

MARK MACDONALD

Speaker, Brand Strategist, Comm Pastor, CFCC Exec Director, Bestselling Author



“ Heart of a Teacher
We couldn't imagine our conference without him
Fun, energetic, practical, and poignant
Mark knows his stuff. And I feel like I do now!
I'm motivated to improve for the Kingdom ”



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 30 years, have 2 grown sons in Calgary and Chicago. Follow him: @markmac1023

800+ COMMUNICATION ARTICLES PUBLISHED



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

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BeKnownForSomething.com

 **BOOK TODAY**

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