

# 10 WAYS TO PREVENT THE NEXT WEEK CRASH

A proven guide to build momentum off your next big event

# What is The Next Week Crash?

The Next Week Crash occurs when the week following a big event (e.g. Easter) is no different than the week preceding the big event and therefore begs the question ...





# ***Where Did All The People Go?***

Click here to watch the video on how to prevent the next week crash:  
<http://churchmarketinguniversity.com/solving-next-week-crash>

# 10 Ways To Prevent The Next Week Crash

1. Understand it's a marathon, not a sprint.
2. Identify what is the real “win” and make it measurable.

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3. Prioritize collecting contact information.
  4. Develop a follow-up strategy.
  5. Allocate marketing dollars after the big event.

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6. Incentivize a return visit for visitors.
  7. Ask for a specific, small next step.
  8. Create urgency.



9. Promote the next big day.

10. Make sure next week is not an off week.



## REFLECTION

Have you experienced The Next Week Crash?

If so, what do you think contributed to a poor showing the weekend after the event?

## REFLECTION

Which of the 10 Ways to Prevent the Next Week Crash you can immediately apply and implement in your church setting?

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# NOTES

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