



The Simple 'What We Believe' Page Creation Checklist for Churches

Create a jargon-free 'What We Believe' page with our step-by-step checklist. Welcome all visitors to your church with clear, accessible core beliefs. Connect without confusion and turn curious website visitors into cherished members of your Church community.

Identify Core Beliefs

Start by identifying the core beliefs and values that your church wants to communicate. These should be the fundamental principles that guide your faith community.

Define Each Belief in Simple Terms

For each core belief, write a clear and simplified definition. Avoid using theological terms or complex language. Imagine explaining these beliefs to someone who has no background in Christianity.

Provide Scriptural Basis

Include a scriptural basis for your beliefs, but try to keep it as simple as possible. Use well-known verses that directly relate to the belief and provide a brief explanation of how the verse supports the belief.

Use Everyday Language

Craft the explanations using everyday language. Avoid words or phrases that might be unfamiliar to someone new to Christianity. If you must use specialized terms, explain them in simple terms within parentheses.

Keep it Concise

Strive for conciseness. While you want to explain the beliefs thoroughly, avoid long paragraphs or excessive details. Aim for clarity and brevity.

Edit for Clarity

Review the content and edit for clarity. Remove any unnecessary words or phrases. Ensure that each belief's definition is straightforward and easy to understand.

Seek Feedback

Share the content with a diverse group of people, including those unfamiliar with Christianity, and gather feedback. Ask them if the explanations make sense and if they find the content relatable.

Revise and Simplify

Based on the feedback received, revise and simplify the content further if necessary. Keep refining until the explanations are clear and jargon-free.

Create a Welcoming Introduction

Craft an introduction to the 'What We Believe' page that welcomes visitors and sets the tone for understanding. This introduction should emphasize the importance of these beliefs in your Church's community.

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