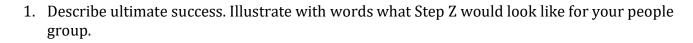


Step 1. Disciple Making Movements Training

1.	Which DMM training(s) have you/your team attended in the past? When and where did you receive this training(s)?
2.	What elements of your DMM training do you think will be essential in a media to DMM strategy?
3.	Define a Disciple Making Movement so that you will know when you have achieved it.
4.	If you have not attended DMM training, which training will you attend? When and where will receive this training?



Step 2. Vision



2. Brainstorm possible vision statements. Highlight your favorite one(s).



Step 3. Extraordinary Prayer

1.	Brainstorm what extraordinary prayer could like for your context?
2.	What kinds of prayer networks already exist for your context?
3.	If no prayer network already exists for your context, is one needed? If so, what will be your role?
4.	What elements of the example prayer networks do you like?



Step 4. Personas

1.	Brainstorm who you think your target audience will be.
2.	Describe where your target audience is and what they are doing when they are consuming media
3.	How do you want them to engage with your content?
4.	What do you think are names of 3-5 roads your people group is walking to Christ. Highlight your favorite one(s).



Step 5. Critical Path

1. What steps NEED to happen (even if you don't know how it will happen) in order to go from where you are now to your ultimate vision? Brainstorm and identify as many vital details as possible. Feel free to use steps from the example.



Step 6. Offline Strategy

1.	Determine what will happen once a seeker expresses interest in meeting face-to-face or receiving a Bible.
2.	Plan how you will attempt initial contact with a seeker to meet face-to-face.
3.	Do you need to learn language for your offline strategy? If so, what will be your plan?
4.	What tools from your DMM training will you try to implement during follow-up meetings? (i.e. Discovery Bible Study, T4T,4-fields)
5.	What security concerns do you need to address with face-to-face meetings?
6.	Do you need to build a team/coalition for a successful offline strategy?



Step 7. Media Platforms

1.	Which media platforms do you think will work best for your context?
2.	Which media platform will you try first? Why?
3.	What security risks do you need to consider for your media platforms?
4.	Brainstorm e-mail ideas. Highlight your favorite one(s).
5.	What will be your password management plan?



Step 8. Name and Branding

1.	Brainstorm possible brand names for your website, social media pages, etc. Highlight your favorite name(s).
2.	Brainstorm possible taglines. Highlight your favorite tagline(s).
3.	Sketch or brainstorm logo ideas/color schemes below:



Step. 9 Content

cp.	Johnson
1.	Brainstorm campaign themes and content ideas.
2.	How will you gather photos?
2	Which Content Calendar tools do you plan on using? (e.g. Trello, Google Drive)
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4.	Who could be a part of a content team with you? When and how often could you meet?



5. What DNA from your DMM training is essential to be included from the start in your content? (e.g. reproducibility; multiplication; radical, immediate, costly obedience; priesthood of all believers)



Step 10. Ads

1.	Brainstorm a list of keywords or phrases that people in your context might search for online
2.	Brainstorm questions you have about ads and online marketing
2	
3.	What will be your next steps to help you learn more about online marketing?



Evaluation

1. What will be your plan for ensuring that you are regularly evaluating and adjusting your strategy plan?