

Better Sermon Series Planning - Episode 369

Weekend Quality Check (Part 2)

Weekend quality is about more than creative excellence. It's about how well you leverage that time to engage both insiders and outsiders—**for people who know Jesus and people who don't.**

The sermon is a core component of any weekend experience. In this episode, Sean and Amy break down strategies for planning a sermon series that really connects with both church-goers and newcomers. Joel Thomas from North Point Ministries also joins us to share some insights and tips to help make your sermons even more impactful.

Key Quotes

1. AMY: "Often, both believers and non-believers are asking the same questions; they're struggling with the same things in life."
2. SEAN: "In our advanced planning for our weekends, we really need to be considering if we are answering questions that people are asking."
3. AMY: "People aren't going to engage with the teaching unless we're actually addressing the issues that they're facing in their daily life."
4. SEAN: "The end result is always going to be better when you have the right people engaged in a team approach."
5. AMY: "Not all series need to have the same priority. They all need to have quality. They still need to deliver on your brand. But they don't all have to have the same priority."
6. JOEL: "Planning early is critical because there's more freedom. You have more options on what you can do. And people can ideate more creatively when they have time to execute."

Self-Assessment: How Are We Doing?

1. In the last year, how would we rate our sermon series (on a red/yellow/green scale) in reaching our specific mission field? If not green, what could we change to improve our reach (think adding a focus group, getting in tune with their culture via media, etc.)?
2. Are we able to plan out our topics (at least in outline form) months in advance? If not, when can we sit down to get ahead now for 2025? What do we need to change about how we currently plan to make that happen?
3. As we plan for the year ahead, do we have a solid team around the table, working cohesively and creatively together? Who could we invite to the table to help us see elements we could be missing?

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