

## How to Invite Women into the Nextlevel Experience

Here are some “best practices” for inviting women to the first session(s) of Launch:

- personal invitations face to face (or over the phone) are the only ones that really work; emails and texts don't work (except as follow-through reminders)
- make it very personal:
  - *“I think YOU should be there, that God will have something valuable for you in this season of your life”*
  - *“I really want YOU to check this out; YOU would add so much to the mix of women and to our discussions”*
  - *“I really want YOU to be in this group with me”*
- present it as a “test drive”: invite them to a meeting (or two), not necessarily to the full 10 weeks (unless you already know that's what they're interested in)
- get a commitment for two consecutive weeks; if they resist that then go for one week, but make it FIRM
- be sure to let them know that this is something that you personally need/desire, and that you're looking for others who might join you... and perhaps they'll realize (after 2 weeks) that they feel the same need/desire
- tell them you have “discovered” a small group model that is different:
  - it's highly relational (*more* than a Bible study)
  - authentic (a place for women to be real about the challenges they face)
  - the model is “tried and proven” (lots of women are finding this to be refreshing and valuable... including you!)
  - note: don't get into the covenant aspect at this point; just ask for a commitment for one to two weeks, giving them the “out” after that
- be passionate: if you're excited they'll pick up on that
- be persistent: don't back down after one or two “excuses” (“I'm too busy”) or snubs (attitude of disinterest); remember that they need this more than they realize
- finally: prayer + faith are critical; there will be satanic opposition to something that has the potential to transform lives; pray with the authority that Christ has given us; there's SO MUCH AT STAKE... so let's pursue women whose lives could flourish as they establish strong spiritual friendships and intentional spiritual formation!

