



**Worship Team Training Show**  
With Branon Dempsey and Derek Williams  
[www.worshipteamtraining.com](http://www.worshipteamtraining.com)

**April 5, 2011**

**Show Notes & Episode 33**

Branon Dempsey and Tony Guerrero | Guest Interview with Scott Shuford

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#### **WTT GREETING:**

At Worship Team Training we are here to serve local worship teams just like you to help inspire, create and transform the leading of worship.

#### **Special Thanks to**

Our Announcer JP Spees - [Email](#) JP for your next voice-over production.

#### **To Our Sponsors:**

[Creator Leadership Network](#) and [Creator Worship Radio](#)  
[PraiseCharts](#)  
[Sibelius](#) & [G3 Music Publishing](#)

**Virtual PraiseBand** [www.virtualpraiseband.com](http://www.virtualpraiseband.com)

#### **Host Contacts**

Branon Dempsey - [WTT](#), [BD Music Site](#), [FHM Productions](#)  
Derek Williams - [Forgotten Stories](#) and [Twitter](#)

Tony Guerrero - [www.tonyguerrero.com](http://www.tonyguerrero.com)

**Most Importantly:** Our thanks goes to you: the worship team member, leader, pastor and follower of Christ, as you serve in His call for the sake of the Gospel.

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Worship Team Training is coming to you from the For His Music Studios in beautiful Cypress, Texas - just Northwest of Houston. Visit [www.forhismusic.com](http://www.forhismusic.com)

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**Find the Show Notes** of this Podcast to catch all the referring links. Visit: <http://www.worshipteamtraining.com/Podcast.html>

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<http://www.worshipteamtraining.com/WhatWeDo.html>

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**Today's Episode Includes:**

- Worship Team Training**
- News**
- Tech Shop with Kent Morris**
- Music Lesson**
- Perspective**

**Featured Guest Interview: Scott Shuford**

We are glad that you subscribed to this Podcast and we can't wait any longer to continue with our show.

**Help Support WTT:**

If you enjoy these podcasts and like what you hear, become a supporter of Worship Team Training. Along with God's leading, your faithful support helps us further the ministry. Visit the link here in the Show Notes: [Support WTT!](#)



<http://www.worshipteamtraining.com/Podcast.html>

Now it's time to see what's-up in the News!

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**WTT NEWS:**

<http://www.worshipteamtraining.com/News.html>

**New Sponsor: Virtual PraiseBand** [www.virtualpraiseband.com](http://www.virtualpraiseband.com)

**Need a few more members in your worship band: guitar player, keyboard or drummer? Check out Virtual Praise Band, a ministry tool designed for worship leaders to serve the needs of worshiping churches. Youtube it: [http://www.youtube.com/watch?v=63nbKzRzHko&feature=player\\_embedded](http://www.youtube.com/watch?v=63nbKzRzHko&feature=player_embedded)**

Virtual Praise Band: It's software and filler track packs that can play any instrument part or parts you're missing from your worship team. Virtual Praise Band will follow your lead, allowing you to pick the arrangement, throw in another chorus, bridge, or whatever on the fly, even while you're leading worship. It's even a simple slide of a virtual fade controller to slow down or speed up the tempo. In short, this amazing yet affordable ministry tool is precisely what's needed in small to middle-sized worship teams, and youth ministries throughout the country, and all at a price that will make you smile. **Sign up for a FREE Test-Drive at: [www.virtualpraiseband.com](http://www.virtualpraiseband.com)**

### **1. Creator Leadership Network**

<http://www.creatorleadershipnetwork.com/>

Be sure to check out the WTT Show and other radio Programming like Tom Jackson and Rick Muchow on the CLN Radio Site. CLN provides two channels of streaming online radio for church musicians and worship leaders. The content is provided by people and companies who provide products and services for the leaders that CLN serves.

**WTT Prime Time Shows**

**8/7a & 8/7p (pct)**

**Listen now to the WTT Podcast CLN Radio for a Daily Double Dose!**

Radio: [Mac Users](#) | [PC Users](#)

[Full Programming Schedule](#)  
[Creator Leadership Network](#)

## 2. Workshop EXPRESS

<http://www.worshipteamtraining.com/EXPRESS.html>

2011 Workshop EXPRESS

A local invitation to all area worship leaders and worship teams for a 1 day conference to refine your skills and maximize your team. Workshop EXPRESS is hosted at your church to help empower the worship teams of your area with hands-on training and live music coaching. **Why travel? We come to you!**

- Coaching on Groove, Textures and Transitions for Bands
- Vocal Essentials and Expression for Singers/Worship Leaders
- Worship Team Invitational | Band/Team Coaching Session
- Area Teams are Invited to Participate in Live Demonstrations
- Q&A Wrap-up Session Conducted Among the Audience
- Books are Provided "Worship Team Training" by Branon Dempsey

### Tour & City Dates

## 3. PraiseCharts - New Orchestrations and Music

[Take The February 2011 Song Survey!](#)

The [song request survey](#) is very simple...just... [more](#)

[New Orchestrations From Chris Tomlin And Shane And Shane](#)

[Chris Tomlin](#) | February 22, 2011

We've added two new orchestrations to the catalog: [Before...](#) [more](#)

[New Album From Brian Doerksen](#)

[Brian Doerksen](#) | February 22, 2011

We've got chord charts, audio and piano/vocal charts for Brian Doerksen's new album Level Ground. You won't want to miss... [more](#)

## [New Lead Sheets From Tenth Avenue North, Natalie Grant And More](#)

[Natalie Grant](#) | February 22, 2011

Download, print and play new lead sheets from some of your favorite artists: [Power...](#) [more](#)

### **4. Worship Leaders' Retreat**

This retreat is for worship leaders and those involved in music ministry. The retreat is partnered by [Worship Team Training](#) — a ministry of Branon Dempsey.

Worship leading is a high calling and privilege. But it's also one of the most demanding ministries... emotional, relational, and spiritual. Many worship leaders and pastors struggle with depression, temptation, and isolation. Burnout is a common ailment, even among leaders with thriving ministries.

**A Call To Restoration:** This retreat is for worship leaders and those involved in music ministry. Spouses are welcome to attend as well.

Join us on May 9-12 (after Mother's Day) in 2011! This retreat is designed for you to unplug and be restored as you are surrounded by awe inspiring river canyons and peaceful country-side. Join WTT at [Laity Lodge](#). [Register Today!](#) Laity Lodge is located in Leakey, TX, NW of San Antonio.

#### **Scotty Smith: Main Speaker**

[Scotty Smith](#) is Pastor for Preaching, Teaching, and Worship at Christ Community Church in Franklin, Tennessee. He is an outstanding Bible teacher and has written several books, including books co-written with Michael Card and Steven Curtis Chapman.

#### **Mark Roberts: Laity Lodge Host, Speaker**

[Mark Roberts](#) is Senior Director and Scholar-in-Residence at Laity Lodge. He was the Senior Pastor of Irvine Presbyterian Church for sixteen years and has led worship and taught courses for worship leaders. Mark is a frequent contributor to *Worship Leader* magazine, where he writes a regular column, "Lyrical Poetry."

### **Worship Leaders**

#### **Andy Park: Worship Leader, Concert Musician**

[Andy Park](#) is worship leader, pastor, songwriter, and mentor to dozens of worship leaders. He is most widely known for his beloved worship songs, including "Blessed Be the Name" and "In the Secret."

## **Branon Dempsey: Worship Team Training Host, Worship Leader**

[Branon Dempsey](#) is the CEO and Founder of Worship Team Training: a ministry providing workshops and online resources for thousands of worship ministries worldwide. Branon is an 20-year-experienced worship leader, teacher, author, speaker, and songwriter. He has degrees in Worship and Music Composition and has studied with Maranatha! Music. He is passionate about leading worship teams to deepen their relationship in following Jesus Christ (Eph. 4:12).

## **5. Let's Respond . com**

<http://www.letsrespond.com/>

JOIN THE ALLIANCE! 'Let's Respond' is the awareness campaign from FACT Alliance. We're coming together to eradicate human trafficking. Help us end this crime against humanity.

You can make a difference right now. Support the building of restoration homes for victims of human trafficking and commercial sexual exploitation.

Facebook: <http://www.facebook.com/pages/Lets-Respond/109246405808933>

Twitter: <http://twitter.com/LetsRespond>

Youtube: <http://www.youtube.com/user/LetsRespond>



## **WORSHIP TEAM TRAINING TECH SHOP**

**Tech Shop Items brought to you by Kent Morris**

**RGB Spectrum QuadView HDx** – For churches needing a simple way to control a complex video system, RGB spectrum is a company with a lot to offer. It began as a defense contractor and took the knowledge learned into the worship market. The QuadView HDx is a compact multi-viewer, a single screen with many discreet flowing images. It can display up to four images at once from source material ranging from DVI to RGB and do so with excellent de-interlacing and scaling. For lower

resolution material, the HDxv version brings S-video and composite capability onboard plus it handles sixteen inputs in combination and then cycled through at regular intervals for informational displays. In the sanctuary, the HDx delivers instant resizing of images onscreen and simple movement to emphasize a point or move the next section. Much of the technology at play on CNN is accessible here and the learning curve is a wonderfully gentle slope, meaning literally anyone in the church with an affinity for video can operate it with confidence.

[www.rgb.com](http://www.rgb.com) <<http://www.rgb.com>>

From \$9495

**Movie Outline 3.1** – Storyboarding a worship clip and then bringing it to life are time-consuming tasks. It is estimated each minute of screen time requires four hours of work, so a seemingly simple five-minute pre-sermon piece takes half a work week to produce. Movie Outline 3.1 incorporate step-outlining, or sequencing, into a script formatting program. The essential element is to provide a way to build story and character while maintaining cohesion within the larger context. With integrated color-coding, a familiar pull-down menu system and industry-standard formatting, MO 3.1 is an excellent path to nurture budding screen writers without overwhelming them with the complexity of film writing or narrowing their creativity with a lesser program. It is compatible with Final Draft, the prevalent pro software and can import and export PDFs files as well. Dialog Spotlight helps maintain speech patterns and reduces repetition of words. Though it may be slightly overwrought for most sermon series intro clips, it offers a method for those wanting to express themselves through video who may be lacking in the dialog department.

[www.movieoutline.com](http://www.movieoutline.com) <<http://www.movieoutline.com>>

\$199

**Native Instruments Alicia's Keys** – If art imitates life, Alicia Keys is appropriately named. The Her personal keyboard is a cherished Yamaha C3 Neo grand and this package honors its exquisite tone with details recordings of the piano played by Alicia in her private studio. The results are practically identical sounds to those found on her albums but made useable in any worship setting. Backed by a stellar team headed by Alicia's personal engineer Ann Mincieli, the samples are based on a dozen velocity layers per key coupled to convolution algorithms designed to capture the sympathetic resonance among the Neo's strings. All this recording technology is combined with damper pedal engage and release data along with microphone and mechanical noises to create an authentic experience.

[www.nativeinstruments.com](http://www.nativeinstruments.com) <<http://www.nativeinstruments.com>>

\$119

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## Music Lesson

Classical Pianist in a Worship Band

1. Know Your Chords
2. Know Your Role - Where To Play?
  - a. Book: How To Play From A Fake Book  
<http://www.amazon.com/How-Play-Fake-Book-Keyboard/dp/0634002066>

3. Know What To Listen

Albums: Cold Play, Sarah McLachlan, Bruce Hornsby,



## Featured Guest Interview

**Scott Shuford**

Front Gate Media | Music Marketing

<http://www.frontgatemedia.com>

**Are You A Worship Artist-Songwriter Looking to Get Your Music Out?**

**Ministry + Artistry = Profitability?  
Marketing 101 for Worship Leaders**

(and a regular column in *Worship Musician* magazine.)

Scott A. Shuford is the CEO of FrontGate Media, the largest culture-engaged media group reaching the faith and family audience with 15 million email subscribers, 25 million monthly page views, and 600,000+ at our events.



He is the founder of Creator Leadership Network's Creator Worship online radio station for worship leaders. Scott also serves as the co-director for the apparel development company Extra Mile Merch, and is a co-founder of the non-profit My Broken Palace, a movement among teens and young adults. Scott and his companies play a key role in the success of record labels and artists, publishers and authors, movie studios, non-profit organizations and more seeking "creative & emerging media" outlets. Scott was recently featured in *Adweek* as an authority on the "Role Of Religion In Modern Consumer Culture."

### **Ministry + Artistry = Profitability? Marketing 101 for Worship Leaders**

(and a regular column in *Worship Musician* magazine.)

Scott shares marketing strategies for worship leaders, focusing on a balance between the business of music and ministry. He will take your questions and share successful strategies from his experiences working with Integrity Music, Worship Together, Vineyard Music, Rick Muchow (Saddleback Church,) and others in the areas of social media, public relations, advertising and promotion.

### **Front Gate Media**

**The #1 culture-engaged media group reaching the Christian audience:**

- 15 million email newsletter subscribers.
- 25 million monthly online page views.
- 600,000+ at our live events.
- 47 million households through television.

Ministry + Artistry = Profitability?  
(MAPTM)

- You: What is your mission?
- Industry: Change in power to Artists/Managers
- Fan Development: 1000 fans \$100 annually
- Ministry: Raise Support

Marketing 101: The 4P's

- **Product** = The mix of things you offer
- **Price** = Your pricing and offers structure

- **Place** = Distribution methods
- **Promotion** = Getting the word out

#### Marketing 101: Promotion

- What is Social Media?
  - Not weekly, not daily, HOURLY
  - Fan Development not advertising
  - SocialOomph, Tweetdeck, Twubs

#### **DEMO:** <http://twubs.com/twubs>

- Aggregate Tweets Around Your Hashtag
- Block SPAM & Other Tweets
- Project Moderated Tweets
- Merge Similar Hashtags
- Brand Your Twub

#### Marketing 101: Promotion

- What is PR?
  - Learn from others
  - Build your own list
  - Use distribution services like ChristianNewsWire.com

#### Marketing 101: Promotion

- What is Advertising/Promotion?
  - WIFM = your message
  - Giveaways
  - Time with you
  - Paid promotions
  - Paid ads

#### No-Brainers

- Post your concerts and church services FREE in the #1 online event database.
- Free Basic Artist Profile on the #1 Christian Music site - 200,000+ members.
- Get in with Indiescovery - HIF's independent artist community.
- Free Artist Profile on the fastest growing Christian Music site.
- Post a link to your video on <http://tinyurl.com/gmctvfb>.

#### **Links:**

<http://www.frontgatemediacom/index.php>

### **Creator Leadership Network**

<http://www.CreatorLeadershipNetwork.com> Online radio for worship leaders.

### **Extra Mile Merch**

<http://www.ExtraMileMerch.com> Strategic apparel and merchandise line design and development.

### **My Broken Palace**

<http://www.MyBrokenPalace.com> Hope and healing for teens and young adults.



### **CLOSING:**

Thank you again for joining us here on Worship Team Training.com

### **ON THE NEXT PODCAST:**

- Episode 34 Rick Muchow - Worship Leading | Community Compassion with Derek Williams

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Derek Williams - [Forgotten Stories](#) and [Twitter](#)

Tony Guerrero <http://www.tonyguerrero.com/>

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