

# Reaching

THE  
ABORTION  
MINDED  
CLIENT

Today's client were just kids yesterday. They are the Millennials and children of a post-modern culture. Your clients has changed! To reach them, you have to go to reach their heart!



## We are Watching a Cultural/Spiritual Transition that is Sweeping the Nation

### The TIMES they are a Changing!j

Change has been happening since the late 1960's when the sexual revolution began. George Barna, wrote in his book, **REVOLUTION**, "*The spiritual Revolution that is gathering momentum and influence in America, provides evidence of sweeping changes that are taking place today. Some of the most important trends that are reshaping our our society relate to the shift in worldview, lifestyle, and expectations that characterize our two youngest generations: The Baby Busters and the Mosaics.*" The torch has been passed from the Baby Boomers ( those born from 1946-1964) to their

children, the Baby Busters (those born from 1965 -1983) and then to the children of these two generations, the Mosaics (those born 1984-2002) and now their children those born 2003 until now.

George Barna stated that Philosophically, "America is now a "postmodern" society." What is a postmodern society? There are no moral absolutes. Truth is what you believe it to be. This shift impacts every dimension of our lives and the implications force us to rethink how we "reach" today's abortion-minded client.

Your pregnancy center has noticed the changes in your client-b. Their hearts are growing harder. The age of first pregnancy is getting younger and younger. Most

importantly, abortion has been in their world long since they were born. To them, it is part of the landscape of their life. Thus, the challenges are great. This is why this report is important.

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### REACHING THE ABORTION MINDED CLIENT



Ken Freeman has spent thirty-four years serving the abortion-minded client. His involvement with reaching the online user who is today's pregnancy resource center client has been watching this shift intensely. This report has been written to strengthen your center's ability to reach today's abortion-minded tween, teen and young adult. He is the father of three and is today raising his grandson who is about to graduate high school as this report is written. Those kids of yesterday are today, the very population we are trying to reach today. In this report learn how to understand your client, how to reach the client where they are and how to fund your outreach!

# UNDERSTANDING YOUR CLIENT

The Post-boomer generations are think differently and are focused on only themselves.

They have little patience for anything based on tradition, customs or social acceptability.

As you learn how to understand your client, you will be better able to reach the client with your advertising.

They view abortion as a quick fix to a problem called pregnancy. WHY? because pregnancy interrupts their lifestyle.

The individual is king and there are no moral absolutes.

Their choice without limitations or rules is a cherished right.

## THE TRENDS ARE SHIFTING

### IMPACT OF TECHNOLOGY

Few of our daily experiences have remained outside the influence of the technologies introduced in the past twenty years. Communications,, medicine, information dissemination and storage, education, farming, athletics, must, art. Technology has grown smaller, even becoming wearable. This has helped shape the shift that we see ion today's client.

### She is always on her cell phone

Relationships have become digital. Today's teens literally live on their devices day and night. Studies indicate that an average teen sends over five thousand texts, tweets, Instagram or Snapchat pings every week. It used to be every month. The use of digital communications has rise to the point that even the poor of our community all have iPhones. Thus, a fact to consider is how to reach her via her favorite way of communicating. How to become a "friend" on her SnapChat. or Instagram.

### She is sexually active at a younger age.

Many teens today are more sexually active because of peer pressure, the way their music, television and media they watch not to mention their peers seem to live for sex. However, pregnancy is not on their immediate radar. They think they will not get pregnant and often the sheer ignorance of their own body catches them by surprise when pregnancy occurs.

### Teens will do anything to get freedom or avoid losing it - including deceiving themselves and you

Driven by the all-consuming quest for freedom and the intense fear that all adults are out to revoke their freedom, leads even teenagers ( who may generally be good and trustworthy) who resort to bad behavior and risky sexual behavior.

They will likely downplay problems, fool themselves into thinking that what they are doing is not wrong, hide things, even lie to us- all in an effort to secure and protect their independence and "freedom" from rules, responsibilities or consequences.

If their freedom is threatened, they tend to move into "fight and flight" to get away from the problem. This generation of teens seem to implode when faced with a real challenge.

To reach her, you must think outside the box of traditional communication and reach her right where she is today. As you reach her, you must change the way you present your center to her.

In this report, you will learn several ways to "Think outside the box" with your advertising so that you can better be prepared to reach her and draw her into your center for help. Don't be afraid of change. This change is happening day in and day out. With every year that passes, change is occurring. Embrace it or be left behind.

## KEY

## CONSIDERATION

### She is thinking only of her own wants

Because of the self-focused ideology of your client, you must help her to think of your center as something she wants to help her solve her problem.

### She does not respect authority or rules or tradition

She does not want to know about your "Institution" or your "history" of helping women for decades. She wants to know you are relevant to her generation.

### She is self-focused

Your client appears to be very selfish and self-focused. Thus, to reach her, you must touch her on a heart level rather than a head or mental level.

### REACHING THE ABORTION MINDED CLIENT

BY KEN FREEMAN, FOUNDER OF LAST HARVEST - THE OUTREACH AND AUTHOR OF HEALING THE HURTS OF ABORTION AND FREE ME TO LIVE.

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## THINKING OUTSIDE THE BOX – WAYS TO ADVERTISE WHERE SHE IS TODAY!

Traditional Yellow Page ads are a thing of the past. Today, Google is everyone's first choice for finding information. Thus, it has been for several years, the rule that to be relevant to today's client you must have an effective web site.

## CHANGE YOUR WEBSITE

Many pregnancy center websites are cookie-cutter type brochure sites. To reach today's client, your site must be more trendy and more aimed at her life-style. Instead of listing a "list of services" you should create pages that emote freedom, joy and safety as you talk about their sexuality and pregnancy.

They do not want to hear about your banquet, your history, your stats or anything like that. They want to know you are relevant to their needs and wants. Use happy photos of people their age looking at them smiling. Don't show pregnant women holding their stomach. Show teens smiling and inviting them to come on in. Even create a new site aimed only at the teen client that is designed to engage her alone. Before embarking on such changes, consult with Ken Freeman who has had the vast experience of building, creating 800 websites. Call 214 703 0505 to get started. He doesn't build sites but knows what you need.

## LEARN FROM PLANNED PARENTHOOD

We know that PPFA has always, systematically aimed their successful advertising and placement of their offices near the client they are trying to reach. We should likewise take our advertising and even our offices or satellite offices or mobile centers right into where they live. Look at their websites and study the psychology of their content.

## BUS OR TRAIN ADS

Today's teens often use mass transit to get around until they own their own car. Students use the mass transit systems to get around in bigger metropolitan areas. Bus or Train or Subway ads are great places to advertise.

ADS like: "PREGNANT? Need Help? Call XXX-XXXX-XXXX or TEXT XXX-XXX-XXXX" will scroll over and over during a 20 or 30 minute travel time. If they see such an ad, they can quickly use their phone to contact you.

## MOVIE THEATER ADS

Kids are flocking to movie theaters to see the latest movie with their friends or on dates. Every movie has a set of preroll ads and announcements as well as previews. Purchase such ads from the theater company or chain like AMC or CineMark.

Create a 35 slide that has a picture of a few teen girls talking, looking at the audience smiling with the following text copy:

"Think you might be pregnant?"

Scared? Confused? Worried?

CALL XXX-XXX-XXXX or TEXT XXX XXX XXX

Free Confidential Services! j No Insurance Needed!

As you place such an ad, you will discover instant calls and texts to your center from people in that audience.

## UNIVERSITY ADS

If you live in a college town, place ads on the monitors in the Student Union where students hang out. Advertising is sold by the minute. So use a quick ad, like those listed above, so that as they are watching for the weather or news or music, they see your ad.

You can order such ads by Googling "University Movie Advertising"

## HOME-DELIVERED COUPONS

Where I live, value savings coupons appear in the mail every week. You can sort through just about any type of home service. Lawn care, insurance, car repair, audio/video systems, spas and hot-tubes. Your center should be advertised there for two main reasons. 1) to reach the parents who might be triggered to support your center. 2) Also reach the teen or college age person at home. To reach both, use two different ads. Remember, the ad to reach a teen needs to be emoting help to their problem whereas the ad to the parent is to be all about making a difference in their community.

## HIGH SCHOOL FOOTBALL ADS

Remember, every Friday night, high school football, baseball, basketball and soccer events are happening at your local

stadium. Every game sells programs that contain ads. Most schools sell ad cards that span the fence around the stadium. You can purchase such ads locally simply by calling the school or college near your center.

## GOOGLE ADS

Use GOOGLE LOCAL to place ads that are only seen in your zip code area. Highly targeted Google ads mean when she searches Google for anything, your ad will be seen. When clicked it would land on your website.

## RADIO ADS

Select advertising on the HIP HOP and popular 'TEEN' focused radio stations. Call the station and talk to the advertising manager. An alternative to paid advertising is to create a "Public Service Announcement" usually a sixty second audio ad about your help services. They may play such PSA's as fillers during the day or night. But, whoever hears it is likely to be a potential client.

## CABLE TV

Many teens watch channels that play music like MTV. Girls sometimes watch LIFETIME dramas or the daytime soaps. Talk to your local cable company about PSA's and short paid ads. In my own experience, once I paid \$10 per 30 second spot to be played on MTV. That short ad of a teen girl at a pizza shop with bunches of noisy kids in the background, saying, "If you think you are pregnant, your friends can't help you. Listen to your heart. Call this number." We gave her a one page report with links to help, adoption and pregnancy. Out of one month of ads, did you know we saw six adoptions completed and more than 100 pregnancy tests requests come to our center.

Think outside the box of conventional advertising and you will successfully reach her where she is today. Make your advertising a strategic target aimed at her heart, right where she is. Remember, if you need help preparing content or ad copy, call 214 703 0505. Ken Freeman has written over 2500 radio public service announcements and appeared on over 200 television shows. Let him coach you into better advertising for your local center.

## FUNDING YOUR NEW ADVERTISING

Find CORPORATE OR PRIVATE DONORS who might underwrite specific advertising in your city.

Hold a banquet or special meeting of area pastors and pastor wives to show case your advertising ideas and budget.

Replace expensive Yellow Page ads using that money to pay for more targeted advertising.

Use a BABY BOTTLE campaign or a WALK FOR LIFE to fund just your advertising so that you can successfully fund new ways to advertise.

PRAY FOR YOUR NEW FUNDING God is able to provide funding you have never dreamed of. Pray Mark 11:22-24. Believe it!! Don't Doubt! Trust! He is able!

### She is waiting to hear from you!

Use this free report to help you reach her right where she is. Use the ideas I have shared with you to energize a new advertising campaign designed to draw more young women into your center. Then, if you

need help planning, executing or writing for your new ads, call Ken Freeman for help.

Our consulting for centers is available as one time ;(\$99), 1 mont (\$299) , 3 months (599), six months (\$799) or 1 year \$1500 retainers.

# LAST HARVEST

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