

Name of Person Submitting Review	Terri Shrader
With whom did you go through the study?	On My Own
Resource Name	First Impressions - Creating WOW Experiences for Your Church
Author and Publisher	Mark L. Waltz, Group Publishing, Inc.
Resource Type	Book
Give a brief discription of the resource.	Before a service even begins, the first-time guests usually decide whether they'll return to your church. This means church leders need to create no-fail, practical ways to ensure a guests first impression is the best impression. When guests feel valued they will return. And when they do, they'll have the opportunity to experienc Jesus' love. Let visitors know "You matter to God, so you matter to us." Author Mark Waltz shares the strategies that work in his church - and takes "greeting" to a whole new level.
How long did it take to go through the resource?	About 2-3 hours
How much prep time is needed if meeting for group discussion?	n/a
Things I enjoyed:	<ul style="list-style-type: none"> - The book is very easy to read - The book is full of great insights and ideas - Each chapter closes with a section called, "Try these next steps" that provide practical suggestions for thinking of ways to create WOW experiences
Things I didn't enjoy:	n/a
Would you recommend this resource? Why or why not?	I would definitely recommend this resource to anyone who has a passion for creating excellent first impressions and WOW experiences at their church. The book verifies the importance of the first impression and underscores why it should be a priority for any church.
What was the most important thing you learned?	The church should be the #1 example in the local community of what excellent customer service looks like. The "customer" is the guest at any church service and everyone else (members and regular attenders) should do everything possible so that the guest can hardly wait to come back to worship again. At worship the member/regular attender realizes it is about everyone else but me...paradigm shift from being a consumer to of love and grace to being a producer of love and grace.
Is there anything else you would like to share?	I'd love for this book to be a "must read" for everyone at ZPC...especially those serving on a welcome/connect ministry team.