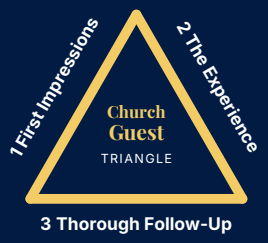
The Church Guest Triangle Checklist

A guest's visit has three equal sides: how they arrive, what they experience, and how well you follow up. Score all three in 10 minutes and find the side to fix first.

Dr. Jeremy Roberts · Roberts Consulting



How to use it: Walk your Sunday as a first-time guest would. Mark **Yes** only if it happens every week, then count your Yes answers for each side (0–8).

Church Growth Triangle: **S** Systems **C** Culture **T** Team

1 First Impressions

online · arrival · parking · greeting · seating

Side 1 score ____ /8

			Yes	No
1	Our website has an **"I'm New / Plan Your Visit"** page: times, address, parking, kids, dress, and length.	S	☐	☐
2	Our **Google Business Profile** and social bios show current times and address, and we answer reviews.	S	☐	☐
3	**Clear signs** lead a first-time guest from the street to guest parking and the right door.	S	☐	☐
4	**Reserved guest parking** sits by the main entrance, with a sign inviting guests to use it (a hazard-light sign helps).	S	☐	☐
5	**Parking-lot greeters** smile, wave, and help guests at every service. Only 18% of U.S. Protestant churches have them (Lifeway Research, 2025).	T	☐	☐
6	**Door greeters** make eye contact, keep phones away, and look for faces they don't recognize.	C	☐	☐
7	Guests are quietly recognized (a welcome bag or packet) and can get help at a **staffed welcome spot**.	S	☐	☐
8	Ushers **walk guests all the way to a seat**. They don't just point.	T	☐	☐

2 The Experience

pre-service · the service · the welcome · kids · the exit

Side 2 score ____ /8

			Yes	No
1	**Pre-service music**, lighting, sound, and temperature feel warm and ready, with no volunteer huddles in the lobby.	C	☐	☐
2	The service **starts on time** and runs about the same length each week.	S	☐	☐
3	The **welcome from the front** is warm and no-pressure. We **never ask guests to stand** or raise a hand.	C	☐	☐
4	We **explain what an outsider may not know**: communion, baptism, the offering, and any insider words.	C	☐	☐
5	The message makes sense to someone new to church and ends with **one clear next step**.	C	☐	☐
6	**Kids check-in** is secure, quick, and easy to find, with clean rooms and trained volunteers.	S	☐	☐
7	At pick-up, parents get a **quick word about their child** and something to take home.	T	☐	☐
8	After the service, the welcome spot **thanks guests with a gift**, and a pastor at the door gives a **warm farewell**.	T	☐	☐

3 Thorough Follow-Up

capture · cadence · belonging · tracking

Side 3 score ____ /8

			Yes	No
1	We **capture contact info** (card, QR, or text), with a reason to share it and a box for how they'd like to be reached.	S	☐	☐
2	**Automated emails and texts** (texts with opt-in only) each **hand a named person a task**; replies go to a person.	S	☐	☐
3	A real person **calls every guest within 48 hours** to thank them, invite them back, and offer to pray.	T	☐	☐
4	Every guest gets a **handwritten note** in the first week.	C	☐	☐
5	We make **home visits only when the guest invites one**: scheduled, two people, and a "no" is respected.	C	☐	☐
6	Within 2 weeks, we **introduce the guest by name to a group leader**, who invites them and confirms they came.	T	☐	☐
7	A **clear path to belonging** (newcomer class, group, serving, membership) has check-ins at 30, 60, and 90 days.	S	☐	☐
8	Every guest has a **named follow-up owner**, and we **track** second visits and group attendance.	S	☐	☐

Your lowest score is your weakest side. Start there. Pick one or two "No" items on that side and fix them before next Sunday. A great welcome with a weak service, or a great service with no follow-up, still loses the guest.

Total
Church Guest Triangle Score ____ /24

Ready to strengthen all three sides? **The Church Guest Triangle Course** walks your team through each side, step by step, with the tools to put it into practice.
Want an outside view? **Book a Secret Guest Visit** at **churchgrowththriangle.com** and see your Sunday through a first-time guest's eyes.

churchgrowththriangle.com/guest-triangle
The Church Guest Triangle Course

"Therefore, accept each other just as Christ has accepted you so that God will be given glory." Romans 15:7 (NLT)

Dr. Jeremy Roberts served churches as a pastor beginning in 2003.

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