



How I Lead as a Digital Missionary | An Interview with Clint Argyle

March 6, 2024

Speaker 1 00:00:04 It is finally available. I've been working on a manuscript for the past four years, and it is finally a book I can hold in my hands. It's titled, is God Disappointed In Me Removing Shame From a Gospel of Grace? This book has gotten so much attention that it is already a number one Amazon bestseller. I'm Beyond amazed in just a few words I wrote, is God Disappointed in Me for Latter Day Saints who often feel overwhelmed by the gospel and who are constantly worrying if they are doing enough. It's for the latter-Day Saint who have stepped away from the church. It's for the individuals who appear to be living right but still can't find peace and happiness. And frankly, it's for everyone who enjoys listening to the Leading Saints podcast. You will love and cherish this book. Now, warning, you might want to consider purchasing multiple copies to share one Bishop who got an advanced copy, read it in one weekend, and then literally purchased 100 additional copies. You can order it on Amazon. The link is in the show notes, or starting in March, you can find it in your local Costco in Idaho, Utah, and Arizona. It's called Is God Disappointed In Me and you can order it Now.

Speaker 1 00:01:25 So my name is Kurt Francom and I am the founder and executive director of Leading Saints and obviously the host of the Leading Saints podcast. Now I started Leading Saints back in 2010. It was just a hobby blog and it grew from there. By the time, uh, 2014 came around, we started the podcast and that's really when it got some, uh, traction and took off. Uh, 2016 we became a 501(c)(3) nonprofit organization and we've been growing ever since. And now I get the opportunity of interviewing and talking with remarkable people all over the world. Now this is a segment we do on the Leading Saints podcast called How I Lead and we reach out to everyday leaders. They're not experts, gurus, authors, PhDs. They're just everyday leaders who've been asked to serve in a specific leadership calling. And we simply

ask them, how is it that you lead? And they go through some remarkable principles that should be in a book that should be behind a PhD. They're usually that good. And, uh, we just talk about, uh, sharing what the other guy's doing. And I remember being a leader just simply wanting to know, okay, I know what I'm trying to do, but what's the other guy doing? What's working for him? And so that's why every Wednesday or so we publish these How I lead segments to share.

Speaker 1 00:03:13 Welcome back to the Leading Saints podcast. And we found a random studio in Springville, Utah to record something while my studio's under under construction here and or under a remodel. And Clint Argyle is here with me today. How are you Clint? I'm

Speaker 2 00:03:27 Doing great, Kurt. It's great to be here with you.

Speaker 1 00:03:29 Yeah. Now, uh, give us a little bit about your background. Where are you from or what makes Clint Clint Oh,

Speaker 2 00:03:35 Well thank you. So I'm a country boy from Spanish Fork, Utah. Okay. So Springville has been our neighbor and I just love being in this area. South Utah County has just been home for me since I was 10 years old and I just love it here. Nice. And luckily as I'll get my wife to come here, she's from Idaho, but we talked her into moving here.

Speaker 1 00:03:52 Nice. What part of Idaho? She's

Speaker 2 00:03:54 From? She's from Driggs, Idaho.

Speaker 1 00:03:55 Nice. I married an Idaho farm girl as well, so.

Speaker 2 00:03:58 Nice. You're smart.

Speaker 1 00:03:59 Yeah. Yeah. There's beautiful women up there. <laugh> for sure. <laugh>. So, uh, now you have an interesting story as far as, uh, going on a mission. You, it sort of came time in your life you thought, well, I'm in a good spot in my career to take some time off and go serve a mission. Uh, but tell us that story, what happened?

Speaker 2 00:04:16 Well, so my wife and I were always dreaming after, 'cause we both served missions when we were younger and after we got married we thought, oh, it'd be so much fun to be like those senior couples that we were around and we'd like to be senior missionaries someday. And so we had that dream and we had that thought we wanted to go. And as we were just going through life, we had this pause in my career and all of our kids were out. And so you have to have a couple of requirements to be a senior missionary. You have to be over 40 years old and no dependent children, Uhhuh <affirmative>. So we qualified for those requirements, <laugh>, and we just had this breaking career and we said, Hey, why don't we go now instead of wait until we're a lot older, let's go while we're a little younger. And so we had the opportunity to go just about, uh, it's been four years ago that we started our mission in Oakland, California as senior missionaries for the Church of Jesus Christ, Latterday Saints. And it was awesome. Nice.

Speaker 1 00:05:01 And now this was at the, it was the visitors' center. How how Yeah. Or part of the Oakland mission or Yeah.

Speaker 2 00:05:07 That's such a great question. People say, well what is that? I didn't even know what it was. When we got the call Uhhuh <affirmative>, we were called to be the visitors' center directors for the Oakland, California, um, temple. And our mission was the California Oakland San Francisco mission. Okay. And so we worked under the direction of the mission president. It was really unique because we also worked with a direct contact in Salt Lake at missionary headquarters. So we had a direct contact there too.

Speaker 1 00:05:33 Interesting.

Speaker 2 00:05:34 It really was

Speaker 1 00:05:35 Interesting. Now this is close to my heart because I was a missionary in the Sacramento, California mission. So

Speaker 2 00:05:39 That was your temple?

Speaker 1 00:05:40 Yeah. So then they were, they had announced the Sacramento temple, but they hadn't yet built it. So I made several trips out to Oakland. And so I love that temple and it's the, one of the few temples, if not maybe the only temple you can walk on the roof. Right.

Speaker 2 00:05:54 From my understanding, it is the only one. Kurt. Yeah. Okay. So far no one's been able to tell me of any others. So right now it's self-proclaimed that it's the only temple out of all the temples that has a roof garden and it's open to the public. Nice. Anybody can go up there and enjoy the view of the bay. I encourage everybody to go there that hasn't seen it. That could if you go to the Bay Area. Oh yeah. Go to the roof garden. It's incredible. It

Speaker 1 00:06:14 Is. It is. So, so you're under the umbrella of the San Francisco mission. Correct.

Speaker 2 00:06:19 We report directly to the mission president. Gotcha.

Speaker 1 00:06:21 But you weren't, you didn't, you didn't, you weren't being transferred or anything that was your mission for, oh, was it 18 months? Two years. Okay.

Speaker 2 00:06:28 Actually two years. That was funny. We applied for an 18 month mission and we got a phone call from our stake president and said they're looking at all the different options for missions and we're wondering if you would consider a 24 month mission. And we're like, wow. We don't know of any 24 month missions in the senior portal. So, uh, we're not sure what that means, but yeah, the profit's still a profit and we can go 24 if we can go 18. So, yeah. Um, we did and we got our call and that's where they called us to, was to be in that opportunity of being a visitors' center director. And we had four main responsibilities. This is something other people ask too. 'cause I just always, I've attended lots of visitors' centers and I just, you know, run into the nice sister missionaries and run into the senior couples. You don't think

anything about who's operationally taking care of things. Making sure things run and taking care of things. And so we had four responsibilities. One was to be full-time missionaries. One was to keep the operation running, one was to train the other missionaries and the other one was to promote the visitors' center and market the visitors' center to the local community. Nice.

Speaker 1 00:07:28 So was there any like, uh, model that you were basing that off of? Like the last uh, directors there? Did they sort of give you some tips or, I mean, how'd you walk into that and, and begin to find your footing? Oh,

Speaker 2 00:07:41 Uh, so glad you asked that. Wow. This is a long story, but it's fun. It's here. Yeah.

Speaker 1 00:07:44 <laugh>.

Speaker 2 00:07:45 Well, so my background is I'm, people call me a serial entrepreneur. So I went to BYU, graduated with a business degree with emphasis in marketing and I took the several entrepreneur classes they had. And then I got into starting business and running businesses. And that's just part of the, what you do is you market your businesses. And so it was just kind of a natural thing for me. And I, we had six months we had, when we got our call, we had six months before we went to the MTC. And by the way, we did go to the MTC. It was really fun. Nice. We had a week training at the MTC in Provo and just left. Were

Speaker 1 00:08:17 You there with other Temple or Uhhuh Visitors' Center directors?

Speaker 2 00:08:19 Yeah. Okay. Yeah, there's like four other couples that were there with us. It was really fun. Nice. And so I had six months to start looking at it and saying, well, what can we do to market the visitors' center? And with my background with business and marketing, I said, well, we need to have a web presence. We gotta make sure there's a website. We gotta make sure we have social media

Speaker 1 00:08:40 And, and like this type of stuff you did with your businesses, right? Sure, yeah. I

Speaker 2 00:08:43 Mean, yeah. So it's just kind of natural for me. Yeah. This is just stuff I do. And so I started thinking, well, who do I know that can help me? And then I got the idea, well, you're not, you gotta call Scott. And, 'cause I knew Scott was actually, it's a funny story. He was one of my boy scouts. It's funny how the Lord works in preparing things to happen. Uhhuh <affirmative>. So I'm Scout Master Scott's my boy Scout. And then I find out years later he went into digital marketing and became really, really good at digital marketing. And so I just knew that he'd been in that career. So I called up Scott and told Scott about the mission call, told him about, one of my responsibilities was to market the visitors' center and said, Scott, can you help me out with this? And he said, sure, I'd be glad to help you. Mm. And so then he started helping me doing the research online to find out what people were looking for, what they were searching for, the key words, all that kind of stuff that makes a digital marketing plan. Yeah.

Speaker 1 00:09:29 So at this point, like walking into this, this role, they hadn't done anything with social media or had a website or a web presence. It was just sort of like, we'll, we'll take whoever walks in the door and we'll make sure they have a positive experience. Is that,

Speaker 2 00:09:41 So that's mostly what it was. Okay. But there was a few attempts by different people to do certain things. So we had a random Facebook page and we had a random this and a random that and, um, just pieces Yeah. Of, of marketing. But it wasn't anybody really said, we need to have a cohesive overall effort. Yeah. And so that's where we came in and said, wow, we really need to have a, a website that everything can connect to. Kinda like a spoken hub. A website's kind of like the hub in marketing. Right. And you have all these spokes that connect to it. And one of the other spoke was is Wikipedia, we hadn't, we didn't realize, but at the time, Wikipedia is where a lot of people go to learn about things about the church or temples or whatever. Wikipedia's a big deal. And so we went and looked at Wikipedia page and we figured out how can we do something there? It's

Speaker 1 00:10:24 Not always accurate. Right. It's not

Speaker 2 00:10:25 Wiki, but you know, they're trying to do their best <laugh>. That's

Speaker 1 00:10:29 Right. Yeah. But it's good to, you know, at least the people running the, the, the center was aware of what it says so they can Yeah. Make changes or,

Speaker 2 00:10:38 Yeah. So we had that going on and so we worked on that and then we also realized that people were coming, travelers were coming to the Bay Area all the time from all over the world. Yeah. And they were looking at things to do in Oakland or things to do in San Francisco, things to do in the Bay Area. And so we realized that wow, people are also interested in things like TripAdvisor and they're interested in Yelp and Mm-Hmm. <affirmative>, um, Google. We gotta make sure all that stuff's set up correctly. And so those are some of the things that started coming together on our digital presence.

Speaker 1 00:11:06 And what years was that you were there?

Speaker 2 00:11:08 So, um, we were there, um, just it was four years ago. Okay. So kind of crazy. We, we got there and two months later Covid hit. So we got there January of 2020 and we were shaking hands, hugging people having a great time. And you know, by March it was like, uh, we're gonna have to shut down the visitors' center. <laugh>. Yeah.

Speaker 1 00:11:27 Yeah. And so, I mean, especially for a visitors' center that you think, well if we don't have a visitors' center, what, what do we do? And that's probably, did it help you focus on some of these other efforts?

Speaker 2 00:11:37 It was amazing. So, yes. So we actually got sent home and we were remotely serving. So we came back, back to Spanish Fork <laugh> and we remotely serving is what they called us. And it was perfect. I'm so glad you brought this up because this is a really good point. The Lord made it possible because when I was there in, in the visitors' center, we're constantly, you know, meeting with people and working, I couldn't put a lot of effort into the

digital marketing efforts. But all of a sudden with Covid, I'm working from home and now I'm basically, most of my time I'm working with Scott and I'm working on building the website and getting content and we're putting together this whole digital marketing plan and we have a lot of time to do it. Wow. So for about five months we were home and we were working on this whole digital marketing thing and we were also doing Zoom meetings with the missionaries and those kind of things. Yeah. And it's kind of a little side note for you, Kurt. I wasn't planning on covering this part in this conversation, but we literally watched what was going on and we figured out how to do virtual tours of the visitors' center using Zoom on a iPhone, on an iPad. And we did over 900 virtual tours.

Speaker 1 00:12:44 Wow. So there were like, the full-time missionaries were there at the visitors' center doing the tour with the Zoom, the tour on a, on a device.

Speaker 2 00:12:51 Yeah. And they would only allow one, one, um, young missionary group and the, um, senior couple. We don't because of the rules in California and everything. Yeah. But it was just amazing to see people feel the spirit over media and be able to do virtual tours and see people just have really good spiritual experiences. We were able to walk 'em through the whole experience of the visitors' center with their smartphone Yeah. On Zoom. Yeah. It was amazing. That's

Speaker 1 00:13:19 Cool. Now a lot of our conversation will focus around this, this broader concept of being a digital missionary. Yeah. Uh, because even though you were in a physical, uh, visitors' center, this, you made it an online digital experience. And part of that, like you said, is because you had to because of Covid. But yeah, I think, uh, not only you, but many in the church learned some tips and tricks to, to be better digital missionaries during this time. So Absolutely. Uh, is there anything else as far as just laying the background of your story or service there that that would be necessary to talk through before we jump into digital missionary stuff?

Speaker 2 00:13:54 I think that's just really a good foundation, Kurt. I think we're good. Yeah.

Speaker 1 00:13:56 Cool. So here we are, like maybe there's a, you know, a award in in Arkansas who's listening or, or in Spain or whatever, and they're like, you know, I don't run a visitors' center. I'm not a full-time missionary. So where, where's some principles to to, to jump into that really anybody could consider when trying to be a digital missionary?

Speaker 2 00:14:18 Wow, this is so great. So wherever you're living, wherever you're listening to this podcast, you can be a digital missionary wherever you are. That's what the concept, if we can get that one thing passed to everybody today is that you can be a digital missionary wherever you are. Three really key places that we learned when we were out there in Oakland is that people really do look at reviews. It's part of our culture. We all do it. Mm-Hmm. <affirmative>, we look at reviews on movies, we look at reviews on places to eat, we look at reviews to make decisions on what we buy. Yeah. All the time. Right. And so we found three key places and that was Google reviews, obviously big one Second was TripAdvisor.

'cause everybody that's traveling is looking at TripAdvisor and saying things to do. Where'd it go? What to, what to do to experience life in that area?

Speaker 2 00:15:07 And then another one's really important is Yelp. And most people think, oh Yelp, that's just a place for restaurants <laugh>. But it's not actually. Oh, wow. And it's critical because how many of you that are listening today have a smartphone that's actually the iPhone variety? Oh yeah. A whole bunch of you, right? Yeah. It's like 55% in the us. I don't know what it is in the rest of the world but us 55% are Apple phone users. And the Yelp app is where Apple actually goes and pulls the reviews. So when you're on Siri and say, Siri, um, tell me about things to do in St. George, Utah, it's gonna pull from Yelp. It's not pulling from anywhere else. And a lot of people don't realize that. And so it's really important that we are leaving reviews as members on Yelp. So just the other day I thought, well, I better drink my own Kool-Aid <laugh> in preparation for this meeting.

Speaker 2 00:15:57 I pulled up Pacion Temple and sure enough, Yelp had Pacion Temple and I left a quick review about my experience at the Temple. And it's really, it's really simple, Kurt. Yeah. This is how easy it is to be a digital missionary. I leave the temple, go out in my car, sit down, pull up my Yelp app, and I just leave a message about my experience, why I like to go to the temple, how I feel I go to the temple. Peaceful is one of the words that we found a lot of the times when people are leaving reviews out in Oakland, that they felt peaceful about their experience there at the visitors' center and on the temple grounds, the roof garden, which you mentioned. Mm-Hmm. <affirmative>. It just felt that way. And so you leave your feelings, people care about how you feel and people like us to be real. Yeah. And so as a digital missionary, just feel or leave real things about how you feel in your reviews.

Speaker 1 00:16:44 Did you make any effort to those that visited, regardless if there were, were there members or not to encourage them to leave a Yelp review? Or did you leave that to the members?

Speaker 2 00:16:52 Oh, that, that, that's so important. We asked everybody. Everybody that came didn't matter. You come through the door, we trained the missionaries as part of our training. Make sure you invite, leave a review. And we try to make it fun. And then we learned that it wasn't always so easy for everybody to find the different apps. So they didn't maybe have the app app download or whatever. And so my digital marketing team actually said, Clint, we made this easy. We'll just give you a QR code. So we made a little, little handout card with the QR code on, all you had to do is just scan the QR code and boom, you could leave a review. Yeah. And it was really

Speaker 1 00:17:25 SI you noticed. I mean, QR codes are becoming more and more used. Uh, you know, most cameras or most phones will automatically do it. You point your camera at it, that's it. Right. And I, even now, I was down in St. George recently visited a random word and you know, they had the QR code for the, the award program. Right. And I think most awards are getting used to that. So maybe on the other side, on the door you could put a, a QR code for, to leave a review for even your, your church building. Right?

Speaker 2 00:17:50 Oh yes. That is so, such a good point. Yeah. I, I was in California and I would ask churches near me and I'd be sitting in the parking lot of one of our churches and we don't even show up on the list because members hadn't thought about just leaving a review for our own church. Right. And you think about how many people are moving around in America, people are moving all the time. They come to a new area and they're wondering, well man, what church should we choose? Mm-Hmm. <affirmative>. And let's do, let's ask churches near me. And literally that's something all of us members can easily do is leave review for our church building and leave one in Yelp, Google and then TripAdvisor. And now somebody that's looking for a church now knows that we exist because we pop up on the top, hopefully the top five list.

Speaker 2 00:18:34 And I think about hundreds of people every week, members of our church going to church if they all have to review, we should be the number one church to wherever we are <laugh>. Yeah. It shouldn't even be a question. We're the number one church to go to. Yeah. And when we're done as members, we can start having people just walking through the doors. All we have to do as members is just watch for the ones that we don't recognize. And here's some people that are seeing our reviews and wanting to be a part of what we're doing.

Speaker 1 00:18:58 Yeah. Really fantastic. And so I just wanna step back here. 'cause so many people when they hear like missionary work, we can't help but think of. That means I have to go like, talk to my neighbor and have an awkward conversation. Give 'em a book of Mormon and you know, invite them to, to meet with a missionary. And it's just like all these feelings of awkwardness come up. Right. But especially in 2024, there's so many of these little opportunities. 'cause you may leave that review on the Paston Temple that may help it come up in a search result for someone who visits it, has a spiritual experience, gets baptized. And you may never even know about that. And that's okay. I mean, it is what it is. Right. Yeah. But nonetheless, this is still very effective, even sometimes more effective missionary work than awkward conversations with your neighbor.

Speaker 2 00:19:42 Oh, very much so. <laugh>. In fact, I just realized how powerful it is when members of missionaries work together as digital missionaries. It's incredible. Lemme give you one example. So you had asked about if I had other visitors' center directors at the mtc Mm-Hmm. <affirmative>. And we did. And they were the I i Idaho Falls Temple visitors' Center directors, or one of them, we gotta be great friends in the MTC. And then we started staying in contact and was sharing best practices back and forth. And when we started figuring out this TripAdvisor thing, um, I called him, I said, would you think your mission president would be open to this? Because we're seeing great results here in Oakland. I mean, we, we went from way down the list of things to do in Oakland and we started to skyrocketing. Hmm. And he said, yeah, I think so. And let's we, so we talked him through it. And so with members and missionaries working together in Idaho Falls, and what they mean by that is the missionaries started telling the members and teaching a, a online lesson or in-person lessons. It was during Covid. So sometimes they could visit, sometimes they couldn't. But anyway, the missionaries started teaching a lesson on temples and then they'd ask for the members to leave a review. Well, since lots of places weren't getting reviews at all, the Idle Falls Temple started going like this on things to do in Idaho.

Speaker 1 00:20:52 Up and

Speaker 2 00:20:52 Up, up and up. It became the number one thing to do in Idaho Falls quite quickly. 'cause it went from a like 20 or 30 reviews to 900 reviews. It was just like, because the members caught on to, Hey, I can easily leave a review. It. This is simple. Mm-Hmm. <affirmative>. Yeah. So they started doing that and then we started getting awards. And then at one point during Covid it was crazy, but the temple there in Idaho Falls and the little tiny visitors' center became the number one thing to do in all of Idaho <laugh>.

Speaker 1 00:21:19 Now with all respect to our Idaho listeners, there's not a ton to do <laugh>. I know they disagree with me, but Yeah. But it, the temple should be one of those, especially, I was actually sealed in the ID Idaho Falls Temple. So, but it's almost a historic building, you know, like, uh, it really is. Everybody should check out in a beautiful setting. And you know, it's gorgeous visiting right

Speaker 2 00:21:38 There on the Snake River. Yeah. It's gorgeous. There's a river walk there. Yeah. There's a beautiful Christus statue in the visitors' center. It is a beautiful, gorgeous place. Yeah.

Speaker 1 00:21:47 Yeah. Awesome. So generally speaking, when it comes to reviews, even if you're, if you're not near a temple, you can still do it to your church. Your, your meeting house, your church.

Speaker 2 00:21:56 Oh, please. Yes,

Speaker 1 00:21:57 Please. And even now, I believe just in the last six months, the Google has changed. We, we used to have an icon for church buildings that looked like the Angel Maroni. And now they've changed it to a cross. So, uh, whether our fellow Christian brothers and sisters appreciate that we will, we will look and appear on Google as any other Christian Church. Yeah, that's awesome. Do with the cross. So the people maybe be more likely to step in. 'cause they're like, I don't know what that image is, but I recognize the cross, so. Sure. Yeah. We're

Speaker 2 00:22:25 Just another, we go another Christian Church and here we are. Exactly. Come check it out. Yeah.

Speaker 1 00:22:29 Anything else in terms of reviews or Yelp or Google or anything with that digital side of missionary work? Well,

Speaker 2 00:22:36 The one I thought came to my mind is anytime we're moving into vacation time, right? Mm-Hmm. <affirmative> and a lot of families decide to go to church history sites. Same thing applies there. You go to Navu, you go to Kirtland, wherever you go doing anything church related, think about just with your family, your whole family. Be a digital missionary. If you got children and they have a smartphone, have 'em leave a review and let them share with their what's in their heart as well. Yeah. Because now it can be a family experience doing digital missionary work. Yeah. You could consciously even say on Sundays,

Hey kids, let's go leave a review of whatever we did this last week as a family. Yeah. And then you don't have to just leave it to the reviews. Obviously you wanna post anywhere you can online. So think about it, what would, um, Alma who was an amazing missionary, what would Alma say on his Facebook page? What would he, what would he post to people? Right. Or what would've been Aai say if he had a chance to do something on TikTok <laugh>. Yeah.

Speaker 1 00:23:32 Right. So true. And this is what, especially when you're traveling, there's, you're outta your routine. And it can be somewhat less of a spiritual day on Sunday. You know? Sure, yeah. Maybe you try and still attend church, but, uh, then engage your family. Say, all right, we just went to this church or this visitors' center. Let's all leave a review. Right, right. And, um, and I think of my time, you know, I stay, as I travel, I'll stay at a lot of Marriotts. And if, if you stay in a Marriott, you know that there's a book of Mormon in next to the the Bible. Yeah. In the, in the Bedstand. Right. Right. And so, um, I often, I walk into the room, put my luggage down, I open that drawer and throw the book of Mormon on my bed, and then I make sure that I take time to write a message in inside the Book of Mormon, then put it back in the drawer. Right. So it's just these little things Yeah. That we can do to stimulate missionary work and, and create, uh, plant a seed that can flourish down the road.

Speaker 2 00:24:23 And they make a huge difference. I always brought the Book of Mormon because as a missionary, I'm running around out there on the grounds at, on Temple Hill. We call it Temple Hill there in Oakland. Mm-Hmm. <affirmative>. And we're running around and we're talking to people. And I didn't always have a copy of the Book of Mormon in my hand, but we had 'em there at the visitors' center. We had basically every book of Mormon in any language you wanted. We have have a visitors' centers just for all of our listeners that that's a resource at visitors' centers. They have a little back room that has all the copies of the Book of Mormon. Well, that wasn't always convenient to be talking to somebody on the roof garden. And then knowing the copy of the book of Moron needed was clear down there at the visitors' center. Uhhuh <affirmative>. And I just dawned on one day, I'm going, well, I'm living in the di digital world. All I gotta do is say, Hey, do you have a smartphone? And of course, everybody Yeah, of course, <laugh>. I go, well, hey, open up your app store real quick. And they'll Oh yeah. What do you, what do you got in mind? I go, oh, just download the book of Mormon app. Yeah. It was that simple.

Speaker 1 00:25:14 And this isn't the Gospel library app. Oh, no, no. This is, there's a separate app for the Book of Mormon. Right?

Speaker 2 00:25:19 Yes. You want just the Book of Mormon? 'cause you don't wanna overwhelm 'em. The Gospel Library overwhelm 'em. Right. Yeah. So these people that weren't members of the church yet, I to say, Hey, grab this app. It's called The Book of Mormon. And then the thing that's beautiful about this is it's in all the languages. All they gotta do is toggle and switch which language they want. Yeah. And the other thing that's beautiful, and this is something that I don't know if we all think about, but the, once you have the book of warming and the palm of your hand, the Holy Ghost can prompt you to read that. And it's available. It's not like a hard copy that's in your backpack. You have to consciously pack around. It's in the palm of their hand. If they're sitting in a doctor's appointment, they're waiting for the bus, all he

goes can prompt him and say, Hey, you gotta go read that book. Remember that book the Missionary told you about? Or that friend of yours that told you about? And they can go, oh yeah, I remember that app. And they go click on it and they can start reading the book of warming. It's just there. It's convenience easy. And the Lord's made it easy for all these tools for us, Kurt. Yeah. It's

Speaker 1 00:26:17 Amazing. Talk to me about the, uh, obviously temple open houses are something that, uh, it seems like every weekend somewhere in the world, <laugh>, there's a temple open house starting. Right, right. Um, I mean, I just got back from St. George. They're just finishing up the, the red, what is it? The Red, red Red Red Cliffs temple. Thank you. Yep. Um, and there's, you know, soon the Taylorsville Temple. That's what was close to my, my hometown. Um, you know, there's, there's all these temple open houses and we want to be, we wanna invite people to these. It's such an easy, people are already curious about our temples. They've seen 'em, they, they'd love to go inside. And so it's generally an easier invite. But I feel like there's still some, some steps of building up to that. So just, just talk to me about open houses in general. Oh,

Speaker 2 00:26:59 You just have the greatest questions. This is awesome <laugh>, because everyone, temple open houses are special. Mm-Hmm. <affirmative>. I went to my first temple open house when I was six years old. I still remember my parents packing me up and driving me to the Provo Temple to have my first temple open house experience. Wow. It was so cool. I just, I still remember pieces of that experience from all those years ago. And they're just, they're special. And we have these special opportunities coming all the time now with the Lord building temples around the world. Mm-Hmm. <affirmative>. And when people who are not members of the church are looking at deciding if they're gonna go spend their time at an open house, they're gonna look online. And this is why it's really important for us as members to really prepare the way for them to find what they're gonna see online.

Speaker 2 00:27:45 And one of the ways we can do that is while the temples may be two months out from the open house, we can jump in the car, pull up the Google map and say, Google, take me to the temple. Whichever one it's gonna be. 'cause I don't wanna say one, it's just whatever one's closest to you. Right. Yeah. You have an open house coming this near you sometime in the future just have Google take you there. Well, what that does, that starts training the Google algorithm. There's something important at this location, especially if your whole ward family, 300 of you are now Googling how to get to this building. So now you're training the algorithms to do that. And then of course you don't wanna just leave it there. You wanna jump out, you wanna take a selfie with your family, and then you wanna upload the selfie in your review either on TripAdvisor, Yelp, or Google. 'cause that's the other thing that's really important when you're leaving as a digital missionary, when you're leaving reviews, you wanna leave pictures. Um, people just like pictures. We all do. Right. A picture, a picture's worth a thousand words concept <laugh>. Yep, yep,

Speaker 1 00:28:40 Yep. Yeah. And I can think of even when you leave that review for the meeting house, you know, gather with your family in front of the building and snap a photo and beautiful. Include it. Right. Yeah.

Speaker 2 00:28:49 And you can even put it by the welcome sign where it says, visitors are welcome. Right. Yeah. <laugh>, every one of our buildings says visitors Welcome. Let's make sure they know they're welcome. Yeah. And we want you. And then they do walk through the door, make sure we are, are very welcoming <laugh>. Yeah,

Speaker 1 00:29:01 That's right. Let's live up to that. So, and what about like this, you talked about the the ward, like ward building open houses or I, is that something, is there something there?

Speaker 2 00:29:12 Well, that just depends if somebody wants to do one. Yeah. But I've done this before in areas where there's not a lot of LDS people. Mm-Hmm. <affirmative>, you can just, if there's a new building you're building Mm-Hmm. <affirmative>, you can do a ward open house and you can do the same thing there. Yeah. Just invite people to come and see the church it be a part of it. And that could be something that your stake as a stake leader, you could say, Hey, we wanna let the community know what this new building is. It just got finished and we're just gonna have an open house and have 'em come. And I, I'm not sure what current church policy is on that <laugh>. It's a little, little outdated on my part, but Yeah, sure. I I've done it before and it's been very good for the community.

Speaker 1 00:29:47 Yeah. I think it's typical, especially when a new building is built in an area, you know, the, the mayor will come, or the city council and, and you know, they make it a thing. Uh, but different, obviously differently from temples is there's not an opportunity unless there's a renovation to do another open house. But with meeting houses, yeah. You could do it. Just make it a thing. Right. <laugh>, you could, even though your, maybe your building's been there for 50 years, you can still say, Hey, on this date we're going to let the community know we're gonna do an open house and we'll get our punch there and our cookies and you know, do, do do the thing. Absolutely. Right. And again, this is, we're just stimulating, um, you know, discussion online that will drive people to just have an experience at, at these places that the church has invested so much money for a place of worship. Right.

Speaker 2 00:30:31 Absolutely. Yeah.

Speaker 1 00:30:32 Awesome. Anything else? Principle, concept about digital missionaries that we missed? Or what, where else should we go? Well,

Speaker 2 00:30:37 One of the things I wanted to talk about is just the end results. Okay. We haven't really talked about results and does this really work collect, is it really, is it really a thing? And does it really have value? And the answer is definitely yes. And if you want some interesting reading, 1st of December, there was an article that came out. It was published in Desiree News and, um, I'm trying to remember the exact name. This will be close. We'll

Speaker 1 00:31:01 Link to it, we'll find it and make sure

Speaker 2 00:31:02 It's we'll link, we'll link to. Okay. Wonderful. So the announcement was four temples in the top 20 most Peace peaceful places in America. Wow. That's the title. It is pretty impressive. Right? Yeah. So here's a national survey. Went out and did a survey to find

out the most peaceful places in America. Well, we dug into a little bit deeper and what they did is they went to TripAdvisor reviews and they went through the reviews and found out which ones had the most mentions of peaceful. Oh,

Speaker 1 00:31:30 Wow.

Speaker 2 00:31:30 Is that cool? Yeah. So then we of course went and found out that those four temples are all ones that we had helped with the TripAdvisor program. Wow. And so when you want to go read an article, that's really cool to see the end results of this work of members and missionaries working together and doing Trip advisor reviews. You'll find that in those, those four temples are Oakland, Idaho, Idaho Falls, Mesa and dc. Nice. And these are all ones that we were involved with helping with this whole program of being digital missionaries and just leaving reviews. Yeah. Awesome. It's incredible.

Speaker 1 00:32:05 What a what a uh, spiritual payday there that Yeah, it was,

Speaker 2 00:32:08 That's awesome. What a

Speaker 1 00:32:09 All your hard work, you know, they're, they're picking

Speaker 2 00:32:11 Up on it. When I saw that article I read, I was going, it's working <laugh>.

Speaker 1 00:32:15 That's awesome.

Speaker 2 00:32:16 Cool. It was like four years later from we start our mission. Yeah. And so patience pace.

Speaker 1 00:32:21 Yeah. Any other stories or results that come to mind or? Well,

Speaker 2 00:32:25 Yeah, so I'm glad you asked that question as well because I was on the temple roof garden in Oakland, and I'm talking to this gentleman, I tell he has this pretty strong accent and I said, so he just, I'm just curious where you're from. He goes, oh man, I'm from Israel. So I'm sitting there going, I have a Jew here, Uhhuh on the temple, roof garden. And I go, so I'm just curious how you heard about us. He goes, oh, we were just Googling and looking for things to do and this popped up. And I'm going, it's working. <laugh> nice.

Speaker 1 00:32:52 That's cool.

Speaker 2 00:32:53 It's so cool. And you know, book of Moron says it's for the Jew and the Gentile. Yeah. And I was like going, we have a guy all the way from Israel here right now.

Speaker 1 00:33:02 Yeah. Most people go to his country to see their temple. Right. Yeah. Now it's come to our country to see our temple

Speaker 2 00:33:08 And he's here, see ours. That's awesome. It was a great payday. What,

Speaker 1 00:33:11 What did, when people, where there's some common themes when they walk into the, is it was a lot of just, were just bored? Or what led them there? Or what were they expecting? Or what comes to mind?

Speaker 2 00:33:23 Oh, with the visitors'

Speaker 1 00:33:23 Centers? Yeah. When you're at the visitors' center, it

Speaker 2 00:33:25 Is cur such a huge, wide variety. There's just so many people that come from all around the world. And that's why I think it's so important for us to cast a really big digital net and all of us shining our light online. Mm-Hmm. <affirmative> as members so that people can find us. 'cause they, they have all kinds of questions. Some of 'em are coming because they've heard things about us and they wanna verify. I remember a lady coming from downtown Oakland came up and she goes, I'd just want, and she was really nice black lady. And she goes, I just wanna hear it straight from your mouth, what your beliefs are, <laugh>. Oh,

Speaker 1 00:33:57 That's cool. Nice.

Speaker 2 00:33:59 I thought, this is so much fun. Yeah. So I says, okay ma'am, what are your questions? <laugh> Uhhuh. And then we just had the funnest interchange. She was just the funnest, most delightful lady and just loved it. And so that's one example. And other people never even heard, don't have any idea, but they called it the, um, Disneyland castle on the Hill. 'cause when you're driving down there in the lower area of Oakland, you're looking up from the highways, you can see it this beautiful lit up building. Yeah. And it kind of looks like a Disneyland castle. That's one of the church terms out there is the Disneyland castle in Oakland. And they're going, yeah. We just saw it up there and we wanted to come see it. So they just come up here to see it as part of their experience, you know? Yeah.

Speaker 1 00:34:39 Yeah.

Speaker 2 00:34:40 And there's just other people that wanna learn about the church. They've heard about it. There's people, it's just a wide variety. I just love serving in this visitors' center. They're so neat. Yeah.

Speaker 1 00:34:48 It's, it's such a perfect landmark. You know, especially, I mean, Oakland's sort of the epitome of this, where if you've never been to Oakland, it is, you really do see it up on the hill like at night. Like it is there. Like, oh yeah. Like if you're, if you're visiting and you don't know what that is, you're gonna ask, what is that? You know? 'cause it is, it is prominent.

Speaker 2 00:35:05 It's literally the beacon on the hill. Yeah. And it really fun side story, <laugh> Uhhuh, I'd heard rumor that people said that the airplanes use it. Oh yeah, yeah. For aviation. And I thought, well that's interesting. But I don't know if it's really documentary or if that's, you know. Yeah. Just a story. There's a lot

Speaker 1 00:35:18 Of those faith promoting rumors. Right? Sure.

Speaker 2 00:35:20 Yeah. Yeah. What are those? And so I actually called my friend that's an airplane pilot and for major airline. I said, Hey, um, do you guys really use this? 'cause I know he flies in there uhuh. He goes, well, we did in the older days, but now with all the modern technology, yeah, it's pretty as commercial, we don't, he said all the time, I'll hear chatter on the line of the local aviation kind of saying, yeah, line up with the Mormon temple and come in over here at this. And he said, so they, the local small planes, they still use it as a point of reference. Yeah. So isn't that fun? That is

Speaker 1 00:35:52 Cool. That's awesome. Um, anything else as far, like if there is somebody that is somewhat related to a visitors' center or has a local landmark, like as far as the infrastructure or technicalities of, I mean, should they, should they create a website or is that something that, that you did in conjunction with the church or, I mean, oh, what comes to mind there? Yeah.

Speaker 2 00:36:14 That's really important to know. So we did do all this in conjunction with the missionary department. Yeah. That we reported to directly. Remember I mentioned I have a direct report to Salt Lake, and I had direct report with my mission president. Gotcha. So that was all in conjunction with them. And they're very specific on websites, website creation. So I wouldn't recommend anybody just go do it.

Speaker 1 00:36:31 Yeah. Don't go

Speaker 2 00:36:32 Rogue. Right? Yeah. Don't, yeah. That's a good thing. Don't go rogue <laugh>. But we did do, everything we were doing was within, in conjunction with the missionary department that I reported to.

Speaker 1 00:36:40 Is there anything you did through traditional social media channels like Facebook or, uh, you know, Instagram or things like that? Yeah,

Speaker 2 00:36:47 We did. We made that part of our overall digital marketing plan. And we have a channel for all those things. And I

Speaker 1 00:36:53 Think so just a place that, you know, if people typed it in Oakland Temple pop. Yeah.

Speaker 2 00:36:57 They would find us on Facebook, they'd find us on Instagram,

Speaker 1 00:36:59 They'd go there, see pictures, and Mm-Hmm. <affirmative>, things like that. Yep.

Speaker 2 00:37:02 Exactly. So that's all there. And we, we've tried to really cast as big a digital net as we possibly could and try to help people find us. We just want 'em to find us. Yeah. Come and see.

Speaker 1 00:37:12 Awesome. Any other point, principle story that we need to make sure we, we share before we wrap up

Speaker 2 00:37:18 Or? I think those are really good. I guess my one one thought is, is just go for it. Just go do it. Yeah. And all of you that are listening to this podcast today, if you'll just influence the people, invite the people that you know, that you have influence over as a leader. Say when they come to you and say, I'm president or bishop or whoever it is, they say to you, we have this upcoming open house, or we have this opportunity. Um, how can we help? And you could just say, well, one of the really neat things to do is have you thought about leaving reviews? Mm-Hmm. <affirmative>. And by the way, you don't have to limit yourself to one review. I can leave review every time I go to a restaurant. I can leave review every time I go to a temple. I can leave review every time I go to church. Mm. We can literally leave hundreds and thousands of reviews to be a beautiful white beacon online to everyone comes through our path. It's just amazing. Cool. So that would be my invitation if you would just consider doing that as a leader. Just invite people to think about how can I be a digital missionary in today's digital world.

Speaker 1 00:38:16 Cool. Well, last question I have for you, Clint. As you reflect on your time as a leader, even as a, um, you know, a visitors' center director, <laugh>, uh, in that type of leadership, how has being a leader helped you become a better follower of Jesus Christ?

Speaker 2 00:38:30 Wow. Because as I'm following others and learning from others, I just feel the spirit and it just helps me with my testimony. I just am so grateful for all the leaders in my life. So if any of you have been my leaders that are listening to this podcast, thank you. Yeah. For your service, because leadership is hard. It's not easy. It's, it puts you in the growth zone, <laugh>, and you get to, to grow and learn and just, I really appreciate all those that have been leaders. Our mission presidents. We had two mission presidents on our mission. We worked with the temple president, we worked with the temple recorder, we worked with the facilities manager, we worked with Salt Lake, and we had so many people that we collaborated with that shared and worked hard, and were giving their time and their talents and their resources to building up the kingdom here on the earth. And I just love all those covenant keepers. How's that? They have really inspired me.

Speaker 1 00:39:38 And that concludes this how I lead interview. I hope you enjoyed it. And, uh, I would ask you, could you take a minute and drop this link in an email, on social media, in a text, wherever it makes the most sense, and share it with somebody who could relate to this, this experience. And this is how we, how we develop as leaders, just hearing what the other guy's doing, trying some things out, testing, adjusting for your area. And, uh, that's, that's where great leadership's discovered, right? So we would love to have you, uh, share this with, uh, somebody in this calling or a related calling and that would be great. And also, if you know somebody, uh, any type of leader who would be a fantastic guest on the How I Lead segment, uh, reach out to us. Go to [leading-saints.org/contact](https://www.leading-saints.org/contact). Maybe send this in individual an email letting them know that you're going to be suggesting their name for this interview. We'll reach out to them and, uh, see if we can line 'em up. So again, go to [leading-saints.org/contact](https://www.leading-saints.org/contact) and there you can submit all the information and let us know. And maybe they will be on a feature how I lead segment on the Leading Saints podcast. And remember, grab your copy of my new book, is God Disappointed In Me, on Amazon or in select Costco stores?

Speaker 3 00:40:56 It came as a result of the position of leadership, which was imposed upon us by the God of Heaven, who brought forth a restoration of the gospel of Jesus Christ. And when the Declaration was made concerning the only and only true and living church upon the face of the Earth, we were immediately put in a position of loneliness. The loneliness of leadership from which we cannot shrink nor run away. And to which we must face up with boldness and courage and ability.