

# JUMPSTART!

21 Days To Creating A Rock-Solid Expansion Plan for Your Ministry

## Moments that Matter – “The Encounter”

- *To Engage – Create a connection.*
- *To Entertain – Create a pleasing distraction.*
- *To Educate – Inform your audience of how you can add value to their lives*

### 1. List at least three ways others encounter your ministry.

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

### 2. Choose an encounter. Write what happens in an encounter from beginning to end. (ex. visit website, watch video, sign-up, receive thank you email containing free download, added to newsletter list, etc.)

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_
- g. \_\_\_\_\_

# JUMPSTART!

21 Days To Creating A Rock-Solid Expansion Plan for Your Ministry

### 3. How do these activities engage, entertain, and educate your audience?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

### 4. After listening to this week's call, what will you do differently to enhance your encounters?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 5. When will these changes be implemented? What specific date?

\_\_\_\_\_

### 6. What outcome do you anticipate as a result of these changes?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_