

TEAM APPLICATION GUIDE



KEY CONCEPTS

How to Gain Momentum with Your Online Content

1. In the age of Netflix, Hulu, Amazon Prime and Disney Plus, many churches and organizations still behave like cable TV.
2. People prefer great content over new content.
3. People woke up today with the questions you answered in the past.
4. You can reach new people with content you produced three years ago.

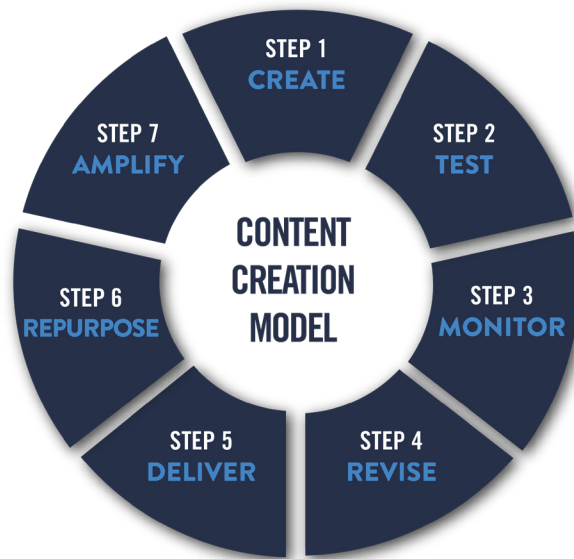
DISCUSSION QUESTIONS

1. To what extent does your organization fall into the old model of Create, Reveal, Abandon? Why do you still hold on to that model?
2. Do people access your church/organization more like cable TV or Netflix? What could be improved in your approach?
3. Brainstorm examples of great content (such as a best-selling book or TV series) vs new content. How has the great content been repurposed and leveraged since its initial release?

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4. Which of the seven steps in the new content creation model are you practicing? Which are you missing?



APPLICATION STEPS

1. Make a list of topics/problems that the people you are trying to reach (or serve) are struggling with the most.

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2. The internet doesn't lie. What has the internet told you about content that is resonating and content that is not resonating?

3. Brainstorm ways that you can revise or repurpose your best performing content to post on different channels.