



Branding Faith: Why Some Churches and Nonprofits Impact Culture and Others Don't

By Phil Cooke

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Have you hit a wall with your church, ministry or non-profit organization? In spite of a genuine calling, an exceptional team and solid investment in the vision, have you noticed that the spark never catches fire? Media and marketing expert Phil Cooke wants every ministry to ask, Who are we? By identifying what makes your organization different from the thousands clamoring for attention, you can get your message heard. Cooke has consulted with many of the most recognized churches and non-profits in the world, and in *Branding Faith: Why Some Ministries Impact Culture and Others Don't*, he shares his road-tested strategies for using media and marketing to make your mark on people's minds and hearts. Whatever the size of your organization, his helpful hints and insider know-how will give you the tools to set your ministry's strategies ablaze.

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Editorial Review

From the Back Cover

Whether your goal is to share a message of faith, raise money for charity, preach salvation, build an inner-city outreach, or give your audience hope, Phil Cooke describes the new rules for communicating your message in the 21st century. Cooke, a television producer and media consultant, will show you how to cut through the overwhelming media clutter, connect, and then develop a meaningful relationship with your audience. This is an essential book for anyone in the business of communicating a message with the hope of changing the world.

About the Author

Phil Cooke | Burbank, CA

From religious media to humanitarian and cause marketing, Phil Cooke—consultant, strategist and media activist—is unparalleled at helping religious and nonprofit organizations and their leaders tell their story to the world. He has appeared on MSNBC, CNBC and CNN, and his work has been profiled in *The New York Times*, *The Los Angeles Times* and *The Wall Street Journal*. Phil also speaks at workshops, seminars and conferences on a global basis.

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