

## CONNECTING POINTS AND YOUR STORE

(with a special emphasis on connecting teens on mission trips to their families)

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I. Connections: How We Keep Marketing Personal: Mrs. Fields and her cookie samples

II. Consider: What Connecting Points does Your Store Offer?

- Guests to Authors and Artists
- Guests to God and to Others (Bible studies, small groups)
- Guests to their Community (awareness/activism/recommendations)
- Guests to Churches (resource list, personal recommendations)
- Guests to their own Families

A. With any of these connection points, social media is your friend.

1. Easy
2. Often less expensive than other forms of outreach.
3. Broad reach

B. One example: Teens on Mission Trips to Families: Could the store sponsor a mission trip? If not, see if an employee and/or the store itself can serve as the connecting point for a church or other trip to their families back home. Some suggestions:

1. Consider creating a private Facebook group to keep content secure.
2. Obtain parents' permission before the trip to post photos of their child(ren) to this group.
3. Give administrator responsibilities to one or two trusted adults or older teens (preferably not the main leaders of the trip).
4. Assign photographers when possible so each team/ministry group has photos of their service.
5. Remember to take individual as well as group shots.
6. Focus on God's great work, not problems.
7. Treat nationals as people, not photography subjects.

8. Post individual photos as well as the Animoto videos you create.

Animoto Tips:

- a. Add Animoto app to your smartphone via the Apple Store or Google Play.
- b. Click “Create Video.”
- c. The free version allows you to use the “edit” button to upload 12 photos, add music, and include one or more captions. Premium versions provide more options including more images and music choices.
- d. Once you’ve uploaded your photos, you can place them in order by putting a finger on them one at a time and dragging them into the position you choose. In the free version, a title or other text slide takes the place of one photo.
- e. To add music, click the edit button again and search the available music (to hear a preview, click the “play” arrow), then select a song and click the checkmark at the top to save your choice.
- f. Click “create video” and view a preview if you choose. In the free version, most videos will take less than a minute to create.
- g. Use the Share button to allow others to see your video via Facebook, Twitter, or other social media.

9. Use discretion about the photos you choose.

10. Show parents that their kids are happy, healthy, and active in service for the King.



**Marti Pieper**’s passion to read, write, and pray makes her life an adventure. In 2005, her involvement in a prayer project led her to assist Brent and Deanna Higgins as they told the compelling story of their son, BJ. The resulting memoir, *I Would Die for You: One Student’s Story of Passion, Service, and Faith* (Revell, 2008) became a young adult best-seller which the publisher has called “a missions classic.”

Today, Marti continues to use her gifts as author, collaborative writer, editor, and conference speaker. She also serves as Director of Prayer and Publication for Awe Star Ministries and as mentor/author of the Memoir Course for Believers Trust. The most recent of her eight nonfiction books include *Escape the Lie: Journey to Freedom from the Orphan Heart*, written for Dr. Walker Moore, and *Out of the Dust: Story of an Unlikely Missionary*, written for Avis Goodhart.

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