



CHRISTIAN WRITERS, SPEAKERS, & MINISTRY LEADERS

Are You Marketing Your Ministry Like Jesus Markets His?



PATRICIA DURGIN
FOUNDER

Jesus Christ spells marketing S-E-R-V-I-C-E. As we offer our best for *free* in His name and for His glory, the Holy Spirit draws our God-ordained *paying* audience to our message...which is really **His message** in us.

Traditional marketing suggests we first decide what we want to sell and then find people who want that product.

As a **Christ-focused marketer**, I coach my clients to focus on the people God's gifted them to serve and then create content, products, or services to meet the needs and goals of only that specific group. Again, for His glory!

People First. Message Second. This is how Jesus lived.
We're always right to follow His example.

505+

60-Minute LIVE
Interviews Hosted

1,454+

Hours Invested in
Coaching Private Clients

372+

Marketing
Training Videos



EXPERTISE

***Founder of Marketers On A Mission**, equipping Christian communicators to become change catalysts for Christ since 1999.

***Founder and Host of Marketers On A Mission, the program.** Conducted over 500 (60-minute) live interviews with leading Christian writers and speakers (currently on indefinite hiatus.)

***Founder of Marketers On A Mission ENGAGE**, a free, private Facebook group with over 200 Christian writers and speakers.

***Contributor** to monthly columns for *Arise Daily*, *Almost an Author*, *The Write Life*, and *The Write Conversation*.

***Subject** of a feature article for *Lifeway's Mature Living* magazine.

***Guest** on award-winning national and international podcasts.

***Guest blogger (and blog guest)** for popular Christian blogs.

***Contributor** to the book, *We May Be Done, But We're Not Finished*.

***Faculty member** at Christian writers and speakers conferences across America.

SHORT BIO

Patricia Durgin is a recognized **marketing expert**, a certified **writer & speaker coach**, a professional **interviewer**, a **faculty member** at Christian writers and speakers conferences around the country, and a **contributor** to multiple leading blogs for Christian writers (see 4th entry in left column).

As a marketing coach, Patricia guides **new and award-winning** Christian writers and speakers to **Identify, Clarify**, and then **Quantify** their message (with the **Holy Spirit's** help) so they can **market a specific result** to those **God's called them to serve**.

Patricia hosted **over 500 (60-minute) interviews** when Facebook Live was a new thing. Her program—**seen every weekday for two years**—included interviews, annual 30-day summits, and mini-conferences, each featuring leaders in the Christian communicator fields.

A **free service** to both guests and audience members, this program grew her audience and email list **8 times faster** than basic marketing.

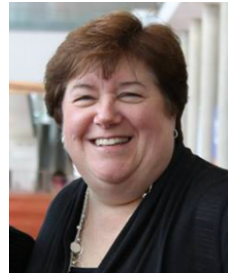
"My brain doesn't 'do' marketing. With Patricia's help, I'm learning creative new ways to share my message with my audience."

Cynthia L. Simmons
Award-Winning Author & Podcaster



"Patricia, thanks for your help in writing my Press Release. Your insights helped me more than any resource I found online."

Julie Zine Coleman
Author, Speaker, Teacher



Partial Client List

- Christine Trimpe
- Dr. Sharon Elliott
- Linda Goldfarb
- Jessica Van Roekel
- Sharon Tedford
- Cynthia L. Simmons
- Dr. Tope Keku
- Julie Zine Coleman
- Denise Wilson
- Lynne Rienstra
- Dennis Conrad

Writer

Speaker

Ministry
Leader

Let's Work Together

People don't buy--or buy into--a vision
they can't "see."

Does your marketing clearly state
how your ministry **measurably** changes lives?

If not, let's chat.

NRB'23 Special:

\$100 Off One 60-Minute Marketing Session
Info at: MarketersOnAMission.com/nrb100



Suggested Interview Questions:

- *You encourage Christians to, "...market their message like Jesus markets His." What does that mean?
- *You say we need to master a foreign language to excel at marketing. What language is that?
- *How can our business or ministry grow if we give our knowledge away for Christ's sake?
- *Why do so many Christians consider marketing a dirty word?
- *You say traditional marketing doesn't fit Christians. Why, and what should we do instead?

Personal Testimony Stories:

- *How did homeschooling your 2 daughters 40 years ago impact your relationship with them today?
- *You and your husband lost everything in 2017. How did God use that loss to inspire your business?
- *God freed you from 19 years of childhood abuse. How did He free you from those painful memories?

Featured Guest on National & International Podcasts:

