

Mark MacDonald

Brand Strategist, Keynote Speaker, Comm Pastor, Bestselling Author, Comm Coach



Leadership Branding

Branding and Communication Coaching so you can
Be Known for Something relevant & needed

BREAK THROUGH NOISE >> ENGAGE AN AUDIENCE >> GAIN A FOLLOWING



FOR: Church Leaders • Pastors • Communicators • Leaders • creatives • Planned Giving Pros

50K+ FOLLOWERS • 1000'S OF BOOKS SOLD • KEYNOTE SPEAKER • 860+ ARTICLES • 3+ DECADES

Diverse Experience: Brand Strategist, Senior Creative Director, Executive Director, Engaging Speaker, Bestselling Author, Art Director, Designer, Writer, Editor, Teacher, Coach

Mark MacDonald is a Church Brand Strategist with BeKnownForSomething.com, a national church branding agency. He coaches pastors and churches to increase their relevance in their communities. As the bestselling author of *Be Known For Something*, Mark has penned 860+ published articles. He's the former Exec Director of Center for Church Communication. With 38+ years of experience, Mark has held roles as Pastor, Marketing VP, Creative Director, and Strategist.

860+ Communication Articles Published

His career includes work at one of Eastern Canada's largest agencies, his own firm, with 3000+ Florida Baptists, and at Generis, one of the top church consulting groups. He and his wife Tammy, married since 1990, have 2 grown sons living in Calgary and Nashville. Follow him: @markmac1023



Perfect For:

- Keynotes, workshops, seminars, and 1-on-1 coaching
- "On-the-spot" website and brand assessments
- Mystery guest visits (ministry strengths, weaknesses and opportunities)
- Brand strategy direction: thread discovery
- Demographic analysis

Communication Topics:

- Be Known For Something: become relevant and needed!
- Church Communications (Websites, Social Media, Email Campaigns, Print, etc.)
- Say Less; They'll Listen More
- Effective Communication Strategy and Process
- Better Church Websites (SEO)
- Storytelling for Planned Giving

Seen At:

- National Podcasts
- National, Regional, Local Pastor, Church, and Communication Conferences
- Broadcast Networks (CBS, CBC, BUZZ, NPR, etc)
- Magazines (Multibrief, BRNow, Sunday Mag, Worship Facilities, Forbes, Church Production, Biblical Leadership, etc)

Keynote: From \$2500 • Workshop Sessions Also Available (Travel Extra)

Contact Mark MacDonald

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BeKnownForSomething.com

Start Now