

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?



10 Ways To Prevent The Next Week Crash

1. Understand it's a _____, not a

2. Identify what is the real "_____" and make it

10 WAYS TO PREVENT THE NEXT WEEK CRASH



3. Prioritize collecting _____

4. Develop a _____strategy.

5. Allocate marketing _____ after the big event.

10 WAYS TO PREVENT THE NEXT WEEK CRASH



6. Incentivize a _____ visit for visitors.

7. Ask for a ______, small

8. Create ______.

10 WAYS TO PREVENT THE NEXT WEEK CRASH



9. Promote the next _____ day.

10. Make sure next week is not an 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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