



Communication Upgrade

DEAN HAWK

SERMON PREPARATION

1. The primary thing we are called to do but don't often do because of the many other demands of our job.
2. One of our greatest challenges is giving quality _____ to our preparation.
3. Find the _____ and _____ in your week that works the best for you and block it out every single week.
4. When a "writing _____" hits pull for more than just the upcoming sermon notes.
5. Winston Churchill said, "When I have 30 minutes to speak I prepare for three days, when I have an hour, I don't prepare."
6. Do you prepare for the _____ every Sunday or the peewee league?
7. Develop a _____ around you
8. Never be _____ to utilize someone else's sermon material. Never become _____ to study yourself.
9. Write down or record every _____ immediately!
10. Things I do to prepare for a sermon series:
 - a. Pray and ask for the Holy Spirit's leading and direction.
 - b. Study the Bible on a particular subject or passage.
 - c. Listen to other ministers I respect on the subject.
 - d. Read any available books on the subject.
 - e. Dig through past personal teaching notes.
 - f. Have any of my friends ministered on this subject? Ask for their notes.
 - g. Pull articles, stories, and personal examples
 - h. Visit on line sermon resources for big ideas.
 - i. Ask my staff and/or dream team for input and ideas.
 - j. Identify the series title.
 - Try to find something that will stir curiosity and create interest.
 - k. Develop subtitles and major themes to cover.
 - l. Develop graphics and media.
 - m. Does anyone I know have a testimony to share on this subject?
 - n. Are there any movie clips that would add to this sermon or series?
 - o. Research any videos that go along with the theme. Sermonspice.com Bluefishtv.com



Communication Upgrade

DEAN HAWK

GRAPHICS, MEDIA, MUSIC, & STAGE PREPARATION

1. Create a series or sermon logo
2. Create a video open and teaser. You can many times find one on line without having to reproduce one.
3. Bulletin cover that will be used throughout the entire series.
4. "Current Teaching Series" banner on the home page of the web site.
5. Logo/imprint to put on the weekly CDs.
6. Artwork for the top of the fill-in-the-blank note pages.
7. Artwork to post on Facebook and social media outlets.
 - a. "Starting next Sunday!"
 - b. "Starts this Sunday!"
8. Series logo for the Power Point presentation with two corresponding background slides.
9. CD cover artwork for the completed CD series.
10. Occasionally we have done corresponding invite cards with the series theme for people to distribute to their friends.
11. We run video teasers on social media and linked to our church emails.
12. Video testimonies, sermon clips or points.
13. Are there any worship songs that would add or compliment the teaching theme?
14. How could we decorate the stage to create a theme for the series?

UNDERSTANDING YOUR CROWD

1. First off, we must know the different types of learners. In all of our congregations we will have a mixture of the following three kinds of people.
 - a. _____ LEARNERS - 65% (SEE)
 - They learn via diagrams, charts, pictures, and reading the written words.
 - They need visual illustrations.
 - This type of learner loves it when we do a Power Point to correspond with our message points.
 - They also enjoy fill-in-the-blank handouts to follow along with the message. They want to write it down.

Communication Upgrade

DEAN HAWK

b. _____ LEARNERS – 30% (HEAR)

- They learn primarily through listening.
- This is the group most communicators target in their communication.
- This type of learner focuses their ears and attention on your words, listening carefully to everything you say.
- They like to talk rather than write and relish the opportunity to discuss what they've heard.
- They need you to use animation and diversity in your speech levels. They love it when you have them “say it” or “repeat it.”
- They will also value discussion questions about the sermon to take home and talk over with their family members.

c. _____ LEARNERS – 5% (TOUCH)

- They learn better by doing.
- They want to have their hands on the keyboard, the hammer, or the test tube because they think in terms of physical action.
- This group learns best when they can practice what they're learning.
- They need to see it demonstrated and how the principle applies in everyday life.
- They love it when we pull people from the crowd up on the stage to drive home a point or idea.
- Plus, they like something to take home to remind them of the message.

2. The Sermon Goal: Serve a _____:

- a. Some steak for the mature believer to chew on.
- b. Some vegetables for all to grow.
- c. Some dessert to keep the immature interested.

PRESENTATION

1. Two primary formats:
 - a. _____ - Concentrates on a specific topic and references texts covering the topic.
 - b. _____ - Concentrates on a specific text and discusses topics covered therein
2. The person you listen to the most will have the greatest _____ on your preaching style.
3. Engage your audience by alleviating any _____ between you and them.
4. Speak from the “_____” perspective versus the “_____” perspective.

Communication Upgrade

DEAN HAWK

5. Request all staff, board, elders, and leaders to sit in the first _____ rows.
 - a. You want them to “_____” on the anointing.
 - b. You want them to “set the bar” for worship, listening, and taking notes.
 - c. Proximity of the crowd always impacts the flow of the anointing.
6. Regularly listen and watch your sermons to _____.
7. Share personal examples, stories, and mistakes you have made. Never be afraid to be _____. It endears the people to you.
8. Give your staff permission to _____ your presentation.
9. Be careful to not overuse the video screens with scriptures. I want them to use their Bible.
10. Monitor the _____ of your presentation. American Idol has proven that many of us are self-deceived about our talent.
11. Avoid things that _____ listeners.
12. We have added the TV monitor on stage to enhance the internet and video campus visualization.
13. How can I visually _____ or demonstrate the “big idea?”
 - a. Is there a prop or example?
 - b. Is there a video to play?
 - c. Is there something I could wear?
 - d. Is there something I could have people do?
14. What can I _____ to remind them or challenge them throughout the rest of the week?

****All of my sermon series with teaching outlines, Power Point, handouts, and transcripts are now FREE at www.deanhawk.com**