



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. 9 Content

1. Brainstorm campaign themes and content ideas.
2. How will you gather photos?
3. Which Content Calendar tools do you plan on using? (e.g. Trello, Google Drive)
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)



Evaluation

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