's like, you know, my family, that's what has happened. So, toxic relationships is number one, in America, it's become the number one concern among people, write in a felt need. A number two is anxiety. Right? So people are dealing with a lot of mental health issues, right? And a lot of it probably has to do with all the talks toxicity that's going on in America right now. And people just arguing over just really dumb stuff that don't that doesn't really matter. And it's so knowing those felt needs, we said we're going to develop it we're going to go after a target audience and we're going to be talking about the felt needs and

how Jesus understood and understands those felt needs, right? He lived in himself, Self, right? He's fully human and

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Fully got right? But the human side of them, he got exposed to the same things and we get exposed to all the time and he had to work his way through it and understand it. And help understand it? As a result, he felt what we felt. And so, therefore, he could talk to us about the way we were feeling because he had a he he developed an understanding with his time with us, right? And so we developed a direction and strategy based on that. And then we brought it to the E and ideas is expression and expression is, I'm a big believer in exploring a lot of ways to express the idea like they're all like when we handed out our creative brief to do to start discovering, how to express this brand, right? And talk, how to express this, to the marketplace,

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Everybody worked from the exact same brief. Everybody worked from the exact same. This is the main message. These are the support points. These are some of the emotions that we can tap into right. Everybody worked from the same brief, but I said, we are going to. This is the way major brands. Do it. We've got a lot of people think about this. They're all going to have different takes on this. And there's a lot of different ways we can be funny. We can be irreverent. We can make people angry. You know, we can make people cry. There's a lot of different ways we can approach our voice to the marketplace. And what is our voice going to be? So what I did is I actually threw it out to five national secular agencies.

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Some of the best in the country. People working with Major Brands. And I remember, I got I got questioned by the supporters of this campaign going, where you going to find these people as secular agencies? I got, I already know them. They're Christians, they work in secular agencies, right? And I would love to do this, right? And we were, they were as surprised as anybody that when we start asking these people who do major brand work, who are already talking to culture, when you ask them, would you do this campaign with us? You can't believe how many of them cried and said I've been dreaming about being able to

do something like this, right? I even had a guy, had a guy, had a guy that he he works with Nike. He works with the NBA. He works with Gatorade, right. He works with major brands.

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Hey he's in Los Angeles and I told him I you know I got to have you pitch this because I promised that we would have a lot of different ideas coming, the table. And ultimately he didn't win, you know, and unfortunately he's a friend of mine but you know, but you know, he even told us he said, he said he had us on the edge of our seat when he said, he said, hey what you guys don't understand is I don't pitch anything. Hmm, I've worked in my career. He said, when Nike wants to work with me, they work with me because of my reputation. If the NBA wants to work with me, the NBA works with me because of my reputation, they don't ask me to pitch. He says, I am a pitched anything in 30 years, everyone was kind of on the edge of their seat gone. Bill I thought you said, everybody's going to be willing to pitch, right? But you get, he gave us that moment of silence and then he got the biggest grin and he said but

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So when we saw he gets us and it was presented to us by an agency out of Dallas, all the fish looked at each other and said bill you said you want to just do it. He gets us is pretty darn close to that and and that's, you know. So but we explored a lot of different Expressions. That's very important, right? Not just to do one idea to ideas, explore, a lot of different ways to express yourself and find out which one really works. And then action plan is The a right, take it to action, how we going to take it to action is going to require lots of different media and a lot of different places for it to play. If you really look at how big brands do things, they don't you don't play in one media. They put together an integrated campaign that includes influencers. It includes social media strategies, it includes paid media strategies. It includes TV billboard being in sports Arenas. They just want to be everywhere where the target audiences at because that familiarity.

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Once people get going and start understanding they go? Well, this brand must be cool because it's everywhere, right? And and as a result of just getting to that point and saying, you know, this brand is pretty cool. It's got a pretty good attitude. I like I like what? You know, I've never seen a Jesus campaign like this before. You know, then after a while it's like I'm going to start watching more of those, right? I actually had one of my own relatives who I've been trying to convert to Christianity for 40 years. Right. And we've every, you know where the reason why sometimes we don't want to get together Christmas because this person and I will argue every Christmas, right? And and this person actually was actually over the years has been, you know, express their disappointment, that I would raise my kids, as Christians, you know? And I would talk about Jesus like, why don't you just let them grow up and decide what they're going to do, right, man? This is the kind kind of relationship. I've had with this person, right? And so this Christmas, I see that person. And that person says to me, hey Bill.

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this He Gets Us campaign. I'm like, oh, I'm ready to, you know, I don't want to get in an argument with this person, right. And that person says to me, I really like it.

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I go you do. And I go, yeah.

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Thanks. And I'm like.

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So you like the campaign and is you're finding Jesus more acceptable. Yeah they're faka ofo started reading, the Bible plans that are on there, you know, I guess I've never really understood. Jesus before I have only heard him preach to me, I haven't really explored him for myself and then we got done with that conversation. I go I just you know, that's great. If you know, I just want to I want you to continue to explore and I hope I hope you know, it has an impact on you and the person said to me. Yeah, you know, I'm going to continue to explore more. Thank you and afterwards, my wife heard the whole conversation. She said I was just so surprised that you didn't come back to that person and write the fact that it's not a woke campaign.

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So you like the campaign and is you're finding Jesus more acceptable. Yeah they're like as a matter of face I started reading, the Bible plans that are on there, you know, I guess I've never really understood Jesus before I have only heard him preach to me, I haven't really explored him for myself and then we got done with that conversation. I go I just you know, that's great. If you know, I just want to I want you to continue to explore and I hope I hope you know, it has an impact on you and the person said to me. Yeah, you know, I'm going to continue to explore more. Thank you and afterwards, my wife heard the whole conversation. She said I was just so surprised that you didn't come back to that person and write the fact that it's not a woke campaign.

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And when we were, when we are introducing this campaign, we had one of the people that we stopped and talked to was Rick Warren. And Rick Warren said to me, which I think is just a really great insight. He said, what I love about the, He Gets Us campaign, is we all know there's only one way to God right through, Jesus but there are thousands of ways to Jesus. And so I tell my wife, I said, I go in back to that Rick Warren quote at that moment. And I said, if her way to Jesus, if this person is way in Jesus is that she thinks Jesus is woke. I don't really care as long as she finds Jesus, right? And everybody's gonna relate to Jesus differently. I relate to Jesus differently all the time. Right.

I probably, you know, I probably put more business stuff on him than anybody that I know, right? You know. But I don't think he was a business guy either. But right, that's how I can relate to him, right?

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But a lot of leadership stuff on Jesus. I don't think it was a leadership guy

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Bill McKendry: Yeah. Right. Exactly. And so that action is taking it to market. And then about measuring success. And we're constantly connected.

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Carey Nieuwhof: Can I just ask one or two questions to you before we get to to measuring success did did that relative know that you were behind He Gets Us .

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Bill McKendry: Yes. Yeah. Oh that's great. Yeah. Yeah. That and that person knew I was behind it. And that wouldn't make that person more skeptical of it because she's been very skepticism, but yeah, it's good, okay. No. That's super helpful. Yeah. There is. Just one of those? Jesus campaigns, right. Yeah. But this one, you know. And and I've heard this again and again, this person described it to me where I'm watching football game or I'm watching a show. And this ad comes on that. I can't quite figure out.

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But it's beautiful and the storytelling is so excellent. And the cinematography is so great. And the music is just so great that I just I'm get drawn into the message and then I get to the end and I go, oh my gosh, I just watched a Jesus commercial, right? And it Chris Cuomo actually, you know, Chris Cuomo who left CNN and has his own show. He did an interview with us and I thought was going to be a hostile interview. It was not a hostile interview at all. He said, hey I just got to I got to admit, I'm sitting here watching a football game and this commercial comes on. I get drawn in and I'm like, man, it's like one of

most interesting commercials I've ever seen and then he gets the end. He goes oh my gosh, I just watched a Jesus commercial.

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And I like that, you only said I liked it right and so and then, you know, during our interview with him. She says, he says, you know, he started exploring with us. You know, why are we doing this? And what's behind it and you had some hard questions, what? They weren't that hard to answer and then he gets to the end of the interview and he says, well, I could tell you is you got me. And he said, wow. God bless you. He said, God bless you at the end of the interview, right? And I'm like, I'm looking at, I'm looking at this stuff, I'm going, this was just, it's so wonderful to see all these people who would, I think, would be not so willing to watch a Jesus commercial. Watch a Jesus commercial, and get to the end and go. Wow, that was a great message, I really like that.

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Yeah. The other thing. I just want to close the curiosity loop on and you can correct me if I'm wrong. But you mentioned the donor in the phone.

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That donor wishes to remain anonymous and the group behind it to correct.

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Yeah. There's there's a lot of donors, right? And I don't particular. And they want to rename, like, ooh, yeah. And the beautiful thing is, is the reason they want to remain anonymous is a lot to do with anybody who has the resources that they have to be able to put behind this has a history, right. And they may have stood for things and stood behind things that that people who are spiritually open. But skeptical of Christians may not agree with right. So there's they're saying, we don't want what we've stood for and what we've done.

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Bill McKendry: Yeah. There's there's a lot of donors, right? And I don't particular. And they want to rename, like, ooh, yeah. And the beautiful

thing is, is the reason they want to remain anonymous is a lot to do with anybody who has the resources that they have to be able to put behind this has a history, right. And they may have stood for things and stood behind things that that people who are spiritually open but skeptical of Christians may not agree with right. So there's they're saying, we don't want what we've stood for and what we've done.

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To impact this campaign are also the reason they want to be anonymous is they just don't want this campaign focused on anything else other than Jesus. And so, they just, they want to stay out of the out of the limelight and not take any credit for this. They should, I mean, I mean without their vision without their problem statement without their support without their willingness, to take the risk that they're taking this campaign, wouldn't exist. I mean, Bill McKendry does not have the money, you know, that that the to put behind this right or the resources behind us and and nor do I have to be honest. I mean these people have extremely thick skin, right. You know, in the sense that you know any criticism we get and stuff like that, they go well they just don't understand this right now they will over time you know where I'm just I like I kind of want to fight back on everything and I'm like, I've learned like audacity just personally, I've learned

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There's a lot of. I mean, we live in such a moment at our culture where almost everybody is to left-wing or to right-wing or to Centrist or to non-committal or too outspoken or to this. And I would just say just because I always have, why didn't he ask that question as an interviewer. It's like yeah there's a lot of very quiet Anonymous donor work. Happening in the Kingdom right now, particularly in North America and it's beautiful sea, really, when you meet some of the people involved, it's like wow. These are people who could be building monuments themselves.

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Carey Nieuwhof: There's a lot of. I mean, we live in such a moment at our culture where almost everybody is to left-wing or to right-wing or to Centrist or to non-committal or too outspoken or to this. And I would

just say just because I always have, why didn't he ask that question as an interviewer. It's like yeah there's a lot of very quiet Anonymous donor work. Happening in the Kingdom right now, particularly in North America and it's beautiful to see, really, when you meet some of the people involved, it's like wow. These are people who could be building monuments themselves.

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And they're not. They're not so anyway. That closes that loop. Let's talk about measuring. So that's so so last and the last step in the ideas processes constantly. Yeah. You have to measure success. So you have to know what your measurements are going in. But then you have to then you have to say to yourself. But what? What what? What? What? What's going to define success? An inch tastings enough. We started out this campaign. We had very typical measures of success. You know, very campaign oriented measure success. How many clicks? How many likes? How many visits how many views on Youtube so on and so on and so on? And we actually established for year one. I remember saying this. It just seems so ridiculous now, right. I remember saying, in year one, we're going for four and a half million.

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Actions, right? And and what is an action and action is, I like a share a video view, right? And response. Yeah. Four and a half million and it turned out to be a percentage of the target audience that we're going after. It was actually 30 percent of the target audience that we were trying to go after and initially we've expanded our audience person. Who's your target? Spiritually Opens Skeptics. Got it. All right, so I was looking for four and a half million actions. And I remember even being asked by the donors, wow, that seems like a lot to do.

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And I'm like, yeah, yeah.

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It is a stretch goal. I don't know if we can do that, but it's pretty. I think we should aim for that. I think it's doable with the money that you're spending. There's no reason why we shouldn't be able to get there. And so, let's just set that up there was like, all right, let's go with that.

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We had four and a half million actions in the first three weeks of the campaign.

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Wow, wow, yeah.

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Carey Nieuwhof: Wow, wow, yeah.

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Right. You know, before 12 weeks was over in, I mean, we are approaching 30, 40 million views of just on YouTube right now. It right now. I think we're, we're 500 over 500 million views of our video right now videos, right? And and so, every metric that we tried to establish up front we have completely blown out of the water. And and, and so it left us, you know, saying well we could get together every week and we could talk about. Wow, we keep blowing these metrics out of the water but maybe we need new metrics. And so we went back and we said, you know, really this campaign is about changing attitudes and behaviors.

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So what can we find out from our from our attitude and behavior research? What do we have a potential of changing in people's hearts? And so we created new

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KPIs, you know, key performance indicators, right? And you know things like if you're a spiritually open skeptic and you get exposed to our campaign, are you more likely to see Jesus as a worthy example to follow. Are you do do? Do you see? Jesus. Like before you saw campaign. And now you see our campaign? Do you think Jesus actually

gets you? Not just us, but it's you alright. And are you more likely to want to read the Bible?

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About and learn more about Jesus, you know? So these are these are some major KPIs that way or measuring against and their attitude and behavior changes. And I can tell you after just like the first 12 weeks, we did our first major measure measurement and we had double-digit growth in every single KPI that we put out there, right? And so, you know, when people are saying, you know, are you moving people toward Christ, it doesn't, you know, you know, it's like, yeah, this is a, this is a long journey for these people. These people pretty much away from Christ right now. And so we have to be patient and we have to be moving them along over time, but yes, our measurements clearly indicate double-digit growth in major KPIs on attitude and behavior of people like they're willing to look at Jesus differently. Look at Jesus as a relationship as different for them. And they're also willing to now start to explore when previously, they weren't willing to explore.

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That's so encouraging. And then, you know, there's also the connection with local churches to and with counselors and like if somebody raises their hand and says, yeah, I want to know more like there's a, there's a follow-up on that to yeah.

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And and that's I think that's the easiest because I would I would I would argue that some of our harshest criticism actually comes from the Christian ecosystem rather than real, our second audience, right? And I don't mind that right. I mean, it's iron sharps iron, our we got, we've got to be that way. And, and the biggest concern, I would tell you that people have is like you seem to be focusing only on the humanity of Jesus not the Divinity of Jesus. And we say, right because these people aren't ready for that. Right, we've done. We've done our research. And we the first thing that we need to do is raise the respect and relevancy of Jesus. So they want to explore him more. And when they go to explore him more, they're going to find out.

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he wasn't just a good guy and could teach her. He said he was Gpd right. And so yeah, they're gonna have to deal with that. But they're not going to deal with that through thirty and sixty second ad. I'm sorry. It's just not going to happen. Our goal is to create a giant on-ramp for people to want to explore more about Jesus and to lead people to all kinds of resources to explore more about Jesus. Right. So we're off ramping people into alpha. We're off. Ramping. People into churches were off ramping people into ministries. I would just told this last week we've had a four thousand people who have were on the brink of suicide through He Gets Us , right?

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Right, so we're off ramping those people into places where they need need to go, right? I've been challenged by many Ministries and Pastors say, well, what are you going to talk to him about repent? When you going to talk to them about, you know, that they're sinners, and they need to change. And I've gone, I'm not, you are we're going to lead them to you. That's the whole idea here.

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Carey Nieuwhof: And why would you start there? You don't start. That's my question is, why did you start there?

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Bill McKendry: Yeah, it's actually didn't even know if you're familiar with David French and he did an interview with us and he actually noticed a pattern in our storytelling. And he said, you know what, I love about the pattern of your of the He Gets Us storytelling is your actually modeling this the pattern of storytelling within the Bible. He said you, the Bible always usually starts with everybody with their biography. They let you know who that person is where they came from, what they're facing, right?

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And then and then he said and then you're introduced to that person's theology. What do they stand for? What are they stand against? And then you get to the person's morality. What won't they do? What are the non-negotiables, right? He said, unfortunately, churches want you to start with morality and he said, but He Gets Us , it's really smart

because you're, you're teaching people Jesus biography where he came from, and who he is. And, you know, What he had to face and then you're teaching him some of his theology from the things that he held dear, and they were really important to him. And, and then now you're off, ramping them into all kinds of Ministries, churches and programs, where people could now start to move these people further. We're not going to do that in an ad campaign. Nobody, nobody tries to sell you a car without ever. Well, some people are trying to do that today but without you a gun without ever taking a test ride, you know? And

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or walking into a dealership, I mean, eventually you have to have a conversation with somebody to advance your beliefs. And then an ad campaign can only do so much and ad campaign can lead you to those resources create an interest to get you to want to go. Maybe I should explore that right to create awareness in your heart to say there's something missing in my life. Maybe it's because I don't have Jesus in my life. Right. And so it's about an ad campaign can do those kind of things. It can't bring people all the way through the journey by itself and to. And so that's that's part of the the the hardest challenge. I think that we've had and is getting people to understand that
Carey Nieuwhof

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So I want to go back a little bit and I don't want you to throw some of the pitches under the bus but if we can go back to the 15 or so pitches that you got, I can almost imagine sitting around a table and coming up with a bad idea for you. Like church is not as bad as you think. Or you know it could be, could be that kind of approach. What were what were some approaches that you're like? Yeah, this would be predictable for the church. But we're not going to go down that road just to get Get us thinking because yeah, then I want to just yeah, it kind of look back. Like somebody in your head makes them up in your head if you don't want that sounds funny.

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Bill McKendry

: Ideas were, you know,

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Jesus did this even though Christians do that, right? Only one time, you know? Yeah. You know, right? And and to the target audience that actually would have been very impactful, right? There's no bad Christians, you know, good. Jesus Jesus. Right? You know, this is that are bad. And, you know, I mean, somebody's quoted to me, the quote were Gandhi. Said, you know, I like your Christ. I don't like Christians, right? And, and, and that's how a lot of skeptics feel that our research found that is actually 75. 85 percent of people in our survey, this is a national survey, you know. Basically everybody in America every belief system and everything 85% of people in America actually respect Jesus, whether they believe in him as as the Son of God, that's a whole different story but they at least have a fundamental

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Or Christians to be thrown under the bus, just for the sake of gaining market, share, right?

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And then where do you send people to these? Yeah, yeah. Well, that's a good question. Yeah, not every church is a great option, you know? And yet you have to trust that somehow God is at work and as someone who led a church for two decades, I'm sure there were times where my leadership was not very healthy and God still brought people to Christ and other times where it was healthier. But yeah, that that's really good. Okay, what it could you imagine?

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And then where do you send people to these? Yeah, yeah. Well, that's a good question. Yeah, not every church is a great option, you know? And yet you have to trust that somehow God is at work and as someone who led a church for two decades, I'm sure there were times where my leadership was not very healthy and God still brought people to Christ and other times where it was healthier. But yeah, that that's really good. Okay, what it could you imagine?

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Bill McKendry: I'm just gonna add to that to our basic strategy messages, we wanted to position Jesus as the most radical activists in the history of the world. All right so whenever you think of Nelson Mandela our Mother Teresa or even Gandhi or Martin Luther King take all those people and whatever you love about them.

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Jesus is all of them on steroids and many more many of them pattern there life after him, right? And and so that's so as a result of that input that we gave to the all the creatives and that was based on on the research that we did that once and was a message that people resonated with it's like I guess I never really thought of Jesus as this radical activist for people you know. And and he was he stood up for the marginalized he you know, he stood up for the poor. He he stood up for the people that were being attacked by their and persecuted by their governments, or even by religious leaders, right? And so there's a lot of things when you think about the spiritually open skeptic, that made a lot of sense for them to, to view him as an activist, right? And pretty radical right? And almost confounding in His love and forgiveness and Grace.

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And and and so that positioning really worked. But then there were creative campaigns that said, okay, basically turn them into a superhero, right. You know, it's like It felt like he was a superhero or a magician, right. And I was like, nah, we don't want go down that path, right. You know we want we don't. We need it and what I love about. I think ultimately what I love about He Gets Us campaign. It's still it's the right amount of emotion. And a right amount of kind of like seriousness, there's always a level of seriousness, and we have fun once in a while. I mean, we had, you know, we have, especially when we're in baseball stadiums, football stadiums. You know, we we have some fun with some lines like Jesus forgave errors too and baseball stadiums, you know, and you know, you know, Jesus, Jesus. Did you know he believed all the way? Right up until two outs and bottom of the ninth, you know, he just believed right to the end, right. Know. And so we we have some fun with it. And we've had there's an ad that's a

very popular habit. You know, Jesus. Let his hair down to write. Know when you think about the wedding and stuff like that.

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You know, and we want to constantly remind people that Christianity is about joy, too. But we also want, there has to be a level of seriousness that we're going about this and we just And emotion. So it's a level of seriousness and emotion and just finding that right balance in that message and bring it to market that we that really kind of drew us to the He Gets Us campaign. Plus the you just like the he gets that span is just like so easy to remember.

[01:07:33.300]

Carey Nieuwhof: How do you evoke emotion? Because for those I'm I mean I'm sure there's a few people who haven't seen the ads but I mean they're available link to them in the show notes mostly black and white although you ventured into color a little bit more recently some still some motion, very gritty images talk about that interplay of

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You know what, you see what you hear, what you feel in, 30 seconds, 60 seconds and how that can do so much in a human heart because I felt it too.

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Bill McKendry: Yeah, we and they've been very smart, you know, one, you know, words saying or pictures say way more than words. And so and, you know, video and we've relied very heavily on almost photojournalistic photography and when you see great fun photojournalistic photography, especially in black and white. And it's you strip away all the color and you can just see the emotion that's going on there. There's some, there's a depth and richness about that art form that we found very appealing, right? And using stills, more than videos. Now, we

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We've resorted to a few videos like on family matters, because it was about family videos. And so we said, okay, we, you know, it's tough, tough to capture family moments and family videos, stills, we wanted

to be very authentic to what we were trying to capture. But you know, the black and white cinematic type of and journalists type photography just says something to people. And it's also different than what you normally see. I mean, you know, and especially like we're going to be going into Super Bowl soon. And I mean, you know, a lot of ads have a lot of hype and allows celebrities and a lot of color. And they're thrown a lot at you. And we said, let's just zig where everybody else zagged. And let's go slow

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let's move slow. Let's see stills. Let's you know. Let's use a photojournalistic style. Let's use a style. That isn't

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Glamorous and attractive at maybe. There's some really disturbing and hurtful and maybe even ugly things that are happening in front of you. It's like why would anybody even advertise this? Nobody advertises this kind of stuff, right? And so it's about really capturing people visually, we're very smart in the words that we use. We use very, very, very few words, right? And we usually we don't read the ending to anybody. We make them read it themselves, it comes up, you know without any voice Voiceover, right. That's the question. Why do you do this a little bit? Like, when I told you, how Jesus is storytelling, was letting people come to the conclusion themselves when they read it for themselves and we don't read it to them, it becomes a part of them, right? It's like, I just took that in. I had to read it. I had to understand it for myself and that that process of understanding, for yourself. We feel as a number one,

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If you're going to follow a master storyteller, might as well follow Jesus. right? He allowed people to take it in. He allowed people to come to the conclusion themselves and read it and understand it for themselves. And that's what that's what we do there. So, we've been very but, you know, there's also music that drives people through the sense, very powerful music that we're using

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Original scores? Original Stories? You know, the scores scores, like I used Northern,

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Bill McKendry: it's music that, and more and more were, you know, we tried very hard to get more and more popular music as we're kind of moving along because we want people to kind of like resonate with. Whoa, what's that right? Yeah.

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And we we have. We have two tracks on the Super Bowl ads that people are just ones very nostalgic. But everybody's gonna know who it is. How can one's one's one's pretty contemporary? And it's an international has been an international hit. But it's very soulful and moving. Right. And so people are gonna go part of the psyche is wow, you know, for the spiritually open skeptics, like my name is pretty cool music that they had. And that was Jesus said it was cool cinematography. And it was cool music, man that had a great ending to it, you know. And so there's just a there's ah, I guess that understated, cool factor about everything that we're trying to do, where people kind of go into it kind of like Chris Cuomo said, he says, like, I watched an ad and I liked it. And it was Jesus ad.

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I had to admit to myself, I liked it, you know, it's like my relative. I've been watching these Jesus ads, I like them. I can't deny that. I don't like, on the level of storytelling is powerful, but it's also unique. Yeah, it's unique in the marketplace, it just stands out. So we're doing everything that says let's send signals to the marketplace. This is like this is an ad like you've never seen before.

[01:12:22.800]

Carey Nieuwhof: So let's talk. And I know there are limits, I'm learning along the way of what you you can say and not say about the Super Bowl, one of our partners is working very closely with it. So, and again, I think this is good learning because the majority of people who will listen to this episode, we'll probably hear it after Super Bowl. Was it 57. Is it 57 this year? Such a sports guy anyway. 2023.

[01:12:54.800]

Yeah, I mean, you know, the Super Bowl is a big event. I mean, it's, you know, over 115 million people in this country will be watching it. Somebody told me the other day, 90% of the televisions at evening, will be tuned to the Super Bowl. All right? So I've done National surveys with Harris pulls over the years and ask people. Do you watch the game? Do you watch the Super Bowl for the game or the ads?

[01:13:22.400]

Bill McKendry: Yeah, I mean, you know, the Super Bowl is a big event. I mean, it's, you know, over 115 million people in this country will be watching it. Somebody told me the other day, 90% of the televisions that evening, will be tuned to the Super Bowl. All right? So I've done National surveys with Harris polls over the years and ask people. Do you watch the game? Do you watch the Super Bowl for the game or the ads?

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Right. Sixty five percent of people watch as much for the ads as the game. And you when you talk to women especially I mean it. It acts is like, you know, indexes like seventy eighty percent of women watch for the ads. And so you're not gonna have people. People asked me all that people ask me all the time. It's like it's a Super Bowl worthy investment. And I tell them if you have the budget. Yes. It is because on a cost per thousand basis, you'll never ever find a better media buy ever. So so when you think about the metrics of the super bowl, the number of people watching, but also they're watching for the ads where most every other TV show in that you can watch everybody's trying to avoid the ads, right.

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So so you have the world's attention especially in this country you have this country's attention and so so preparing for the Super Bowl requires that, you know, the moment you're getting into and realize, what you're competing with and you're competing with the world's best brands and the world's best storytellers this medium. This medium is for advertising people is the Oscar awards is.

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Carey Nieuwhof: Yeah, yeah.

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Bill McKendry: Right? And so so you have to make sure number one is your story Oscar-worthy and we have we have gone through so many different ideas to say is that really Super Bowl worthy, even in the end, even the music that we're using in even the photos that were using is that Super Bowl worthy.

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And that's you know that that's a part of it but also a part of it is what do you do before? And after the game you know because it is expensive but you have to be able to say how are we going to leverage this moment? We're not going to leverage this moment just to in the time that we have in the Super Bowl it's the lead up to the Super Bowl and it's the post of the Super Bowl and what are we putting around at? Right? We're actually going to do a teaser campaign before the Super Bowl and then we're going to have a, you know, people are gonna understand that teaser campaign. Pain after the Super Bowl, right? We're gathering influencers. And we're asking them, can you where He Gets Us stuff? Can you talk about He Gets Us ? Can you get your people behind it? And it kind of the theme line and we're working with churches and we're working with pastors and we're working with authors and we're actually challenging people especially in churches and pastors and Christians all over the country. If you can, people can actually go to, HeGetsUspartners.com.

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Which is a website that will not allow people know about. And they can actually sign up to support our effort in the Super Bowl. And what we're asking people is understand that we're welcoming Jesus to the Super Bowl for the first time. And what people don't really realize is the NFL had a ban on religious advertising.

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Carey Nieuwhof: Yeah. This is an interesting story. Can you say more about that? Because this was really I heard the back story. And one of the reasons I wanted to have you on. So tell us about that.

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Bill McKendry: Yeah. And so the NFL had a ban on religious advertising. We actually approached them last summer. And we said, we want to advertise on your games, but you guys have a ban on religious advertising.

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And we want to be in the Super Bowl, but you guys have a religious you have a ban on religious Howard sizing and the only two things that they banned, you know, for a long time was gambling and religious advertising. Now the only thing is they ban is religious advertising. Fortunately though at the end of 2021, we actually tested this campaign in 10 markets and just so happened that some of the markets that we tested in where NFL markets and we would buy local television, we wouldn't have to buy National Television. So we didn't need to get NFL approval, but if you're going to advertise nationally, you have to get NFL approval. It's also your monitoring local games. Like yeah, we know when we were buying, the NFL game through the local TV station that broadcaster,

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Yeah, the local ABC affiliate or local Fox affiliate, right? And you can do that and the NFL doesn't try to stop that but they'll stop it if you want to advertise Nationally. All right first thing up, some of the owners so some of the Cities were Kansas City, Charlotte Dallas where we tested it. So when we brought one was brought to the NFL owners, it was actually the owners of those teams. They didn't know that we weren't advertising nationally, they saw it on their TVs and just assumed, huh? I thought we had a ban on religious advertising, you know, nobody talk to us about it but then when it was brought to the NFL owners, it was actually the owners within those markets. That told the other owners. Have you seen these ads?

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We think this country could use more of that. It's not the owners unanimously voted to allow us to advertise and so, they change their policy and in the NFL and their new policy is, they don't have a bad out of religious advertising, but they're going to approve them on a case-by-case basis and they told us but everything's got to be as good as he

gets us. Otherwise it ain't getting through. So, you know, again, I don't want to spoil the surprise, but how did you go? Because the campaign is already pretty good. And, you know, I'm not somebody who thinks Christian Media is great. In fact, I often avoid it because it's a not crate to be totally transparent. I love the he gets us ad. So how do you go from what you've been doing to Super Bowl? Like, how big is that Gap? And what do you need to do, too?

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We think this country could use more of that. It's not the owners unanimously voted to allow us to advertise and so, they change their policy and in the NFL and their new policy is, they don't have a ban out of religious advertising, but they're going to approve them on a case-by-case basis and they told us but everything's got to be as good as He Gets Us . Otherwise it ain't getting through.

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Carey Nieuwhof: So, you know, again, I don't want to spoil the surprise, but how did you go? Because the campaign is already pretty good. And, you know, I'm not somebody who thinks Christian media is great. In fact, I often avoid it because it's a not great to be totally transparent. I love the He Gets Us ad. So how do you go from what you've been doing to Super Bowl? Like, how big is that gap? And what do you need to do, too?

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And we developed we decided in September of before September, but we started to establish a theme as so every every so often we would have a theme for that period of time and it wasn't dedicated to like six weeks. We're going to do this six weeks were going to go. That will just quite honestly. We looked at kind of the, the rhythm of the calendar, right? And the things that we all go through, right? And you kind of, like, you look at fall and fall is kind of like a new season then you know, new challenges and stuff again. So we kind of focused, you know, around you know look you know as we head into fall maybe we can just be more unified and love right? And so our theme was unified and love our Christmas theme was you know just building on the Christmas theme. We're actually now in a different theme right now where we're saying

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New resolutions? Right. You know, you can actually make a new resolution. You can actually change. You could actually be a different person. People decide to do that every year. Right. And so, you know, so you think about forgiveness and grace and saying, you know, that naturally fits into the rhythm of the new years saying, you know, you can be born again now you can be be a different person than you've been in the past, right and understand that right. You know, we don't say born again. And you know, we don't use religious terms, but we allow we give people the understanding that you can change. And this is a season of change. And it's our themes have been around that for the Super Bowl. We chose the theme of the third way.

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And the Third Way for us is we have been so divided in this country, right? Left red, blue conservative-liberal, you choose the side and, you know, people just defend their side to no end it's gotten ugly, right? Really ugly. And so our commercials are going to be around that topic for you and it and one is going to surprise people because it's so heartwarming, right? And that fact that we have we have two ads going to have a 30-second ad and we're going to have a 60-second ad. The first ad is going to be the heartwarming ad and it's going to run between the first and the second quarter in the Super Bowl. And people haven't heard of us before or people who have heard of us before, are going to get to the end of that ad. And I'm pretty sure everybody's going to go.

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I like those, He Gets Us people that was a really really nice ad and then when it gets to the second half. That's when the tougher ad comes up and then we're going to really challenge people the second half with a 60-second ad. As really going to challenge people and it's going to challenge Christians as much as it's going to challenge non Christians.

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And it sounds like what Jesus did though, nobody have you, my debate in the gospels is. I don't know that I'm on the side of the people Jesus

was with, or whether I'm a Pharisee. It always makes me uncomfortable.

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Exactly. And just did that to people often you know first you find your Excel. Yeah head nodding and agreeing with them. Yeah yeah yeah. Oh but then I got to make this choice. No.

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Carey Nieuwhof: Oh, that's great. Well I can't wait to see them. All right, let's let's bring this down to earth.

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So most most 99.9% of our listeners don't have ten million dollars. One hundred million dollars to spend on an ad campaign. Ah. Lots of money to spend on Super Bowl ads. They maybe have a small investment in marketing if anything. But again, a lot of it is about the idea, right? And your social is free. So you can do a bad job on your social. You can do a good job on your social. What are some principles for churches with? Let's say, you know, startup church, church plant or a small nonprofit. They don't even have a seven figure budget. Um. Maybe they have one hundred a thousand or something. Total budget. That's for everything to keep the lights on. What are some marketing principles that work at that scale?

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Yeah. And you know. My favorite topics on it, when I try to coach people on, this is everybody assumes branding and marketing is all about advertising and it's not, right? And I think we could both agree that Howard Schultz from Starbucks has built one of the world's biggest brands, right? Everybody kind of goes in on Starbucks, right Starbucks?

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Interestingly enough even though Howard Schultz is an advertising guy, He barely ever ever advertises.

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Carey Nieuwhof: Yeah, you're right. Starbucks doesn't advertise.

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Bill McKendry: and I asked him that question where he goes, you know you built one of the worlds greatest brands but yu barely ever advertise and you're an advertising guy

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That's what you used to do.

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That's kind of strange.

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And he said, well, if you think branding and marketing is just about advertising than then, you don't really understand branding at all.

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And they said, well explained it to me and he said, branding and marketing is realizing everything matters.

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Every single touch point matters. He says, why do you think our logo and our cups are cool? Why do you think our stores are cool? Why do you think the music in our stores are cool? Why do you think the packaging on everything that has a Starbucks logo on? It is cool. Why do you think we call our people Baristas instead of sales associates? Why, you know, why do you think we make the decisions to be where we are where we're at, location-wise?

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Right? He said every one of those is a messaging decision this location over that location is a message.

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This packaging over that packaging is a message, this music over that music is a message. He said, a cup is like a billboard. A location is like a TV ad. So what he when I coach people, all the time is saying,

manage every single one of your touchpoints to the best, it can possibly be. I challenged nonprofit organizations. Today you can leave. Here you can be a better brand or marketing by looking at your lobby. Yeah. And deciding how you how you receive people. Look at how people when they visit you. How are they treated when they come through your door, when you leave voicemails or send emails? What does that sound like and look like?

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And what does it feel like, right? How do you people dress? What titles do they have? These are a lot of things you're sending signals. You're sending branding signals to people all the time. You just think it's operations but in reality you're sending messages to people all the time. So you want to first thing that I would tell a small church and organization has managed every single touch point to the best it possibly can be but you need to even backtrack from that a little bit and you need to ask yourself what is the message that we want to send out? Are we friendly? Are we approachable are we compassionate, what are the things that we're trying to send to the world, right? When we did our research,

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We found out that what people really want in a good person what they want, they self-identified as a good person. Is that a good person is a peacekeeper is compassionate is approachable and loves all. And then we went back in our research and these people did not know this was a Christian research, right? That we were doing Christian research and we ask them, we actually compared all the religious figures throughout history Abraham. Buddha Muhammad who even did Gandhi. We even did Martin Luther King, right? And we also did Jesus, do you know there was only one religious leader and history that matched up? Exactly. With what people said was a good person.

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Jesus. You know, when I when I saw that, I said, Lord, you just man, you know, this stuff, but and you told us the stuff that that you're on everybody's heart, whether they want to deny it or accept it. And when we ask them what is a good person? The model for a good person is Jesus, whether they want to admit it or not. Right. And so does the

church want to be more compassionate as a church want to be more and see be seen as more passionate for people? Right. Do they want to see us being seen as more approachable, take a niche and own it? Right. And make sure it's like we receive people more compassionately. How do we seem more approachable when we talk when we give sermons when we give handouts when we're out in the community, what is the value that we most want to convey to people and then own it own it at every single brand contact?

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And so you have to simplify to a main message and then you have to exemplify and everything that you're doing. One of my favorite stories. Quite honestly is, there's a in all of branding and marketing is there's a, there's a firm out of Chicago that that actually is the leading marketing strategy firm forever for retailers worldwide. And they actually work with competitors. I'm like, how do you do that? Because I can't work like, if I work on one company's marketing, I can't work on their competitors marketing. So I was like, you're not be at the same time. Yeah, you can't do that, right. But they do right. And I'm like, how do you do that? And they go because of our method is not duplicatable by your competitor.

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Carey Nieuwhof: Hmm.

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Bill McKendry: So they force all of their clients when they're when they're telling them, to develop a strategy of how they're going to go to market. They tell them, you can have an EST and one only and everybody always says, oh, they assume EST is some kind of acronym. So you know what's an EST? And they go it's a word that ends with est. You can only own one word as a retailer. And so I so I immediately brought to their clients and thinking about the clients and they actually worked with Walmart and Target. Okay. Yeah, right. And so, I said to them.

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Let's use them as an example. You give me. What was there? E S T. And I said, well, you probably can guess Walmarts is pretty easy to

guess I go, what is it lowest because the lowest price, right? And so we told Walmart, whatever you do in your advertising, whatever you do in your store signs, whatever you do in your stores, whatever you say about yourself on social media, keep reinforcing your the lowest price. Nobody can beat you at that. That's what you're good at. You need to own that. Everything. Every contact that you have. I'm like, alright. So now I'm interested. What's Targets?

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Carey Nieuwhof: I'm having a hard time, guessing targets. Yeah.

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Bill McKendry: And what Target ended up saying, well, we can't be lowest price because we know we, you know, we can't beat Walmart. Their scale is way bigger than ours, right? And their buying power is incredible. And so they said we can't own that so we have to own something else. And they landed on coolest. Hmm, didn't have to be cooler than everybody. They said to be cooler than Walmart, right? And so, when you think about Target and the experience Target from their shopping baskets to the graphics in their stores to their own brands that they reap that they packages. Have I got everything's cooler at Target

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It really is right? You know and I said how far did they take? You know, I'm talking about brand contacts, right? How far did they want to own coolest? Give me an example of just like the most minor detail that you can think of and they wanted to be, they wanted to be cooler and they go oh that's really easy because one day they called us, you know, the the reason the strategy firm And I said, hey can you guys find out what kind of floor cleaner Walmart uses? And a strategy firm said, yeah, we probably can figure that out for you. You know why and Target said because we're cooler than Walmart, Walmart, we don't have smell anything like them.

[01:33:32.200]

We want to smell cooler. And I remember, you know, I saw a meme not too long ago. That kind of exemplified that it was during like COVID when you know, it's hard hard to find things. And and a guy

had posted on his and his meme on his social media feeds. Has he says I hate it when Walmart doesn't have what I want? Because I gotta go home. I gotta get out of my pajamas. I gotta take a shower and shave and then get dressed up and go to target. Ah. Is it his mind? He knows. Cool people go to Target. You can't just go there in your pj's unshaved. You know, you gotta get like get ready to go to a Target. Because they're cooler. Where Walmart? You know, just walking in your pj's. It doesn't really matter. Right. Tell you there. Yeah. You can tell from that story, though.

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That's true people really believe Target is cool and I believe Walmart is lowest price. It really depends on what you're looking for, right? So again, you exemplify that you own that position and you keep owning that position in every single touch Point all the way down to your floor cleaner.

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If you can.

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Is there in? This may be a no and then we can just wrap up. But is there a set of questions or an exercise? Because I'm thinking of the small start-up organization. You'll get the vast majority of businesses, vast majority of churches. Sub 1 million dollar budget, not huge Enterprises but even you know, as they're sitting down the DIY option, is there a series of questions they could start with or an exercise? They could go through that's widely available or anything like that? Does that exist? Or I'm just curious.

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Bill McKendry: Wow, you tell me if I can do this or not. Okay, you do it. This book called Do More Good written by Bill McKendry. And inside of here I actually wrote this book. Exactly. For the people that you're talking about. This I took all the Big Brand principles and said here's the ideas process and here's how you can work it for you, right? But the I would tell you that the most the thing where I start with a lot of people though is with that problem statement. What's the problem statement? That you're trying to overcome.

[01:35:48.600]

Carey Nieuwhof: That is so helpful. So that saved my life last year as we were renewing the vision of the company. I'm like, I don't have a problem. I'm waking up a clearly defined problem. I'm waking up, trying to solve everyday or that our company is trying to solve and found the problem in the vision followed right after that. That's so annoying.

[01:36:09.300]

Bill McKendry: Yeah. So you look at that problem statement. Then you. Then you say, okay. So I am. I have clients worked through? You know? So what's our history with that problem, right? You know, what are we known for in that area? And then, you know, how do we approach that? What is it that we do to help solve that problem? And then how do people experience that through our organization? And then what's the ultimate benefit? I get by working with your organization instead of somebody else. And that leads you then to the center of of call those cornerstones, it leads you to the center of what promise do we want to make to the market? And but a promise is.

[01:36:53.800]

Shallow, if you can't deliver. So, you got to make sure if I'm going to make this promise to the marketplace, I got to deliver it. So when Walmart says, were the lowest price, you had a better deliver that every day. And if Target says, they're the coolest, they better deliver that every day. Because if you can't, like, Southwest Airlines recently, ran into a big problem. Right. Right. You know, and I dug up a quote from one of the original founders of Southwest Airlines And he said we're not going to be defeated by our competition. The enemy is us. The only people that are going to defeat us is us and that's what happened that day. You know. You can love your customers all day long and tell them that you love them and love them and love them. If you don't get them to see their loved ones, they want to get their see you. Leave them stranded in airports.

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Carey Nieuwhof: Without really any answers that doesn't go with the brand. So you know, you can't make this promise and not deliver.

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Carey Nieuwhof: So the book by the way, is called, Do More Good: Moving Nonprofits from Good Growth. It is a huge investment, very close to the Super Bowl Seventeen dollars and twenty-nine cents right now at amazon.com. I'm pretty sure that tucks into most budgets. So we'll link to that in the show notes to Seventeen dollars and twenty-nine cents, not a bad investment in.

[01:38:12.000]

Bill McKendry: Yeah, that's right. And that's what the hardcover version of it, too.

[01:38:15.000]

Carey Nieuwhof: So that's it. You can, you can probably if you do some, what is it? Yeah. Kindles 13.99 and the audio book is free or use up one of your credit. So there you go. Bill, this has been great, anything. We didn't cover that you'd like to touch on before we wrap up.

[01:38:31.700]

Bill McKendry: I think we covered a lot.

[01:38:33.500]

Carey Nieuwhof: We did, we didn't. I sure did. We went over time.

[01:38:35.800]

Bill McKendry: We just got our go back to the point of

[01:38:39.800]

Start with that fundamental, um, concept. That marketing yourself and communicating about your organization is an investment, not an expense. And you you should expect to return on investment. And if you're not getting one, it's not because marketing and doesn't work. It's just you're not doing the right marketing, right? You've got to figure that out. You're either not talking to the right audience. You don't have the right message. You don't have the right frequency. The marketing works and that's why go back to Super Bowl. You know. I always get asked every year, you know, because, you know, because we've done

polls and stuff like that get ask by major media all the times like is the Super Bowl worth it. Yes. It is right. Because the people who are advertising in the Super Bowl are expecting a return on investment. One of my favorite stories is, ah, you know, about Super Bowl was Five Hour Energy the first time I went to go visit them, right they were a client for a while. Sitting in their lobby. They have no artwork in their lobby.

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They have an article from USA Today and it's really small but they have a framed in a really big frame. And so, the only thing in their entire Lobby is a really sliver of an article framed from USA Today. And then is your draw closer to this article. You realize it's it's a ranking of Super Bowl ads in a very recent Super Bowl, a 5-hour Energy was voted the worst ad. I didn't do that one. Right? You didn't do that one. I can't do that one. But was voted the worst ad in the Super Bowl and and you're and you're left wondering, why would 5-hour Energy have framed in their Lobby, the fact that they were voted the worst ad the Super Bowl and then you realize, then you realize there's a little brass plaque next to the frame. It says

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But our business went up astronomically, there's actually a percentage. I don't want to call which just goes to show you even the worst advertiser in the Super Bowl because he very positive impact

[01:40:49.000]

Carey Nieuwhof: That's funny. Yeah. And there's a lot of you know what? I think that's a good place to close on cause I know in the world I live in any way. There's a real temptation to say, we don't have the money. It's not even worth trying. And you're right, the lobby still is terrible or the website hasn't been upgraded or is not mobile optimized or we haven't updated, our graphic in a long time or we're phoning it in on social and I think we could do a lot better. Well Bill, this has been a delight. We'll all be watching the Super Bowl. I will be even as a Canadian. I know most of the audience for this podcast is American. They sub in Canadian ads but thank goodness for YouTube and the internet because I'll be watching the American ads. It's awesome.

[01:41:30.200]

So thank you. Fantastic. Thank you for all you're doing. This has been a delight. I barely got to any of my questions. Which means we could do around two at some point, this is so helpful. And thanks for taking us behind the scenes. I really appreciate a Bill. Hey to follow you online or your work wear is a good spot for people to go on the Internet.

[01:41:48.500]

Bill McKendry: I mean, you can go, you know Haven. So um, <https://havenforcreative.com/> is where you can follow the agency.

[01:41:56.000]

Carey Nieuwhof: That's the agency that producing the ads.

[01:41:58.200]

Bill McKendry: Yeah. And then you know, that's my agency. But then I do consult. Yeah. And an educate very inexpensively. I've I. I've you know, like my seminars, webinars, books. So I got all price to be able to help the smaller medium-sized nonprofit organizations faith-based organization. And so um, you just look Do More Good on any platform, really. And and that's gonna be me

[01:42:24.100]

Carey Nieuwhof: Awesome. Bill again I can't thank you enough, appreciate it.

[01:42:25.500]

Bill McKendry: All right. Appreciate, thank you. Well, that was a fascinating behind-the-scenes. Look. I know it was for me. I hope it was for you. Hey, if you enjoyed that, leave us a rating and review. And if you would, please subscribe to the podcast. We are having the best January and podcast history. That's because of you. Thank you so much for that. And we just love to bring you relevant conversations. And if you subscribe, you will not miss people. Like Andy and Sandra Stanley. Craig groeschel John Mark, Comer Gretchen Rubin Erwin, McManus and a whole lot more. And here's an excerpt from the next episode with Andy and Sandra Stanley on of all things parenting.

[01:43:05.900]

Andy and Sandra Stanley: Well, that was a fascinating behind-the-scenes. Look. I know it was for me. I hope it was for you. Hey, if you enjoyed that, leave us a rating and review. And if you would, please subscribe to the podcast. We are having the best January in podcast history. That's because of you. Thank you so much for that. And we just love to bring you relevant conversations. And if you subscribe, you will not miss people. Like Andy and Sandra Stanley, Craig Groeschel, John Mark Comer, Gretchen Rubin, Erwin McManus and a whole lot more. And here's an excerpt from the next episode with Andy and Sandra Stanley on of all things parenting.

[01:43:38.900]

Carey Nieuwhof: That's next time on the podcast. We want to thank our partners. Make sure you check out what Belay has get their latest resource for costly financial mistakes, for free text, Carey C-A-R-E-Y to 5 5 1 2 3, and get back to what you do best with Belay. That's Carey C-A-R-E-Y to 5 5 1 2 3

[01:43:57.000]

And make sure you're in on what's happening with the Super Bowl like we talked about today. Text Super Bowl to 70193 or go to Hegetsuspartners.com/fans to learn more at Super Bowl to 70193. Well. I am very excited to get resources in your hands. And because you listen to the end, we've got something brand-new. It's our Pastoral Succession Toolkit. So if your church is in a transition, heading for a transition or has been through a senior leadership change in the last five years, make sure that you check this out your new Lead Pastor doesn't have to be the sacrificial lamb doesn't have to be your story. I've got a Pastoral Succession Toolkit available for free.

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Here's what it'll do. Number one, it'll help you discern a call to be a lead Pastor. If you're asking that question number two to help you understand your alignment with the church, you'll be leading number three, as an incoming Pastor, it'll help you negotiate your salary and number four, it'll help you time each of those steps carefully. You can get the tool kit free at successiontoolkit.com. Thank you so much for listening everybody, man. I'm excited about these conversations. Can't

wait to do it again next time. Sandra and Andy Stanley are going to be in the house and we'll catch you then. I hope our episode today has helped you identify and scale, a growth barrier.