

## THE SELLING POWER OF FRIENDSHIP

PER

**Marketers have always known that the best way to sell something is to get your friends to sell it.**

**Sheryl Sandberg**  
COO, Facebook

Back in July, *The Wall Street Journal* published an article about the selling power of friendship<sup>+</sup>. The article outlines how Facebook is planning to take advantage of the selling power of friendships to boost their ad revenue. In it Facebook's chief operating officer is says, "Marketers have always known that the best way to sell something is to get your friends to sell it."

The church does not have a product to sell, but we do have good news to share - the gospel. And like the marketers selling a product, the church has always known that the best way to share the gospel is through relationships.

While some people come into contact with the church through our web site, signs, or various events, most come because of us. They come because they have been invited. This invitation is not usually a one-time invitation tossed randomly into a

conversation. As one word of mouth expert puts it, "Word of mouth takes on a whole different meaning when a person goes out of their way to share their appreciation for a brand by talking about it over happy hour drinks with co-workers, during a dinner get-together with neighbors, and on the phone with a good friend. That's the true selling power of friendship!"<sup>†</sup>

Am I the only one who finds it easier to talk with friends about the mess in my garage than saying anything about the church, God, or faith? I can recommend restaurants for them to eat at, stores for them to shop at, and things they should buy to make their lives better. But I struggle to do more than hint at the one thing that I believe really makes any difference in life - God and his people, the church.

And yet, it is precisely at these times: dinner with friends, talking on the phone, and while watching the game that we have our greatest opportunity to truly engage them. It is

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## LOOKING FOR A CONTACT LENS

In the sermon on Aug 29<sup>th</sup> (available on the web site) we were confronted by Jesus calling us to search the Scriptures. This searching is much like looking for a contact lens - when you have dropped a contact lens, you don't just stand where you are and look quickly around to see if you happen to see it. Instead, you look around carefully, getting on your hands and knees if necessary. You look in everything around, pulling out all that is inside to make sure it isn't there. You don't take a quick look and give up; you take all the time you need to find it.

This is the same effort we are called to give to Scripture. There are a number of opportunities to get together with others to search the Scriptures together.

### Gospel Transformation

1<sup>st</sup> & 3<sup>rd</sup> Saturdays

Women's group

exploring our ongoing need for the transforming power of the gospel exploring such issues as:

justification, repentance, forgiveness, compassion, and much more. See Beth or Linda.

### Screwtape Letters

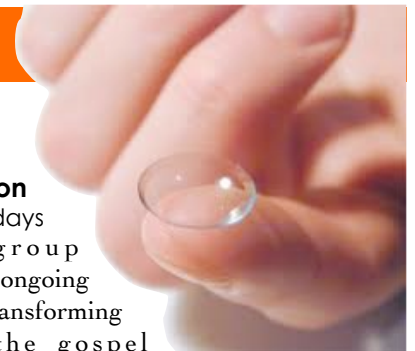
2<sup>nd</sup> & 4<sup>th</sup> Saturdays

Men's group exploring how to live the Christian life using C.S. Lewis' *The Screwtape Letters*. See Per.

### Home Group

TBA

All are welcome to join in studying God's sovereignty and the struggle of suffering as we search the book of Job. See Ken or Linda.



## CLEANLINESS IS NEXT TO GODLINESS

If this is indeed true as our mothers all told us it was, then we have to thank Trisha Scribellito for keeping us next to godliness these past months. Trisha has been cleaning the building each week in preparation for our worship Sunday morning. I know we are all deeply grateful to her for her service.

Now comes the hard part - we would like to give Trisha some support so that she is not alone in this service. We are looking for any who are willing to come in and clean once or twice a month to give Trisha a break.

Contact Linda to find out more and to let us know your willingness to serve in this way.



### *The Selling Power of Friendship continued*

here that they have the opportunity to not just hear about God, but to see him in our lives.

An invitation to church is not some isolated statement you need to make to move on and enjoy a friend. Rather it is the heartfelt endorsement of the one who gives you life. It is the spoken culmination of the way you live your life. It is us being willing to tie our reputation and our identity to the God of the universe and his Son, Jesus Christ.

And even more than that, it is God using us to call others to himself. We are not responsible for making people come to church. The Spirit does that. We are called to be faithful. We are called to invite and to create a place where people can be confronted by Jesus Christ.

This is part of what we seek to do as a church - create a place where people can be confronted by Christ not us. For some this is the worship service. For others this will be in home group or one of the Bible studies. Still others may come initially through video games or bowling. Are there other ways that we, the church, can help remove the barriers keeping you from making use of the true selling power of friendship? If you have ideas for the church, let Per know.

± "Facebook touts selling power of Friendship", Emily Steele and Geoffrey Fowler, *The Wall Street Journal*, July 7, 2010.

## CONTACT INFO

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## SOME UPCOMING DATES TO REMEMBER

more information on any event can be found on the web site or by contacting the church office

07 Sep

Lewiston City Council Meeting

We have been requested to be present to be thanked for our part in the Bridging the Gap community project.

23 Sep

Root Cellar Golf Tournament

21 Oct

Serving dinner at the Root Cellar

05-06 Nov

Northern New England Presbytery  
Missions Conference

## EXCITEMENT!

PER

"I'm so excited about what God is doing at Free Grace!"

I've been amazed how many times I've heard this (or something like it) this summer from somebody outside of Free Grace. This excitement is conveyed by word and by deed. We've had people who don't attend Free Grace inviting others to check us out. We've even had one, a committed member of another local church, offer to come to meetings and help out anyway he can for a season.

All this excitement from outside is contagious. The more excited others are about Free Grace, the more excited I get.

I get in trouble sometimes because I don't show my excitement well. I'm not the most demonstrative of people. However, there is a way to show your excitement about what God is doing at Free Grace - membership. Committing to be a part of what God is doing here lets others see your excitement.

All who are interested in exploring what it means to join Free Grace are invited to dinner at the Almqvist's on Sunday, September 26<sup>th</sup>. We'll enjoy time together over a meal and have a chance to talk about what membership at Free Grace means and what it looks like.

Interested? Talk to me.

Interested in thinking more about church membership? I'm writing several short pieces about different aspects of church membership. Over the next few weeks I will be posting them on the web site (or contact me for a print copy).

† posted on the All Things WOM blog,  
<http://allthings.womma.org/2010/07/09/the-selling-power-of-friendship/>

VISIT OUR WEB SITE AT [WWW.FREEGRACE.US](http://WWW.FREEGRACE.US)