

Content Evangelism 101

Worksheet | Jamie Domm | JDIM.digital

People search online for answers to their problems. What better place for the Church to share its message of hope and wholeness? Armed with a deep understanding of what the felt needs are for your target audience and their motivating factors, you can now meet them where they are in their spiritual journey by creating content that specifically addresses their felt needs and is positioned to be found.

Take a moment to review your audiences felt needs, core values, and motivation factors from the Understanding Your Audience worksheet in the space below:

Improve the Lives of Others

The number one reason people share content is that they feel it will improve the lives of their followers/friends. Amazingly, this is a core Christian value and could be developed in coordination with digital media for the gospel message. As digital evangelists and disciples, it's an essential part of our mission to share and create content that will uplift, help, address a felt need, and/or improve the lives of your audience.

What types of content or topics would improve the lives of your target audience?

Fill in the space below:

Empathy: Think Like a Seeker

Always remember: empathy first. Put yourself in a prospective visitor/viewer/engager's place and seek to understand their needs and/or experiences. Figure out what their barriers to entry or barriers to faith are, and try to diminish or address them through the content you create, services you provide, and the relationships you build. Create an online space for community, love, support, and understanding through your content. When creating or curating content, consider who might engage with your media.

Ask: (fill in the blanks)

- What questions might my audience have that I can answer?
- What questions could they have about my church or beliefs?
- What questions might they have about God?
- What would encourage them to attend a church or reach out to a Christian to better understand Jesus, salvation, or the Bible?
- What issues are they facing?
- What could encourage or help them in hard times?
- What are their barriers to faith or barriers to entry in my church?

Our goal as content evangelists is to reveal who God really is in a world that often views God, or religion in general, as vindictive, cruel, and uncaring.

Don't just create content for content's sake. Consider: How will their attitude and perceptions of God or themselves change because of your [article/letter/post/video]?

Packaging Your Content

Now that you have a sense of what content would be the most relevant to your target audience, choose 5 topics that will address a felt need, improve their life, and/or answer a question. List them below:

Position Your Topics for Search

Being strategic and intentional with the content we create, can help us provide people with the answers and connection they are searching for. Find content, write content, and curate content related to top Google searches for topics relevant to your target audience. You can get top search data from any search engine, YouTube, and other social media trend tracking sites. Try it. Start typing in a question and let the search engine auto-finish. The top results represent the most popular search queries. In other words, you will see what large numbers of people are searching for online. It gives you a sneak peek into their needs, worries, and nagging questions, as well as helps you determine the best way to frame your message.

Go to Google (or YouTube) and use the autofill to help craft your content titles for the 5 topics you chose previously. Make a list of key phrases you find. Choose the strongest or best match and phrase your topic title to exactly match the language used in the search autofill. List your results below for each topic:

Your digital strategy must go beyond “content out, bodies in.” Strive to create and curate content that moves people through their spiritual journey. Find ways to feed your community’s spiritual needs beyond the few hours they spend in a church service each week. Provide spiritual guidance to those people who may never come to a church service. After all, the kingdom of God is an all-day, every-day pursuit. His Church and teachings should be available 24/7.

The burden is not on you to create all the content your ministry shares. Take a moment to list online sources of content that you can draw from to help support your content evangelism strategy. Examples may include (but are not limited to) similar ministries, Christian social media influencers, and even members of your youth group.