

LeadGenerator

Bible Study Request In-Person Follow-Up

Consider The Person Behind The Lead

1. Male or Female?
2. Coming from all walks of life, all religious comfort levels—BE SENSITIVE, and gauge your audience and how you will respond to them.
3. Two-by-two teams—male only, female only, husband/wife
4. Their sign-up form gives them the option to give age, church name, denomination, and other information, but most often it's blank.
 - a. However, always pay attention to see if there's info there. You will mentally prepare yourself to visit a 60 year old Baptist much differently than you do a 35 year old Non-denominational Christian, or a person who indicates no affiliation.
5. I like to match the gender of the team with the gender of the Bible study lead. Husband/wife is best because they can visit either.
6. You can't always match, so don't worry about males visiting females, or vice versa.

Techniques For Interacting With Leads

Step 1—Do Your Preliminary Preparation

1. Your LG packet will come with instructions on how to make contact with your Bible Study interests by phone, text message, and email.
 - a. I have attempted these methods of making initial contact, but have not met with much success. There's an extremely low response rate.
 - b. *However, if your lead email comes without the physical address information, you will have to make initial contact using one or all of the above methods. What you should say in that communication is that you have the FREE Bible studies they requested and you are anxious to deliver them, and the studies need to be delivered to a physical location so please provide us with your address so we can drop them off for you. (If necessary you can describe the studies as attractive, full-color booklets, and that's the reason for the physical delivery.)*
2. My best success with following up these leads has come with going in person to the interest's home.
 - a. The sooner you follow a lead up, the less explaining about who you are and what you are doing you will have to do, because people will remember they signed up for this online.
 - b. I always dress business casual—important for first impressions as a stranger.
 - c. I always wear the lanyard with the “My Free Bible Study” identifier on it.
 - d. I always take a print out of the email I received in which they requested the Bible study.
 - e. I always take the first 2 lessons of the Bible study they will be receiving.
 - f. You might want to have a few Bibles along in the vehicle in case they don't have a Bible and would like a book rather than using their smart device.
3. Pay careful attention to which type of Bible study to take with you.

- a. There are typically two different types of Bible studies LeadGenerator offers—a generic Bible study or a prophecy Bible study.
 - b. If they responded to the more generic “God Cares” offer, you can use the VOP *Discover* studies. The first 14 lessons *Amazing Facts* lessons also work well for this. Or perhaps you have another good Bible study you prefer to use.
 - c. If they responded to the “Prophecy” offer, you can use the *It Is Written* lessons, the VOP *Focus on Prophecy* lessons, or the *Amazing Facts* lessons.
4. Before you go out, pray earnestly for the Holy Spirit to fill you and help you relate well to the people you meet and give you the right words to say.
- a. Work hard to memorize the response techniques below, but ultimately, trust the Holy Spirit to use you. Don’t worry about what will happen, because there’s no question He will impress you to say the right things and give you wisdom to handle unforeseen situations. This is God’s work, and you are cooperating with Him, so trust Him to do His work through you.

Step 2—Make Your First Contact to Deliver the Bible Studies

1. There are several very important things to remember when you go to a person’s door.
 - a. After ringing the door bell or knocking, take 2 or 3 steps back to create some space so it doesn’t feel threatening to the person answering the door.
 - b. Be sure to smile widely and look straight ahead.
 - c. DO NOT TALK with your partner. Under no circumstances should you say anything while waiting for the door to be answered.
 - i. More and more people have the video camera/speaker door bells, and they can see and hear everything you say and do. This can create a very awkward situation for you, so the best practice is to smile and be quiet until the door is answered.
 - ii. If they answer you through the doorbell, you will need to speak to them as if they were at the door with you using the approach explained below.
2. Here’s what I say at the door (*Do your absolute best to memorize the following responses and practice them several times with your partner before going out, because it will help you incredibly when you’re at the door talking in person with someone*):
 - a. “Hi, I’m [YOUR FIRST NAME] and this is my friend [YOUR PARTNER’S FIRST NAME] from My Free Bible Study. Are you [INTEREST FIRST NAME]? [WAIT FOR THEIR RESPONSE]. . . Great! Great! It’s nice to meet you. We’re responding to your request for free Bible studies, and we’ll just be a few moments. Is this a good time?” [WAIT FOR THEIR RESPONSE]. . .
 - i. Make sure they know who you are, why you’re there, how long you’ll be, because those are the 3 things people want to know immediately when they see a stranger at their door. The response above answers all 3 of those questions.
 - b. “We stopped by to deliver the first two Bible studies in the series that you requested online. Here they are and let me show you how they work . . . **[FOR AF, VOP LESSONS, SHOW THEM THE NICE GRAPHICS, EXPLAIN READING THROUGH THE Q/A FORMAT, AND THEN EXPLAIN THE QUIZ SECTION AT THE END. FOR IIW LESSONS, SHOW THEM THE NICE GRAPHICS, EXPLAIN READING THE QUESTION, LOOKING UP THE BIBLE VERSE/S GIVEN, AND FILLING IN**

THE BLANKS]. . . . Do you have any questions about this?” [WAIT FOR THEIR RESPONSE]. . . .

- c. “Please go through the lessons this week to see if you like them, and I’d like to stop by next week with the next two lessons in the series for you. Is this a good day to do that, or would you prefer a different day?” [WAIT FOR THEIR RESPONSE]. . . .
 - d. “Also, when a request comes to me I like to be sure to pray for you as you start to explore these Bible studies. I was praying for you earlier and really felt like I should find out if there is something specific you could use prayer for. Is there something we can pray about with you?” [WAIT, LISTEN, EMPATHIZE]. . . .
 - e. “Thank you for sharing that. Would it be ok to pray with you right now?” [HAVE A SHORT PRAYER WITH THEM AND BE SURE TO PRAY FOR THE SPECIFIC THING THEY MENTION, THEN SAY],
 - f. “I’ll stop by next week to see how you enjoyed the studies or have any questions about them and bring you the next two. Good-bye, and God bless.” [LEAVE PROMPTLY.]
3. If they say, “I thought this was an online Bible study,” you can respond by saying, “We’ve found that what works best for people and is the most helpful for them is for us to drop them off like this. People appreciate being able to ask questions.”

Step 3—Make Your Future Follow-Up Visits

1. Go faithfully every week with the next two lessons.
2. **On the second visit, here’s what to say:**
 - a. “Hi, [INTEREST’S NAME], it’s [YOUR NAMES] from My Free Bible Study again with your next two lessons. How was this past week for you?” [WAIT, LISTEN, EMPATHIZE, RESPOND APPROPRIATELY. **ALSO, DO NOT GIVE THEM NEXT LESSONS YET**]. . . .
 - b. “Did you get a chance to go through the lessons we left last week? How did you find them? Did they make sense? Do you have any questions about what you studied?”
 - c. **[IF THEY STUDIED THE LESSONS, SAY]**, “That’s great! Well, here are the next two lessons for you. I hope you enjoy them, too. By the way, maybe next time, we can share a little bit more about what really speaks to each of us in the lessons, ok?”
 - d. “Just before I leave, I’d like to pray with you again. Is there anything in particular you’d like me to pray about this time?” [WAIT, LISTEN, HAVE A SHORT PRAYER WITH THEM AND BE SURE TO PRAY FOR THE SPECIFIC THING THEY MENTION]
 - e. “Have a great evening, and I’ll see you next week at the same time.” [LEAVE PROMPTLY]
 - f. **[IF THEY DID NOT STUDY THE LESSONS, SAY]**, “I know life is busy, but I know you really wanted to do this, too. Would it help if we studied the lessons together, or do you want to give it another try on your own this week?” [WAIT FOR RESPONSE]
 - i. **[IF THEY SAY, “LET ME TRY AGAIN THIS WEEK,” SAY]**, “That’s great! And just so it doesn’t get overwhelming for you, why don’t I hang on to these next two lessons until next week so you can finish the first two, ok? I’ll bring them back with me next time.”
 - ii. [THEN GO BACK TO “D” ABOVE AND FINISH THE VISIT].

- iii. **[IF THEY SAY, “IT WOULD HELP IF WE STUDIED THEM TOGETHER,” SAY],** “Sure, no problem, do you have a few minutes you’d like to do that now, or shall we plan it for another time?” **[IF THEY SAY, “NOW IS GOOD,” GO IN AND SPEND ABOUT 15-20 MINUTES DOING THE LESSON WITH THEM. THEN ASK],** “Do you see how this works now? We don’t want to keep you longer this evening, so why don’t we have prayer with you and be on our way, and you can finish this up before next week when we bring the next two back for you, ok?”
 - iv. **[THEN GO BACK TO “D” ABOVE AND FINISH THE VISIT].**
 - v. **[IF THEY SAY, “LET’S PLAN FOR ANOTHER TIME, SAY],** “No problem, what about tomorrow evening?” **[WAIT FOR THEIR RESPONSE. . . . KEEP SUGGESTING TIMES UNTIL YOU FIND ONE THEY AGREE TO, THEN SAY],** “Ok, great, I’ll see you then.”
 - vi. **[THEN GO BACK TO “D” ABOVE AND FINISH THE VISIT].**
3. **On the third visit,** since our goal is to get weekly, in-home Bible studies going with our interests, here’s what you can say to move that direction:
- a. “Hi, we’re back again with your next two Bible studies. **[DON’T GIVE THEM THE STUDIES JUST YET].** How are things going for you with the studies? . . . That’s great! I’d really love to hear more about some of the things you’ve learned. Could I sit down with you for just a few minutes to hear a little more and maybe talk about some questions if you have any?”
 - b. **[IF THEY DECLINE YOUR INVITATION TO DO THAT, GIVE THEM THE NEXT LESSONS AND LEAVE. PRAY ALL WEEK ABOUT THAT, AND GIVE THEM THE SAME INVITATION WHEN YOU RETURN THE FOLLOWING WEEK. KEEP DOING IT UNTIL THEY INVITE YOU IN].**
 - c. **[IF THEY ACCEPT YOUR INVITATION, GO INTO THEIR HOME, AND TALK ABOUT THE LESSONS WITH THEM, BUT DON’T STAY MORE THAN 15-20 MINUTES, AND THEN WRAP UP THE VISIT AS WE DO IN “D” IN THE PREVIOUS SECTION].**
 - d. **[KEEP GOING BACK EACH WEEK TO BUILD ON THIS PERSONAL CONNECTION, AND ASK THEM KEY QUESTIONS ABOUT EACH LESSON TO MAKE SURE THEY ARE ACCEPTING THE TRUTH IT’S TEACHING].**

Step 4—Make Sure You Have a Long Term Communication Strategy

- 1. If a person never does the lessons, and you’re never able to get into their home, after 7 visits (or dropping off a total of 14 lessons), you can stop going to their home.
 - a. However, add them to your interest file, and whenever you do an event at your church, send them an email or text message inviting them to come, or drop by in person with a flyer for the event and give it to them with a personal invitation. You never know when they will be moved by the Holy Spirit to respond.
- 2. If a person tells you they’re not interested in continuing, then you need to respect that and stop going to their home.
 - a. However, add them to your interest file, and whenever you do an event at your church, send them an email or text message inviting them to come, or drop by in person with a flyer for the event and give it to them with a personal invitation. You never know when they will be moved by the Holy Spirit to respond.