

MARK MACDONALD

Brand Strategist, Comm Pastor, CFCC Exec Director, Bestselling Author, 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 • MEDIA SPECIALISTS

50K+ FOLLOWERS • 1000'S OF BOOKS SOLD • KEYNOTE SPEAKER • 800+ ARTICLES • 3 DECADES

DIVERSE EXPERIENCE: BRAND STRATEGIST, SENIOR CREATIVE DIRECTOR, EXECUTIVE DIRECTOR, ENGAGING SPEAKER, BESTSELLING AUTHOR, ART DIRECTOR, DESIGNER, WRITER, EDITOR, TEACHER

Mark MacDonald is Church Brand Strategist for BeKnownForSomething.com, a national church communication and branding agency, coaching pastors and churches to become relevant in their community. He's the bestselling author of "Be Known For Something" (beknownbook.com), has written 800+ magazine articles, and is the Exec Director of Center for Church Communication (Church Marketing Sucks, Creative Missions, etc). Over 35+ years, Mark has served as Pastor, Marketing VP, Creative Director, and Strategist; in one of Eastern Canada's largest agencies, his own agency, for the 3000+ Florida Baptists, and most recently at one of the largest church consulting groups (Generis). He and Tammy, his wife of 32 years, have 2 grown sons in Calgary and Nashville. Follow him (most social channels): @markmac1023

800+ COMMUNICATION ARTICLES PUBLISHED

HALL OF FAME AWARD
SIGNIFICANT CONTRIBUTION
TO THE NATIONAL CHURCH
THE CHURCH
NETWORK

*Be Known for Something
relevant & needed. Say
less; they'll listen more.*
— Mark MacDonald

INTERNATIONAL
AGENCY AWARD
MOST INFLUENTIAL
CHURCH BRANDING AGENCY
corporatevision
AWARDS

SOUGHT 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 So They Listen More
- Effective Communication Strategy and Process
- Better Church Websites (SEO)

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)

ONLINE WORKSHOPS: FROM \$500 • IN-PERSON SESSIONS: FROM \$1500/DAY (TRAVEL EXTRA)

CONTACT MARK MACDONALD

mark@beknownforsomething.com • 336.575.7535
BeKnownForSomething.com

GET STARTED NOW

© It's Not About Your Logo LLC. All Rights Reserved.