

2. Music grabs attention and brings people together
3. Music can create a mood to facilitate the spoken word
4. Music is the universal language of our culture. To speak to this culture, speak in music.
5. Memory is increased by the use of music.
6. A message can be heard many times in music without becoming old, whereas listening to a sermon would get old quickly.
7. Music is a gift from God, therefore to not use it would be a waste of God given ability.
8. Music is used in the Bible.

Concert Ministry:

The goals of a concert ministry can be one of two things, or a combination of both:

1. **To entertain the audience.**
2. **To feed the audience spiritually.**

Your goals will determine how you construct your concerts. If it is merely entertainment, your job is to "wow" the audience and show off to them in some way. This may be through personal interaction so they love you for your personality, it may be through your superior musicianship, or it may be through special effects and tricks.

If your goal is to feed them spiritually, you must structure everything around a specific message you are trying to relate. While it is not imperative that every song revolve around one theme, it is often best if you do structure your concert around one overall theme.

Concerts typically run a somewhat traditional structure.

1. **Exciting the audience** - the first few songs are usually there to get the audience excited, standing up, and connecting with you as a performer. While this may seem self-centered (and it can be) it is also very important. Your first 30 seconds on stage will determine how easily you will relate to the audience for the rest of the program. Also, hitting a concert right on gives your audience a feeling of comfort knowing that the performer is confident. Often amateur performers will start with talking, and will appear unsure of themselves, which makes the audience uncomfortable and doesn't facilitate communication.
2. **Introduction** - after a song or two, the performer will usually greet the audience, introduce themselves or the concert, or in some way talk with the audience, creating a bridge from the performer as a performer to the performer as a friend. This also increases the energy.