



EXPANSION- IN-ACTION WORKSHEET

Topic: Positioning Your Ministry for Expansion (Part 1) – Presence Alone is NOT Enough

Expansion Principle: *Your presence alone is NOT enough; you must become a master at positioning yourself and your ministry for expansion*

OBJECTIVE #1 - Know the goal of every marketing piece and expansion activity. Each expansion activity should have no more than three goals. (See the example below)

Expansion Activity/marketing material: **Website**

Goal #1: To establish a connection with those who visit.

Goal #2: To offer an experience to those who stop by.

Goal #3: To generate income or revenue.



OBJECTIVE #2 – Make yourself aware of your limitations or the limitations of the medium/modality you are using to expand you reach.

Expansion Activity/marketing material: **Website**

Limitation #1: Only 8 seconds to gain the attention of those who visit the site.

Limitation #2: Maintaining the attention of the audience without personal interaction.

Limitation #3: No guarantee that visitor will come back to site or visit your ministry.



OBJECTIVE #3 – Create a strategy to overcome your limitation.

Expansion Activity/marketing material: **Website**

Positioning Move #1: Offer compelling videos on the main page of your website that create an experience for those who visit.

Positioning Move #2 Add tremendous value to those who visit your site in exchange for information that will allow you to stay connected.

Positioning Move #3: Make PM#2 a part of a series or program and make it available for immediate purchase on your website.





CREATE YOUR PLAN TO MOVE FROM MERELY BEING PRESENT TO
POSITIONING FOR EXPANSION

EXPANSION ACTIVITY/MATERIAL: _____

<u>GOAL/PURPOSE</u>	<u>LIMITATION</u>	<u>POSITIONING MOVE</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

EXPANSION ACTIVITY/MATERIAL: _____

<u>GOAL/PURPOSE</u>	<u>LIMITATION</u>	<u>POSITIONING MOVE</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

EXPANSION ACTIVITY/MATERIAL: _____

<u>GOAL/PURPOSE</u>	<u>LIMITATION</u>	<u>POSITIONING MOVE</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____





ADDITIONAL NEXT STEPS AND NOTES:

