

The “How to Guide” for adding CDs to your ministry***Demand***

“CDs are being used far more now than ever before,” says Gregory F. of Morning Star Christian Church. “Fewer and fewer people request audio tape cassettes,” says Gregory. “I sell 15-40 CDs each Sunday,” Gregory also says. “People prefer CDs if given a choice,” Gregory explains.



Gregory’s church has 300 members. On average about 1 out of 10 buy a CD every Sunday. Gregory is not alone. John M. of Gulf Coast Church of Christ says “I burned 40 CDs this morning for people from last Sunday’s service...”

Which Technology?

Paul Avery, Marketing Manager of Octave Systems, recommends two units to meet the demands of churches with modest budgets. “To record the sermons or music live I suggest you use the CopyWriter Live from Microboards or the TASCAM 900 CD-RW Live Event Recorder for \$549,” says Paul. He explains, “The 900 will accept live audio from a microphone or a mixer board. This live audio feed will be recorded directly onto a blank CD. The CopyWriter Live is a little more at \$699, but is well worth it since it has dual disc and disc spanning ability. As soon as the event is concluded the technician will have a master CD ready for duplication in the 3 drive DVD Copy Master II priced at \$719.” When asked about labeling Paul answers, “For the budget conscious church with lots of free labor a labeling kit makes a great solution. Octave sells these for \$19.00 for 50 labels.”

I sell about **15 to 40** CDs each Sunday.
Gregory F.
Morning Star
Christian Church

I would definitely recommend Octave and its products to any church that I know.
Steven L.
New Life Covenant
Fellowship

John Marelo, Sales Director of Octave Systems, suggests a complete solution. John explains, “Time is expensive so it is important to have equipment that saves the user time. The 7 drive DVD Copy Master II is very popular with a lot of our church customers. Churches will experience higher CD production from this quality machine. Plus have the capability to burn DVDs. For recording the sermon or the music I recommend the TASCAM 900. John adds, “A professional look is easily achieved with the BravoPro Autoprinter; please call for the best pricing. The time savings will easily pay for itself. A lot of churches will pre-print the blank CDs the day before.”

Paying for the Equipment

“The 7 drive DVD Copy Master II has more than paid for itself in the short time that we have had it,” says Gary, an Octave customer.

“Can't say how much time it will save me!” says Tony H., First Baptist Church.

Kim Spangler, Financial Manager of Octave says, “Many of our church customers report they have paid for the unit quickly by selling the CDs for \$3 to \$5. Some churches continue selling the CDs well after the equipment is paid for. These funds are used to pay for expansion or church sponsored events. Churches can pay by credit card, wire, check or purchase order. Unfortunately Octave does not offer leasing or financing terms.”

Who to Buy from?

Steve L., Pastor of New Life Covenant Fellowship comments, “I would definitely recommend (Octave) to any church that I know.”

“Your service has been just super!” says John M. of Gulf Coast Church of Christ.

Weston S. says, “I would order from (Octave) again.”

How to purchase

<i>Music in Church*</i>
2003
33% Traditional
33% Blended
33% Contemporary
1993:
50% Traditional
40% Blended
10% Contemporary

“We will ship to any church within the US or outside of the US,” says Roy Worthington, President of Octave. “To buy from Octave all a church needs to do is pick up a phone and call us. Or they can place orders online,” says Roy. “We have employed technically skilled sales people. My staff will help your church make the right purchase for your specific needs.”

* LaRue, John C. Jr. (2004, July/August). *Worship Music Trends Current research data on churches. Your Church.*