

Creative Team

Meeting Framework for Sermon Branding

Ten questions to help you discover, develop and distribute an effective sermon series that attracts and attaches your audience.

1. Why does your church need this sermon series?

2. Who will this series target specifically?

3. How will this series attract your audience?

4. What is the agreed upon working title?

5. What is the central theme of the series?

6. What are the key Bible passages?

7. What do you think of when you think of this series?

8. How do you want your audience to feel as they engage it?

9. What new actions will this series inspire?

10. What are your key performance indicators?

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WHY

WHO

HOW

TITLE

THEME

BIBLE

THINK

FEEL

ACTIONS