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**HOW TO REACH FAMILIES**

Dr. Mike Wells

1. Having a specific time to go out soul winning will help you reach families.
2. You should also have a specific time each week when you follow up on prospects.
3. Develop a prospect list and use it.
4. Contact your prospects frequently in one of three ways: by letter, with a personal visit, or by telephone.
5. Invite prospects to your home.
6. Inform all prospects about the church, the pastor and all the opportunities for them and their families.
7. Pray for your prospects.
8. Never drop a prospect unless that person has moved or united with another fundamental, Baptist church.
9. Get material about the church into their hands.
10. Introduce them to deacons, staff and other solid church members.
11. You should personally thank deacons, staff, and church members who show an interest in your prospects.
12. Learn their names and the names of their children. Use their names frequently during conversation.
13. Acknowledge their birthdays and anniversaries.
14. Remind them of special occasions at the church and college.
15. Thank them often for their friendship.
16. Pray with them often.
17. Praise any spiritual decision, especially in the areas of attendance and service.
18. Express your gratitude for their friendship.
19. Let them talk to you, and learn to listen.
20. Never give up on prospects.