

---

# CONTENTS

**Acknowledgments** 13

**Introduction** 15

**SECTION I:  
PERSPECTIVE** 27

**1. The Power of a Positive Attitude** 31

*Is the attitude visitors sense when they attend your church one of a glad response to a positive vision of ministry?*

**2. Building Living Stones** 41

*User friendly churches give people more priority than programs.*

**3. You Can Only Do So Much** 49

*An ounce of focused vision is worth a pound of programs that cause the church to mount up and ride off in all directions.*

**4. Taking Pride in the Product** 59

*Credibility depends on quality and integrity. And it requires listening first to God, then to the people you're trying to reach.*

**5. The Church Beyond Sunday** 69

*There's no substitute for helping members make ministry a matter of life-style, beyond the times the church is together.*

**6. Exposing the Sacred Cows 75**

*No aspect of ministry can be granted an exemption from rigorous review and evaluation.*

**SECTION II:**

**PARTICIPATION AND PROGRAMS 83**

**7. The Master's Plan for Your Church 87**

*We claim that God has a plan for our individual lives. Why not pray for a vision of the plan He has for your church?*

**8. Everyone's a Marketer 97**

*Regardless of our hesitance to use the M-word, figures prove that most new people come to church because of contact with a present member.*

**9. Grow or Go 105**

*Bite the bullet and accept the fact that not everyone who visits a church on fire for Christ will want to return.*

**10. You Do Not Have Because You Do Not Ask 115**

*It's not luck but providence that makes growing churches praying churches.*

**11. Investing in Tomorrow's Leaders 123**

*Ministry to children and youth is difficult in a changing world. It's also absolutely essential for long-term church growth.*

**SECTION III:**

**STRUCTURE AND LEADERSHIP 133**

**12. Unyielding Flexibility 137**

*Organization is necessary. It's also necessary that it not be so inflexible that it gets in the way of getting things done.*

**13. There's No Substitute for a Real Leader 143**

*Strong pastoral leaders are not afraid to empower others, and to be a part of a ministry team instead of an autocrat.*

**14. Whose Church Is It, Anyway? 153**

*Effective leaders know when to delegate, when to inject personal presence—even when to be absent.*

**15. Investing in the Volunteer Bank 161**

*Healthy churches use volunteers on the basis of gifts—without using them up.*

**SECTION IV:**

**TAKE OFF, PUT ON 171**

**16. What User Friendly Churches Did Not Do 175**

*Ten programs, perceptions and behaviors commonly found in American churches—but conspicuous by their absence in growing churches.*

**17. Can Your Church Grow? 185**

*If you're in a church or an environment where you think growth is simply impossible—think again!*