



Flocknote

Easy 3-step checklist for the Summer 2013 promotion

1 Call the pastor (or your main contact with the parish).

“Father, I have this really great thing that just recently hundreds of pastors from all over the country are jumping on. Do you have a few minutes to check it out?”

If YES: “I just emailed you the link to take a look.”

If NO: “Well, I just emailed you the link so you can take a look when you have a minute. I’d appreciate hearing your thoughts!”

2 Email them the link: flocknote.com/lighthouse

“Hello, _____!”

“Here’s the link I mentioned. Like I said, hundreds of parishes are jumping on board with this from all over the country. Please watch the short video there and let me know what you think!

flocknote.com/lighthouse

“God bless you, _____.”

3 After they watch the video (*immediately or when you follow up the next day*)...

Elicit a positive response. (*“So what did you think, Father? This was made for parishes! Is this cool or what?” Then let them talk, if on the phone.*)

“Are you interested in a free trial or in learning more about this for the parish?”

If YES: Connect them with a Flocknote specialist. Email them again while copying and introducing a Flocknote specialist on the email. Provide the pastor or contact’s phone number in the email as well, so the Flocknote specialist can follow up by phone.

If NO: Ask if there is somebody else at the parish they would like to have look at Flocknote. Then repeat this process with that person.

If still NO: Ask if they wouldn’t mind a Lighthouse rep giving them a quick 1-2 minute call to get their feedback on the video. We’d really value their insights. (Then connect them with one of the Flocknote specialists shown below.)

If necessary, mention other secondary incentives or benefits of using Flocknote (see next page).

Flocknote specialists

Derek: 630-517-3498 • 866-767-3155 x. 501 (toll-free) • derek@flocknote.com

Danny: 847-488-0333 • 866-767-3155 x. 303 (toll-free) • daniel.kliarsky@lighthousecatholicmedia.org

Secondary benefits of Flocknote for a parish

(aside from having a revolutionary, simple communication tool that works)

- Two **FREE** Lighthouse downloads for every parishioner
 - \$100 off the Next Generation Kiosk (just for doing a **FREE** Flocknote trial)
 - Do a “Bring your cell phone to Mass” campaign (*capture all parishioner contact data via text message, easily text message and email everyone, provide them with free content, easily and regularly empty the kiosk at the back of the church, and energize your parish!*)
 - Double your attendance at events, Holy Day Masses, etc. with quick, simple mass communications
 - Evangelize your parishioners and empower your leadership... All in a simple way!
 - Get feedback and poll your community
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Other benefits to the Account Manager

- **Future source of commissions:** Any parish with Flocknote will be able to purchase (from you) and distribute large amounts of electronic downloads very easily and often.
- If any of your parishes sign up for a free trial, you are automatically entitled to 50 free CDs. Email Derek or Danny about this opportunity to collect.