



You're Done Writing Your Sermon. You're Ready to Preach.

**But is it any good? Will it connect? Is it
really going to help people AND be
faithful to scripture?**

Reach inside the mindsets, strategies, and systems that
pastors use to preach engaging and relevant sermons —
every time.

READY TO JOIN?

Hi. Need any help?



Imagine if...

...You could preach a sermon that will not only help people at the moment... but years later **they'll still be thinking about it and quoting your key point** back to you, word for word.

...You **knew exactly why some of your sermons didn't connect *ahead of time***, so you avoid that sea of blank stares in the future.

...You could **preach far more effectively to unchurched people**, and **see your church grow again.**



Hi, I'm Carey Nieuwhof, Founding Pastor of Connexus Church, Podcaster, and Blogger.

Early in my ministry, I was leading a small church... we're talking a weekly attendance of 10 type-of-small.



It was during this period that I came to a realization.

You can take two pastors who

- Both attended seminary

- Both attended seminary
- Both spend the same amount of time and effort preparing their sermons
- Both have the desire to grow their church while being faithful to Scripture
- Both pour their hearts into it every single week

They're both so similar in many ways... **but have one huge difference.**

One pastor consistently preaches engaging sermons that people will remember for years and use to deepen their relationship with Jesus.

The other doesn't.

So what's with that? How do you explain the difference?

It feels intimidating. Even confusing at times.

- You're called to do this
- You show up and put in the work
- You're passionate

... but what do they know that you don't? What are they doing differently?

After years of trial-and-error and practice, I started figuring out what connects, what engages, what's memorable... and some key insights on

how to preach that connects, engages, and is memorable. **4 Minutes** this

now to piece that together every single time I preached. (More on this later).

And through this journey, I founded Connexus Church, which now reaches thousands of people every week.



Here's the point: it isn't some magical trait that pastors have.

And it doesn't matter how prepared or passionate you *think* you are — if your sermon bombs, and if you can't preach a message that's clear and memorable, people won't remember it. And, people won't be able to use it to deepen their relationship with Jesus.

Through years of studying effective preaching with other pastors, I discovered that there are 4 commonly held beliefs that hold pastors back. So, before we go any further... there are a few preaching myths we need to bust.

Discovering the truth about these 4 myths can help unlock your true potential.

Myth #1

Thorough planning eliminates the Holy Spirit

Wrong.

That critique implies that the Holy Spirit shows up when you're panicked and unprepared more than he does when you work ahead. If you take it further, the argument would be that the more panicked and unprepared you are, the more spiritual you are.

This is just a crutch. The reality is that many preachers say they're relying on the Holy Spirit when they simply didn't prepare.

Myth #2

Clear preaching is watered-down preaching

People mistake 'clear' for 'watered-down'.

Does watered-down preaching exist? Sure it does.

But clear preaching is not inherently watered-down preaching. It's just clear. And being clear when you preach doesn't mean you're Gospel-light.

Clear preaching is not inherently watered-down preaching. It's just clear.

Myth #3

Sermons need to be short because people have tiny attention spans

This issue is framed incorrectly. We think that shorter equals more engaging.

It doesn't. You can be short and boring. Or you can be long and highly engaging.

Is there a perfect length for sermons? No way.

15 minutes of boring is 15 minutes too long. 40 minutes of fascinating is fascinating.

Your sermons don't necessarily have to be shorter. They do need to be engaging.

Myth #4

"I'll never be as good at preaching as _____"

Sure, Some people are more naturally gifted communicators than others.

But there are skills that make a sermon engaging, memorable, and relevant, ***and the good news is they can be learned and developed.***

Think about it.

Have you ever gone to a wedding and where the maid of honor—delivering a heartfelt speech while looking her best friend in the eyes—had everyone in the room teary-eyed?

... only for it to be followed up by a 20-minute speech where the parents are reading a list of 'thank you's'?

See, there's a difference: she was able to write, remember and deliver her speech in a way that resonated with people. The parents weren't.

Pastors are obsessed with asking

'How did I do?'

**If you want that answer to change,
this is for you.**

THE ART OF 

PREACHING

with Carey Nieuwhof and Mark Clark

Introducing *The Art of Preaching Course*. A Proven Method—From Preparation to Delivery—to Preaching More Engaging, Relevant, And Memorable Sermons. Every Time.



Trusted by 2,500+ Pastors

Have you ever wanted to preach more engaging and relevant sermons?

... Or preach without having to rely on notes?

... Or create a sermon so clear everyone knows exactly what you're communicating, every time?

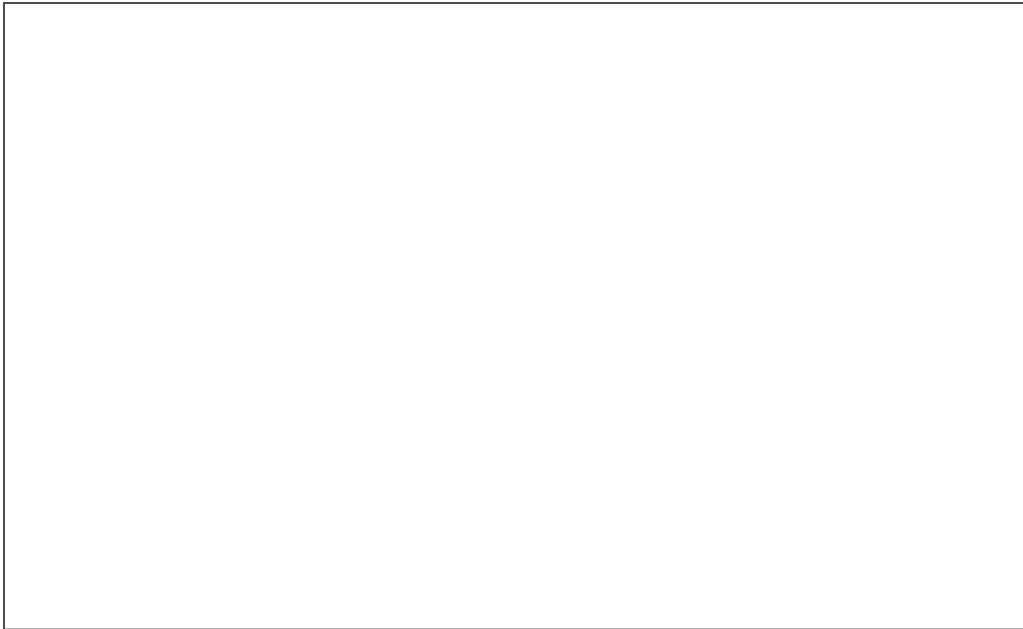
... Or reach more unchurched people in your sermons?

That's exactly why Senior Pastor at Bayside Church Mark Clark and I founded *The Art of Preaching*—to teach the preaching lessons we so desperately needed.

It's a fast track to transforming your preaching and reaching more people

people.

The course covers the foundations of truly effective preaching:



Understanding what God has called you to do.

How to ensure you're doing exegesis (not eisegesis).

7 preaching myths it's time to bust forever.

The 5 keys to preaching sermons to unchurched people (that will keep them coming back).

How to keep your heart and mind fresh over the long run.

How to approach the text with faithfulness.

How to cultivate growth and do evangelism through preaching.

But it goes WAY beyond that, too. Mark and I share our entire method—from preparation to delivery:



Specific reasons a sermon may not be effective.

What causes ineffective delivery and how to change it.

Why you need to ditch your sermon notes (and how to do it far more easily than you think.).

The step-by-step process to write a clear and memorable bottom line.

How to find power in the text (and use it to drive your sermon).

The 2 pitfalls of modern preaching and how to avoid them.

A behind-the-scenes look and breakdown of one of my sermons.

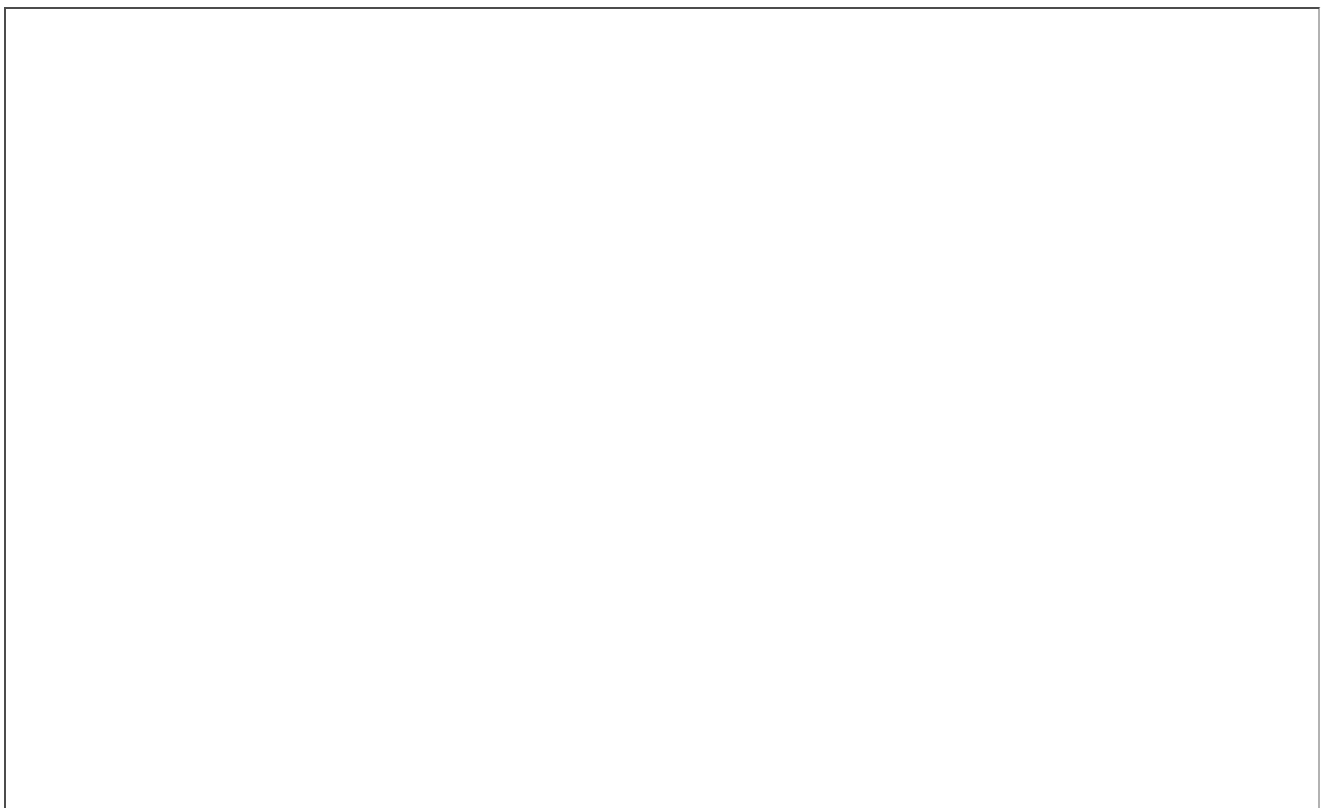
The exact writing process we use to save time without sacrificing quality (including *when* you need to start outlining & writing sermons).

"I joined the academy after working through your preaching workshop last week. I was compelled to preach noteless for the first time, and it went incredibly well. My bottom line was clear and thoughtful, and I had multiple people tell me how engaging and dynamic today's message was. I can't wait to dive into the Art of Preaching now and just keep getting better!"

Chris Halbach, Associate Pastor, Charis City Church

It's the exact mindsets. strategies.

... the exact messages, strategies, and systems we use... broken down into actionable lessons, workbooks, Q&As, sermon breakdowns (Carey's game film), and cheat sheets.



Let's be real. You don't learn preaching skills from a blog post. And you definitely don't learn them from

watching your favorite pastor.

This is a complete, actionable program. It isn't designed to give you things to think about or ponder on.

It's real skills, real strategies, and real mindsets, that you can learn and implement... and we even equip you to do the implementation!

"I'm always looking for ways to grow as a communicator. In the Art of Preaching, Carey and Mark bring action-packed, clear, and compelling lessons that challenged me to grow as a content creator and as a communicator. For anyone who ever has the privilege to preach, whether you consider yourself a rookie or a veteran preacher, this course is a game-changer. Do it!"

Zach Zender, Author, Pastor, Speaker, and Founder of Red Letter Challenge

Here's an example. There's a method to crafting a key statement or bottom line to your message that sticks with people. Look at the difference:

*Taking the Sabbath is important **vs.** If you don't take the Sabbath, the Sabbath will take you.*

*God pursues people **vs.** God doesn't run away from runaways.*

Don't judge other people vs. Very few people get judged into life change. Most people get loved into it.

Which one will people remember?

What's the secret?

And don't just take it from me. **These are real pastors who took my one-hour training and wrote a clear and compelling bottom that people will remember.**



CREAM ASSIGNMENT:

The Cost of Discipleship
Luke 14:25-33

Big Idea: Following Jesus requires radical sacrifice.

CREAM: If you sacrifice nothing, you sacrifice everything. (Contrast/Echo)

[View insights](#)

429 post reach >

10

3 Comments

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All comments ▾

Author
Which CREAM is better? The one above or this one... "If you don't sacrifice everything, you sacrifice everything."

Like Reply 1d

· 1 Reply

I like the first one better. Nothing/everything

Like Reply 1d



Hey everyone! I've really enjoyed the workshops. So I'm working on a sermon on James 4:13-

17.

I'm working on getting a CREAM bottom line and this is what I've come up with. Let me know what you guys think.

"When YOUR plans get priority, GOD'S plans get ignored."

[View insights](#)

265 post reach >



1 Comment



Like



Comment



Send

[All comments](#) ▼

You can still be you. But those kinds of tweaks can transform how engaged people are with your message, how they apply it, and how they remember it.

So... How do you know if The Art of Preaching is right for you?

- You're willing to develop and learn skills that will make your communication more memorable, clear, and effective while being faithful to the scripture
- You're able to spend a few minutes each week improving your

writing and preaching

- You feel like you've gotten as far as you can on your own and are ready for an extra push to take you to the next level
- You're willing to take **a step forward today. Just one.** Take one or two of the modules in the coming days and see why thousands of other pastors use the material week after week.

"Mark is one of the next generation's best communicators...honest, inspirational, and encouraging."

Ray Johnston, Senior Pastor, Bayside Church



You have nothing to lose. **If you aren't happy with the course, simply email us within 30-days and you'll get a complete refund. No questions asked.**

And if it's helpful? Congrats. You'll be preaching better sermons in no time.

Choose Your Plan

DO-IT-YOURSELF

The Art of Preaching Course

\$447 / one-time payment (USD)

The Art of Preaching Course + Bonuses

GET INSTANT ACCESS

[Or, 3 monthly payments of \\$187 \(USD\)](#)

DONE-WITH-YOU

The Art of Leadership Academy Membership

\$447 / year (USD)

The Art of Preaching Course + Bonuses

5 Additional Growth & Leadership Courses

Monthly Live Coaching Calls

A Community of Peers and Mentors

Training & Resources Added Monthly

The Academy App (Web & Mobile)

GET INSTANT ACCESS

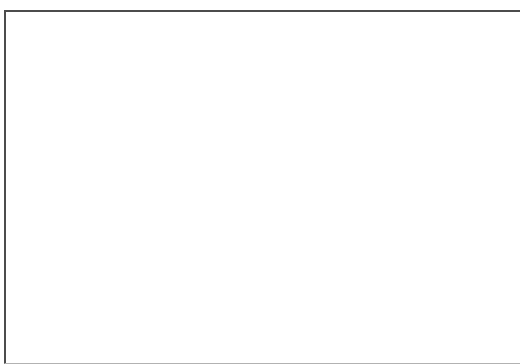
[Or, monthly payments of \\$54 \(USD\).](#)

What is The Art of Leadership Academy?

You'll have questions. You'll be looking for some guidance. And there are seasons where you'll need some encouragement.

That's why The Art of Leadership Academy exists.

Meet church leaders, faith-driven business leaders, and Carey Nieuwhof for stimulating conversation in The Art of Leadership Academy App—available on mobile and desktop.

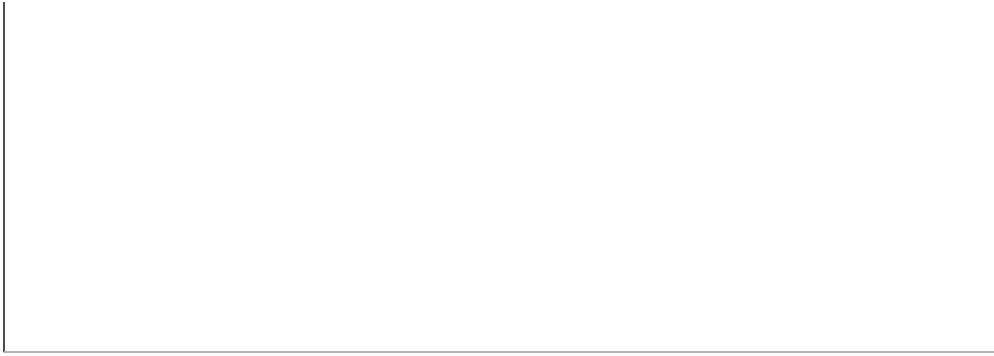


Premium On-Demand Courses

In-depth development for the essential tools, strategies, and mindsets you need to preach better, lead more effectively, and master personal productivity.

Instant access to all courses & new releases. [See the full list here.](#)

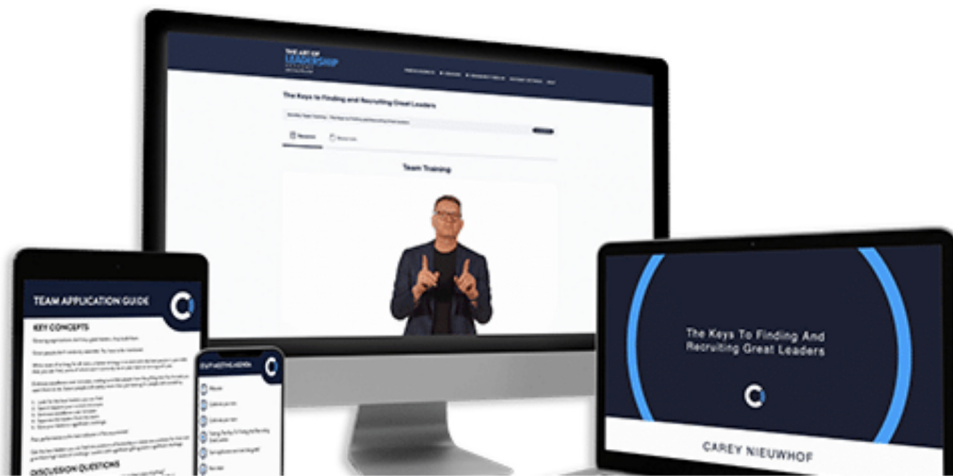




Live Monthly Coaching Calls

Live monthly coaching calls with Carey Nieuwhof give you the hands-on strategies and tactics to navigate challenges and growth in real-time.

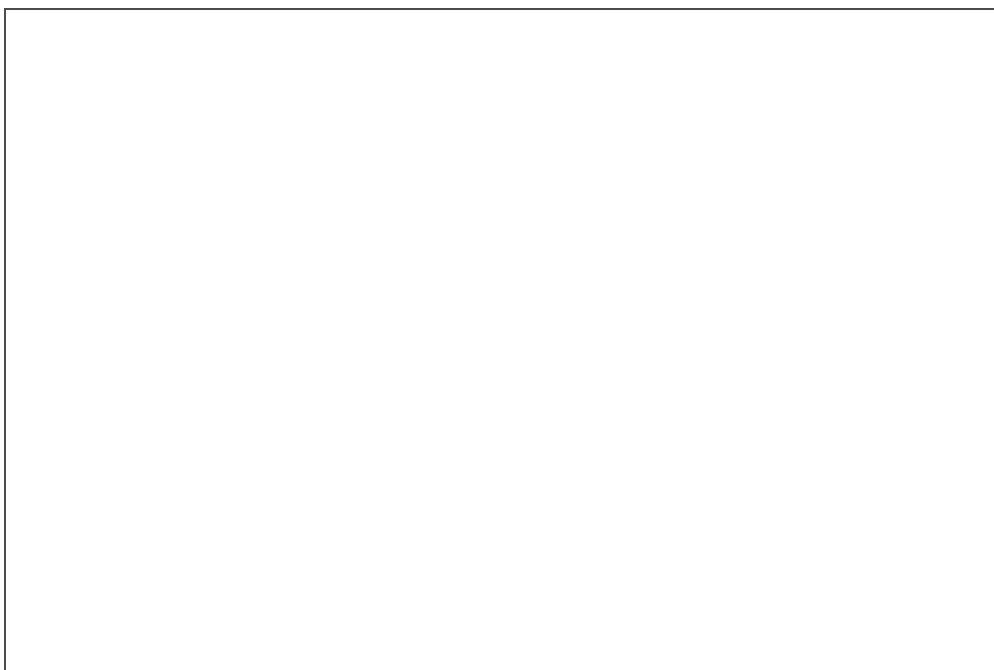
As a member, you'll get your questions answered.



Done-For-You Team Training

Access to a library of short, powerful monthly training videos that you can use to build essential habits, skills, and dynamics into your team.

Each training comes with a Team Application Guide and Meeting Agenda.



Best-in-Class Mentors and Thought Leaders

Hear from best-in-class thought leaders like Rich Birch, Nona Jones, Tony Morgan, Joey and Christy Speers, and others who will help you grow as a leader.

Access to leaders you usually only see on stage.

GET INSTANT ACCESS

Who is The Art of Leadership Academy for?

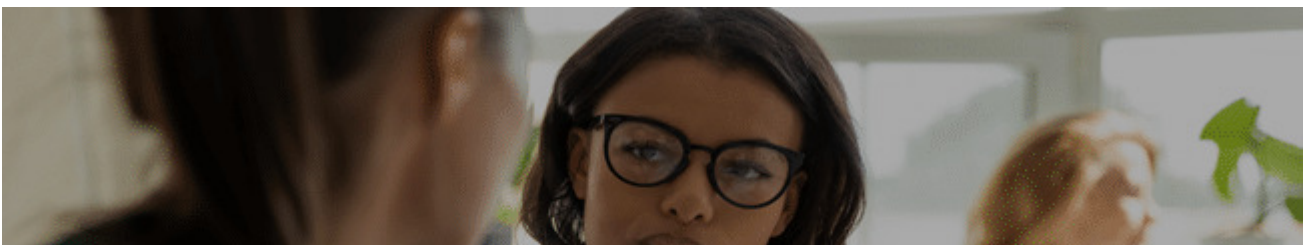
Join the Academy with an Individual Plan, or choose the Team Option to get your entire leadership team moving forward into the future together.

Lead-Pastors

Executive-Pastors

Campus-Teaching-Pastors

Directors-of-Ministry





What Leaders Are Saying About The Art of Leadership Academy

"Absolutely life-giving, encouraging, and honestly kept me from quitting on my hardest days"

Archie Jackson, Pastor/ Entrepreneur/ Artist

"I have received so much wisdom, encouragement, and thought-provoking input from an amazing network of people I otherwise would never have met. The Academy has truly been a gift."

***Sarah Starrenburg, Executive Director of Global
Collaboration, United Bible Societies***





"What I didn't expect was the genuine friendships I'd make with like-minded leaders. I am feeling more energized and relationally connected than I ever have before."

Kenny Hackbarth, Campus Pastor, The Chapel McHenry



"Practical and helpful! A transformational resource that gives great insights on so many leadership areas. I have been impressed by the caliber of thought leaders, the peer community and information shared by Carey and others!"

John Brimm, Entrepreneur/Strategist

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