

Tim Catchim - Research

Packet

Generated: January 4, 2026

Recognition Reflection

Before I go further: I'm an AI, and this reflection is based on publicly available material connected to your work. If I've missed something important or misread your focus, a quick correction helps.

Your calling is to help churches activate fivefold ministry. You lead, write, and form leaders in APEST framework application, movemental church planting, and leadership development.

I see your work at Trimtab, the coaching and consulting agency you founded, and at OneLife, the movemental church plant in Nashville where you serve as team leader. Your books—including “The Permanent Revolution: Apostolic Imagination and Practice for the 21st Century Church” and “The Permanent Revolution Playbook” with Alan Hirsch—through InterVarsity Press, are anchored at trimtab.guide.

I notice you return to the connection between framework and practice: how fivefold ministry activates collective capacity, how coaching informs church planting, how entrepreneurial experience shapes movemental leadership. Your work exists in coaching groups where you facilitate, at OneLife where you lead,

across your Trimtab website and Co-Lab community, in your published books, through your contributions on Hermeneutics Stack Exchange.

What tends to get lost is continuity. Coaching insights may not become articles beyond what you already write. Church planting stories may not become accessible content. Training materials may not connect clearly to your published work. The patterns you see in practice may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that church planters and coaches simply don't have. The tools required teams. The costs were significant. The trade-offs were real. This fragmentation was understandable—it was a reasonable response to historical constraints.

Something has changed. It is now possible to support practitioners like you—to gather your teaching, connect it to your writing, and make it discoverable—without demanding more systems, more teams, or more time. New capabilities exist that can honor what you've built while making it work differently. Movemental exists because of this change. Not as another platform to manage, but as a response to a new possibility.

Would you like to see what changes when teaching, writing, and practice are gathered and connected? Or would you prefer to correct anything I got wrong?

Content Analysis

Content Analysis: Tim Catchim

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes

1. Fivefold Ministry (APEST)

- Core focus: Apostle, Prophet, Evangelist, Shepherd, Teacher framework
- Application to leadership and team dynamics
- Integration into organizational structures
- Practical implementation in church and ministry contexts

2. Apostolic Imagination and Practice

- Apostolic leadership for 21st century church
- Movemental church practices
- Church planting and multiplication

- Missional movement development

3. Leadership Development

- Coaching and consulting approach
- Team dynamics and organizational design
- Strategic vision and clarity for entrepreneurial ventures
- Innovation processes

4. Discipleship and Faith Formation

- Integration of atonement models
- Discipleship practices
- Faith formation in community contexts

5. Organizational Design

- Integration of multiple frameworks (APEST, MBTI, Enneagram)
- Group dynamics
- Organizational structure and innovation
- Multi-vocational approaches

6. Church Planting and Movement

- Urban and semi-urban church planting
- Movemental church development
- Community development
- Missional church practices

7. Community Development

- Working with at-risk youth
- Community initiatives

- Social entrepreneurship (recycling, Go Green programs)
- Non-profit startup phases

Theological Focus Areas

- **Fivefold Ministry (APEST):** Primary theological framework
- **Apostolic Practice:** Emphasis on apostolic leadership and imagination
- **Missional Theology:** Movemental church, missional practices
- **Ecclesiology:** Church structure, organization, multiplication
- **Discipleship:** Faith formation, discipleship models
- **Atonement:** Integration of atonement models in leadership philosophy

Movement Focus

- **Missional Movements:** Movemental church development
- **Church Planting:** Urban and semi-urban contexts
- **Apostolic Movements:** Fivefold ministry activation
- **Leadership Development:** Coaching and consulting for movement leaders
- **Community Transformation:** Social entrepreneurship and community development

Recurring Topics and Subjects

- APEST framework application
- Leadership and team dynamics
- Organizational design and innovation
- Church planting and multiplication
- Community development and transformation

- Multi-vocational ministry
- Strategic vision and clarity
- Integration of multiple leadership frameworks (MBTI, Enneagram, APEST)

Content Organization Analysis

Content Organization Structure

Books:

- “The Permanent Revolution”: Main theoretical and practical work on APEST
- “The Permanent Revolution Playbook”: Practical six-week exploration for groups

Coaching/Consulting (Trimtab):

- Coaching groups
- Interactive learning experiences
- Co-Lab community (collaborative learning and networking)

Church (OneLife):

- Church website with team information
- Community initiatives
- Movemental church plant focus

Content Strategy Assessment

Strengths:

- Clear thematic consistency (APEST focus across all work)

- Practical application emphasis (playbook, coaching, consulting)
- Integration of theory and practice
- Multi-platform approach (books, coaching, church)

Organization Patterns:

- Books provide theoretical foundation
- Playbook provides practical group application
- Trimtab provides ongoing coaching and community
- OneLife provides embodied practice context

Content Interconnection:

- Books inform coaching/consulting work
- Coaching/consulting applies book principles
- Church provides living laboratory for principles
- Clear progression from theory → practice → community

Content Series or Standalone Pieces

Book Series:

- “The Permanent Revolution” (main book)
- “The Permanent Revolution Playbook” (companion workbook, 2014)

Coaching/Consulting Series:

- Trimtab coaching groups (ongoing)
- Co-Lab community (ongoing collaborative learning)

Content Gaps:

- Blog posts or articles not clearly identified

- Video content not clearly identified
- Podcast content not clearly identified
- Newsletter content not clearly identified
- Conference speaking content not fully documented

Voice & Style Analysis

Writing Style

Observed Characteristics:

- **Practical and Applicable:** Focus on implementation and application
- **Theoretical Foundation:** Grounded in theological and leadership frameworks
- **Collaborative:** Co-authoring approach (with Alan Hirsch)
- **Integrative:** Integration of multiple frameworks and models
- **Movemental:** Emphasis on movement and multiplication

Tone and Approach:

- **Accessible:** Practical application focus makes content accessible
- **Professional:** Coaching and consulting approach
- **Innovative:** Emphasis on innovation and strategic vision
- **Community-Oriented:** Focus on community development and collaborative learning

Theological Positioning

Observable Characteristics:

- **Missional:** Emphasis on missional church and movement
- **Apostolic:** Focus on apostolic leadership and practice
- **Fivefold Ministry:** APEST framework as core theological structure
- **Ecclesial Innovation:** Emphasis on church structure and organizational design
- **Community Transformation:** Integration of faith and community development

Audience Level

Primary Audiences:

- **Church Leaders:** Pastors, church planters, ministry leaders
- **Coaches and Consultants:** Leadership development professionals
- **Organizational Leaders:** Teams and organizations seeking APEST application
- **Practitioners:** Those implementing fivefold ministry in contexts
- **Movement Leaders:** Those developing missional and apostolic movements

Accessibility:

- **Popular Level:** Books written for practical application
- **Practitioner Level:** Coaching and consulting for active implementation
- **Group Level:** Playbook designed for group exploration

Discoverability Assessment

SEO Indicators

Website SEO:

- **trimtab.guide**: Clear domain name, focused on APEST and coaching
- **onelifenashville.wixsite.com**: Wix subdomain may impact SEO

Book SEO:

- Clear, searchable book titles
- Publisher presence (InterVarsity Press) provides authority
- Co-author relationship with Alan Hirsch provides network connections

Content Indexing

Search Engine Presence:

- Books appear in search results
- Trimtab website appears in search results
- OneLife website appears in search results
- Profile platforms ([clay.earth](#)) appear in search results
- Book reviews and summaries appear ([lifeandleadership.com](#))

Publisher Presence:

- InterVarsity Press author page
- Amazon, Apple Books, AbeBooks listings
- Book reviews and summaries available

Social Sharing Indicators

Status: To be verified through additional research

- Social media presence not fully confirmed
- Social sharing patterns to be assessed

Backlinks and References

Identified Backlinks:

- Book reviews and summaries (lifeandleadership.com)
- Publisher platforms (IVP, Amazon, Apple Books)
- Profile platforms (clay.earth)
- Co-author relationship with Alan Hirsch provides network connections

Reference Sources:

- Book summaries and reviews
- Publisher listings
- Professional profiles
- Church and organizational websites

Domain Authority Indicators

High Authority:

- Publisher platforms (InterVarsity Press, Amazon, Apple Books)
- Established book publications

Medium Authority:

- trimtab.guide (established 2021, focused domain)

Lower Authority:

- onelifenashville.wixsite.com (Wix subdomain)

Ecosystem Analysis

Content Ecosystem Structure

Core Content:

- Books (theoretical foundation)
- Playbook (practical application)
- Coaching/consulting (ongoing support)
- Church (embodied practice)

Content Relationships:

- Books inform coaching/consulting work
- Coaching/consulting applies book principles
- Church provides living context for principles
- Clear progression: theory → practice → community → embodiment

Cross-References Between Content

Book to Coaching:

- Books provide APEST framework
- Coaching applies framework to specific contexts

Coaching to Church:

- Coaching principles inform church practice
- Church provides case study for coaching

Playbook to Group Application:

- Playbook designed for group exploration
- Connects to coaching groups and Co-Lab community

Connections to Other Authors/Leaders

Primary Connection:

- **Alan Hirsch:** Co-author relationship, prominent missional movement leader
- Network connections through Hirsch's extensive network

Potential Connections:

- Missional movement leaders
- Church planting networks
- APEST practitioners
- Leadership development communities

Institutional Partnerships

Publishers:

- InterVarsity Press (IVP)

Organizations:

- Trumtab (founded by Tim Catchim)
- OneLife (co-founded by Tim Catchim)

Educational:

- Faulkner University (B.A. in Biblical Studies)

Community Engagement

Co-Lab Community:

- Collaborative learning and networking
- Interactive learning experiences
- Ongoing community engagement

Hermeneutics Stack Exchange:

- Active contributor
- Theological discussion participation

Church Community:

- OneLife church community
- Community initiatives

Content Gaps and Opportunities

Identified Gaps

1. **Blog/Article Content:** Not clearly identified
2. **Video Content:** Not clearly identified
3. **Podcast Content:** Not clearly identified
4. **Newsletter Content:** Not clearly identified
5. **Conference Speaking:** Not fully documented
6. **Guest Appearances:** Not fully documented

7. **Course Content:** Co-Lab mentioned but details not fully explored

Content Expansion Opportunities

1. **Article Series:** Expand book content into article series
2. **Video Content:** Create video content explaining APEST framework
3. **Podcast:** Host or guest on podcasts about APEST and leadership
4. **Newsletter:** Regular communication with Co-Lab community and broader audience
5. **Course Content:** Develop structured courses from coaching content
6. **Conference Content:** Document and share conference speaking
7. **Case Studies:** Share stories from coaching and church contexts

Content Interconnection Opportunities

1. **Cross-Platform Linking:** Connect books, coaching, and church content
2. **Content Repurposing:** Convert coaching content into articles, videos, courses
3. **Series Development:** Develop content series around APEST themes
4. **Community Content:** Feature Co-Lab community stories and case studies
5. **Church Content:** Share OneLife stories and learnings

Research Limitations

- Blog/article content not fully identified
- Video/podcast content not fully discovered
- Newsletter presence not confirmed

- Conference speaking history not fully documented
 - Course content details not fully explored
 - Social media content not fully assessed
 - Content volume estimates are preliminary
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Digital Presence Discovery

Digital Presence Discovery: Tim Catchim

Research Date: January 4, 2026

Website Presence

Primary Websites

1. Trimtab (trimtab.guide)

- Type: Coaching and consulting agency website
- Focus: APEST framework application, leadership development, team dynamics
- Services: Coaching groups, interactive learning experiences, Co-Lab community

- Founded: 2021
- Status: Active
- Content Types: Coaching information, services, resources

2. OneLife Nashville (onelifenashville.wixsite.com)

- Type: Church website (Wix-based)
- Focus: Movemental church plant in Nashville
- Role: Tim Catchim serves as Team Leader
- Status: Active
- Content Types: Church information, team information, community initiatives

Profile Platforms

1. Clay.earth

- Type: Professional profile platform
- Content: Professional profile, background information
- Status: Active

2. Hermeneutics Stack Exchange

- Type: Online theological discussion platform
- Role: Active contributor
- Content: Theological discussions, Q&A contributions
- Status: Active

Platform Presence Discovery

Publishing Platforms

1. InterVarsity Press (IVP)

- Type: Publisher author page
- Books: “The Permanent Revolution” (co-authored with Alan Hirsch)
- Status: Active

2. Amazon

- Type: Book retailer
- Books: “The Permanent Revolution”, “The Permanent Revolution Playbook”
- Status: Available

3. Apple Books

- Type: Digital book platform
- Books: “The Permanent Revolution”
- Status: Available

4. AbeBooks

- Type: Book retailer
- Books: “The Permanent Revolution Playbook”
- Status: Available

Social Media Platforms

Status: To be verified through additional research

- Twitter/X: Not confirmed
- Facebook: Not confirmed
- LinkedIn: Not confirmed
- Instagram: Not confirmed
- YouTube: Not confirmed

Video Platforms

Status: To be verified through additional research

- YouTube: Not confirmed
- Vimeo: Not confirmed
- Institutional video hosting: Not confirmed

Audio Platforms

Status: To be verified through additional research

- Podcast platforms (Apple Podcasts, Spotify, etc.): Not confirmed
- Guest appearances on podcasts: To be verified

Course/Learning Platforms

Status: To be verified through additional research

- Teachable: Not confirmed
- Thinkific: Not confirmed
- Trimtab Co-Lab: Mentioned as part of Trimtab services (interactive learning experiences)

Newsletter Platforms

Status: To be verified through additional research

- Mailchimp: Not confirmed
- ConvertKit: Not confirmed
- Substack: Not confirmed

Academic Platforms

Status: To be verified through additional research

- [Academia.edu](#): Not confirmed
- ResearchGate: Not confirmed
- Institutional repositories: Not confirmed

Ministry Platforms

1. OneLife Nashville ([onelifenashville.wixsite.com](#))

- Type: Church website
- Content: Church information, team, community initiatives
- Status: Active

Content Form Discovery

Identified Content Types

1. Books

- “The Permanent Revolution: Apostolic Imagination and Practice for the 21st Century Church” (co-authored with Alan Hirsch)
- “The Permanent Revolution Playbook: APEST for the People of God” (co-authored with Alan Hirsch, 2014)

2. Coaching/Consulting Content

- Trimtab coaching groups
- Interactive learning experiences
- Co-Lab community resources
- APEST framework application materials

3. Church Content

- OneLife church website content
- Community initiative information
- Team leadership content

4. Online Discussion Content

- Hermeneutics Stack Exchange contributions
- Theological Q&A participation

Content Types to Verify

- Articles/blog posts: Not confirmed
- Sermons/talks (audio, video, transcripts): To be verified
- Courses/training materials: Trimtab Co-Lab mentioned, details to verify
- Podcasts: To be verified
- Video content: To be verified
- Social media content: To be verified

- Newsletter content: To be verified
- Academic papers/articles: To be verified
- Conference speaking: To be verified
- Guest appearances/interviews: To be verified

Content Volume Assessment

Published Books

- **2 books** (both co-authored with Alan Hirsch)
 - “The Permanent Revolution” (main book)
 - “The Permanent Revolution Playbook” (2014, workbook format)

Coaching/Consulting Services

- Trimtab coaching groups (volume to be determined)
- Co-Lab community (active community, size to be determined)
- Interactive learning experiences (frequency to be determined)

Church Content

- OneLife church website (content volume to be assessed)
- Community initiatives (number and scope to be determined)

Online Contributions

- Hermeneutics Stack Exchange (contribution volume to be assessed)

Content Frequency/Recency

- Book publications: 2014 (Playbook), main book publication date to be verified
- Trimtab: Founded 2021, active
- OneLife: Active church plant, foundation-laying phase
- Online activity: Active on Hermeneutics Stack Exchange

Platform Distribution

Owned Platforms

- trimtab.guide (Trimtab website - owned)
- onelifenashville.wixsite.com (OneLife church - Wix platform, content owned)

Rented Platforms

- Wix (OneLife website hosting)
- Clay.earth (profile platform)
- Hermeneutics Stack Exchange (discussion platform)
- Publisher platforms (IVP, Amazon, Apple Books, etc.)

Platform Fragmentation Assessment

- Content appears distributed across:
 - Trimtab website (coaching/consulting)
 - OneLife website (church)
 - Publisher platforms (books)

- Profile platforms (clay.earth)
- Discussion platforms (Hermeneutics Stack Exchange)
- Potential for greater content interconnection

Discoverability Indicators

SEO Indicators

- Trimtab website: trimtab.guide (clear domain)
- OneLife website: onelifenashville.wixsite.com (Wix subdomain may impact discoverability)
- Book titles: Clear, searchable titles

Content Indexing

- Books appear in search results
- Trimtab website appears in search results
- OneLife website appears in search results
- Profile platforms appear in search results

Social Sharing Indicators

- To be verified through additional research

Backlinks and References

- References from book reviews and summaries (lifeandleadership.com)
- Co-author relationship with Alan Hirsch provides network connections

- Publisher presence (IVP) provides authority

Domain Authority Indicators

- trimtab.guide: Established domain (founded 2021)
- onelifenashville.wixsite.com: Wix subdomain (may have lower authority)
- Publisher platforms: High authority (IVP, Amazon, Apple Books)

Research Limitations

- Social media presence not fully verified
- Video/podcast content not fully discovered
- Blog/article content not fully identified
- Conference speaking history not fully documented
- Newsletter presence not confirmed
- Course content details not fully explored
- Content volume estimates are preliminary

Next Steps

- Verify social media presence (LinkedIn, Twitter, Facebook, Instagram, YouTube)
- Search for podcast appearances and interviews
- Search for conference speaking engagements
- Explore Trimtab website more thoroughly for content
- Explore OneLife website more thoroughly for content

- Search for blog posts, articles, or other written content
 - Verify newsletter presence
 - Search for video content (YouTube, Vimeo)
 - Document all discovered URLs and sources
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Gap Analysis

Gap Analysis: Tim Catchim

Research Date: January 4, 2026

Embodied Work Indicators

Teaching/Speaking Engagements

Identified:

- Coaching and consulting through Trimtab (ongoing)
- Interactive learning experiences
- Co-Lab community facilitation
- Church leadership at OneLife

To Be Verified:

- Conference speaking engagements

- Workshop facilitation
- Guest speaking at churches or organizations
- Training events
- Podcast guest appearances

Pastoral/Ministry Roles

Current Roles:

- **Team Leader at OneLife:** Movemental church plant in Nashville
- **Church Planting:** Urban and semi-urban church planting experience
- **Community Development:** Working with at-risk youth, community initiatives

Experience:

- Extensive church planting experience
- Community development work
- Multi-vocational ministry approach

Institutional Affiliations

Current:

- **Trimtab:** Founder, coaching and consulting agency
- **OneLife:** Team Leader/Co-founder, movemental church plant

Educational:

- **Faulkner University:** B.A. in Biblical Studies

Publisher:

- **InterVarsity Press:** Co-author of published books

Movement/Network Participation

Identified:

- Missional movement (through co-author relationship with Alan Hirsch)
- APEST practitioner network (through Trimtab and Co-Lab community)
- Church planting networks (through experience and OneLife)
- Leadership development communities

Potential Networks:

- Missional church networks
- Church planting networks
- APEST practitioner communities
- Leadership coaching networks

Book Publications

Published Books:

- “The Permanent Revolution: Apostolic Imagination and Practice for the 21st Century Church” (co-authored with Alan Hirsch)
- “The Permanent Revolution Playbook: APEST for the People of God” (co-authored with Alan Hirsch, 2014)

Print Presence: Established through InterVarsity Press

Established Reputation/Recognition

Indicators:

- Co-author relationship with Alan Hirsch (prominent missional movement leader)
- Published author through InterVarsity Press
- Founder of Trimtab coaching/consulting agency
- Active church leader and church planter
- Recognized for contributions to missional church leadership

Digital Expression Analysis

Embodied Work Representation

Well Represented Digitally:

- **Books:** Available in print and digital formats (Amazon, Apple Books, etc.)
- **Coaching Services:** Trimtab website presents coaching and consulting services
- **Church Information:** OneLife website presents church information

Partially Represented Digitally:

- **Coaching Content:** Services described but content depth not fully visible
- **Church Content:** Basic information present but depth of content not fully visible
- **Community Initiatives:** Mentioned but details not fully documented

Not Clearly Represented Digitally:

- **Teaching/Speaking:** Conference speaking, workshops, training not clearly documented
- **Sermons/Talks:** Not clearly identified in digital format

- **Coaching Insights:** Insights from coaching work not clearly published as articles or content
- **Church Stories:** Stories and learnings from OneLife not clearly documented
- **Case Studies:** Case studies from coaching and church contexts not clearly shared

Content Forms Present vs. Missing

Present:

- Books (print and digital)
- Coaching/consulting service descriptions
- Church website information
- Professional profiles

Potentially Missing or Not Clearly Identified:

- Articles/blog posts
- Sermons/talks (audio, video, transcripts)
- Video content
- Podcast content
- Newsletter content
- Course content (beyond Co-Lab mention)
- Conference speaking content
- Guest appearances/interviews
- Case studies and stories

Digital Extension of Live Teaching

Coaching/Consulting:

- Trimtab provides coaching services (live/embodied)
- Digital presence describes services but may not fully extend teaching content

Church Leadership:

- OneLife provides live church leadership
- Digital presence provides basic information but may not fully extend teaching content

Gap: Live teaching and coaching insights may not be fully captured and extended digitally

Ideas from Books Developed Further Online

Books Provide:

- Theoretical foundation for APEST
- Practical framework for application

Online Development:

- Trimtab applies book principles through coaching
- Co-Lab community provides ongoing application
- Church provides embodied practice

Gap: Book ideas may not be further developed through articles, videos, or other digital content forms

Continuity Between Content Forms

Present Continuity:

- Books → Coaching/Consulting (clear connection)
- Books → Playbook (clear connection)

- Coaching → Church (potential connection)

Potential Gaps:

- Books → Articles (not clearly identified)
- Coaching → Articles/Videos (not clearly identified)
- Church → Stories/Case Studies (not clearly identified)
- Speaking → Digital Content (not clearly identified)

Gap Identification

What Exists in Embodied Work But Not Digitally

Coaching Insights:

- Insights from coaching work with individuals and organizations
- Case studies from APEST application
- Learnings from leadership development work
- Stories of transformation and application

Church Stories:

- Stories from OneLife church plant
- Community initiative outcomes
- Movemental church learnings
- Church planting insights

Teaching Content:

- Conference speaking content
- Workshop facilitation content
- Training event content
- Guest speaking content

Practical Application:

- Real-world APEST application examples
- Leadership development case studies
- Organizational transformation stories
- Community development outcomes

What Digital Content Exists But Isn't Connected

Potential Disconnection:

- Books may not be clearly connected to ongoing coaching work
- Coaching services may not be clearly connected to church practice
- Church content may not be clearly connected to book principles
- Professional profiles may not be clearly connected to active work

Platform Fragmentation:

- Content distributed across multiple platforms (Trimtab, OneLife, publisher platforms)
- Potential for greater interconnection between platforms
- Opportunity for unified content ecosystem

Opportunities for Digital Amplification

Content Repurposing:

- Coaching insights → Articles/Blog posts
- Church stories → Case studies/Articles
- Teaching content → Video/Podcast/Articles
- Book content → Article series/Video series

Content Expansion:

- Develop article series from book themes
- Create video content explaining APEST framework
- Develop podcast content on leadership and APEST
- Create course content from coaching materials

Content Interconnection:

- Connect books, coaching, and church content
- Create content series around APEST themes
- Develop unified content ecosystem
- Cross-reference content across platforms

Content Forms Missing

Identified Missing Forms:

- Articles/blog posts (not clearly identified)
- Video content (not clearly identified)
- Podcast content (not clearly identified)
- Newsletter content (not clearly identified)

- Course content (Co-Lab mentioned but details not fully explored)
- Conference speaking content (not fully documented)

Discoverability Gaps

SEO Gaps:

- OneLife website on Wix subdomain (may impact discoverability)
- Potential for improved SEO across platforms

Content Indexing Gaps:

- Some content may not be fully indexed
- Opportunity for improved content discoverability

Social Sharing Gaps:

- Social media presence not fully verified
- Opportunity for improved social sharing and engagement

Connection Gaps

Content Isolation

Potential Isolation:

- Books may exist somewhat isolated from ongoing work
- Coaching content may not be clearly connected to other content
- Church content may not be clearly connected to other content
- Professional profiles may not be clearly connected to active work

Content Repurposing Opportunities

Books:

- Book content could be repurposed into article series
- Book themes could be expanded into video content
- Book principles could be developed into course content

Coaching:

- Coaching insights could be shared as articles or case studies
- Coaching content could be developed into courses
- Coaching stories could be shared as content

Church:

- Church stories could be shared as case studies
- Church learnings could be developed into content
- Church practice could inform book updates or new content

Series Development Opportunities

APEST Series:

- Series on each APEST role
- Series on APEST application
- Series on APEST in different contexts

Leadership Series:

- Series on leadership development
- Series on team dynamics
- Series on organizational design

Church Planting Series:

- Series on church planting
- Series on movemental church
- Series on community development

Theme Expansion Opportunities

Fivefold Ministry (APEST):

- Expand APEST content across multiple forms
- Develop APEST resources and tools
- Create APEST community content

Leadership Development:

- Expand leadership development content
- Develop leadership resources
- Create leadership community content

Church Planting:

- Expand church planting content
- Develop church planting resources
- Share church planting stories and learnings

Research Limitations

- Some embodied work may not be fully identified
- Digital content may exist but not be fully discovered

- Content connections may exist but not be fully documented
 - Opportunities may be greater than identified
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Identity Verification

Identity Verification: Tim Catchim

Research Date: January 4, 2026

Confidence Level: High

Primary Identity

Full Name: Tim Catchim

Primary Role: Multi-vocational Entrepreneur, Author, Church Leader, Coach

Location: Nashville, Tennessee, USA

Personal Background

Education:

- B.A. in Biblical Studies from Faulkner University

Geographic Location: Nashville, Tennessee (current)

Institutional Affiliations

1. Trimtab

- Role: Founder
- Type: Coaching and consulting agency focused on APEST (Apostle, Prophet, Evangelist, Shepherd, Teacher) framework application
- Founded: 2021
- Website: trimtab.guide

2. OneLife

- Role: Team Leader / Co-founder
- Type: Movemental church plant in Nashville, Tennessee
- Website: onelifenashville.wixsite.com

3. Hermeneutics Stack Exchange

- Role: Active contributor
- Type: Online theological discussion platform

Published Works

Tim Catchim has co-authored influential books:

1. “The Permanent Revolution: Apostolic Imagination and Practice for the 21st Century Church”

- Co-authored with Alan Hirsch
- Focus: Explores the fivefold ministry roles outlined in Ephesians 4 (APEST: Apostles, Prophets, Evangelists, Shepherds, Teachers)
- Publisher: InterVarsity Press (IVP)
- Available: Print, digital (Apple Books, Amazon, etc.)

2. “The Permanent Revolution Playbook: APEST for the People of God”

- Co-authored with Alan Hirsch
- Released: 2014
- Focus: Six-week exploration designed to help groups understand and implement APEST in their ministries
- Format: Workbook/playbook

Focus Areas: Fivefold ministry (APEST), church leadership, discipleship, organizational development, missional church, church planting, leadership development, coaching

Professional Roles

- **Author:** Co-author of influential books on fivefold ministry and apostolic practice
- **Entrepreneur:** Multi-vocational entrepreneur with experience starting multiple businesses
- **Church Leader:** Team Leader at OneLife, a movemental church plant in Nashville
- **Coach/Consultant:** Founder of Trimtab, providing coaching and consulting services

- **Community Developer:** Experience with at-risk youth, community development initiatives
- **Business Founder:** Started several businesses including curbside recycling service and Go Green Initiative

Digital Presence Indicators

- **Primary Website:** trimtab.guide (Trimtab coaching and consulting)
- **Church Website:** onelifenashville.wixsite.com (OneLife church)
- **Publisher Presence:** InterVarsity Press (IVP) author page (co-author with Alan Hirsch)
- **Online Platform:** Hermeneutics Stack Exchange (active contributor)
- **Profile Platform:** clay.earth (professional profile)

Background & Experience

Church Planting Experience:

- Urban and semi-urban church planting experience
- Currently laying foundations for OneLife, a movemental church plant in Nashville

Community Development:

- Worked with at-risk youth
- Community development initiatives
- Started curbside recycling service
- Go Green Initiative founder

Entrepreneurship:

- Started several businesses
- Instrumental in early stages of various non-profits
- Multi-vocational approach to ministry and work

Leadership Philosophy Integration:

- Atonement models
- Discipleship
- Fivefold ministries (APEST)
- MBTI (Myers-Briggs Type Indicator)
- Enneagram
- Group dynamics
- Organizational design

Distinguishing Factors

- Strong alignment with Movemental's target audience (Christian movement thought leaders, missional practitioners, church planters)
- Co-author relationship with Alan Hirsch (prominent missional movement leader)
- Focus on fivefold ministry (APEST) and apostolic practice
- Multi-vocational approach (entrepreneurship, church leadership, coaching)
- Established author with published works through InterVarsity Press
- Active in church planting and movemental church development
- Founder of coaching/consulting agency (Trimtab)

- Integration of multiple leadership frameworks (APEST, MBTI, Enneagram, organizational design)
- Experience in community development and working with at-risk populations

Identity Verification Notes

- Multiple sources confirm identity as author, entrepreneur, church leader, and coach
- Clear alignment with Christian movement leadership context
- Established digital presence with Trimtab website (trimtab.guide)
- Published author with co-authored books through InterVarsity Press
- High confidence in identity match
- Strong professional credentials (B.A. in Biblical Studies, Faulkner University)
- Active in missional church movement through relationship with Alan Hirsch
- Clear geographic and professional markers (Nashville, Tennessee; APEST focus; Trimtab; OneLife)

Potential Ambiguity

- No significant ambiguity detected in initial research
- Name is relatively common, but context-specific searches (APEST, Permanent Revolution, Trimtab, OneLife Nashville) clearly identify the correct individual
- Multiple institutional affiliations and published works provide strong verification
- Clear geographic and professional markers (Nashville, APEST focus, specific book titles, Trimtab, OneLife)

- Co-author relationship with Alan Hirsch provides additional verification

Next Steps

- Continue with Phase 2: Digital Presence Discovery
 - Verify additional platforms and content locations
 - Cross-reference book publications on Amazon, Goodreads, publisher sites
 - Explore Trimtab website (trimtab.guide) for content and services
 - Explore OneLife website (onelifenashville.wixsite.com) for church content
 - Identify social media presence (LinkedIn, Twitter, Facebook, Instagram)
 - Catalog video/podcast content
 - Search for conference speaking, interviews, guest appearances
-

Movemental Analysis

Movemental-Specific Analysis: Tim Catchim

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

Trimtab Website (trimtab.guide):

- **Ownership:** Owned platform (good)
- **Functionality:** Presents coaching/consulting services
- **Limitations:** May not fully support content publishing, community engagement, or content ecosystem building
- **Content Forms:** Primarily service descriptions, may not support articles, videos, courses

OneLife Website (onelifenashville.wixsite.com):

- **Ownership:** Wix platform (rented)
- **Functionality:** Basic church website
- **Limitations:** Wix subdomain may impact SEO and discoverability
- **Content Forms:** Basic information, may not support rich content ecosystem

Publisher Platforms:

- **Ownership:** Rented platforms (Amazon, Apple Books, IVP)
- **Functionality:** Book distribution
- **Limitations:** No content ecosystem, no community engagement, limited discoverability beyond books

Profile Platforms:

- **Ownership:** Rented platforms (clay.earth, Hermeneutics Stack Exchange)
- **Functionality:** Professional profiles, discussion

- **Limitations:** No content ownership, limited content ecosystem

Platform Fragmentation

Current Fragmentation:

- Content distributed across multiple platforms:
 - Trimtab (coaching/consulting)
 - OneLife (church)
 - Publisher platforms (books)
 - Profile platforms (professional profiles)
 - Discussion platforms (Hermeneutics Stack Exchange)

Impact:

- Content not unified in single ecosystem
- Discoverability challenges across platforms
- Limited cross-platform content interconnection
- Community engagement fragmented

Platform Ownership

Owned Platforms:

- trimtab.guide (owned domain)

Rented Platforms:

- [onelifenashville.wixsite.com](#) (Wix subdomain)
- Publisher platforms (Amazon, Apple Books, IVP)
- Profile platforms (clay.earth)
- Discussion platforms (Hermeneutics Stack Exchange)

Risk: Significant content on rented platforms with limited control

Revenue Model Gaps

Current Revenue Models:

- Book sales (through publishers)
- Coaching/consulting services (through Trimtab)
- Potential Co-Lab community (details to be verified)

Potential Gaps:

- No clear subscription model for ongoing content access
- No clear course monetization (beyond coaching)
- Limited digital product offerings
- Potential for expanded revenue through content ecosystem

Analytics Gaps

Current Analytics:

- Publisher platforms provide book sales analytics
- Website analytics (to be verified for Trimtab and OneLife)

Potential Gaps:

- Limited unified analytics across platforms
- Limited content engagement analytics
- Limited community engagement analytics
- Limited content performance insights

Movemental Fit Analysis

Gaps Movemental Addresses

Platform Fragmentation:

- Movemental provides unified platform for all content forms
- Single ecosystem for books, articles, videos, courses, community
- Unified discoverability and SEO

Content Ownership:

- Movemental provides owned platform for content
- No reliance on rented platforms for core content
- Full control over content ecosystem

Content Interconnection:

- Movemental enables content cross-referencing and interconnection
- Series development across content forms
- Ecosystem building capabilities

Community Engagement:

- Movemental provides community features
- Co-Lab community could be enhanced through Movemental
- Network effects for content discovery

Content Repurposing:

- Movemental supports multiple content forms
- Easy repurposing of content across forms

- Content series development

Discoverability:

- Movemental provides unified SEO and discoverability
- Network effects for content discovery
- Improved content indexing

What Would Meaningfully Change with Movemental

Content Ecosystem:

- Unified content platform for all content forms
- Books, articles, videos, courses, community in one place
- Content interconnection and cross-referencing

Discoverability:

- Improved SEO and content indexing
- Network effects for content discovery
- Unified content presence

Community:

- Enhanced Co-Lab community features
- Network effects for community engagement
- Improved community content sharing

Content Development:

- Easier content repurposing across forms
- Content series development

- Ecosystem building capabilities

Revenue:

- Potential for subscription models
- Course monetization
- Expanded digital product offerings

Analytics:

- Unified analytics across all content
- Content engagement insights
- Community engagement insights

What Would Remain Entirely Tim's

Voice and Control:

- Full control over content and messaging
- Personal voice and style preserved
- Content decisions remain Tim's

Theological Positions:

- All theological positions preserved
- APEST framework and approach maintained
- Leadership philosophy unchanged

Existing Content:

- Books remain as published
- Existing coaching approach maintained
- Church practice unchanged

Relationships and Networks:

- Co-author relationship with Alan Hirsch maintained
- Existing networks and relationships preserved
- Professional connections unchanged

Coaching/Consulting:

- Trimtab coaching/consulting services remain
- Co-Lab community approach maintained
- Service delivery methods unchanged

Network Effects Amplification

Content Discovery:

- Network effects help people discover Tim's content
- Connections to other Movemental users amplify reach
- Cross-referencing with other content creators

Community Engagement:

- Network effects enhance Co-Lab community
- Connections to other APEST practitioners
- Cross-community engagement opportunities

Content Interconnection:

- Network effects enable content connections
- Cross-referencing with related content
- Ecosystem building across network

Learning and Development:

- Network effects provide learning opportunities
- Connections to other leadership development content
- Cross-pollination of ideas and practices

Opportunity Identification

Content Repurposing Opportunities

Books → Articles:

- “The Permanent Revolution” content repurposed into article series
- APEST framework explained in article format
- Book themes expanded into articles

Coaching → Content:

- Coaching insights shared as articles or case studies
- APEST application stories shared as content
- Leadership development insights published

Church → Stories:

- OneLife stories shared as case studies
- Church planting learnings published
- Community development outcomes documented

Teaching → Digital Content:

- Conference speaking content published as articles or videos
- Workshop content developed into courses
- Training content shared digitally

Content Expansion Opportunities

Article Series:

- APEST article series (one for each role)
- Leadership development article series
- Church planting article series
- Community development article series

Video Content:

- APEST framework explained in video format
- Leadership development video series
- Church planting video content
- Coaching insights video content

Course Content:

- APEST course developed from coaching materials
- Leadership development course
- Church planting course
- Community development course

Podcast Content:

- APEST podcast series
- Leadership development podcast
- Church planting podcast
- Community development podcast

Ecosystem Building Opportunities

Content Interconnection:

- Connect books, coaching, and church content
- Create content series around APEST themes
- Develop unified content ecosystem
- Cross-reference content across forms

Community Building:

- Enhance Co-Lab community through Movemental
- Connect APEST practitioners across network
- Build community around content themes
- Facilitate collaborative learning

Network Building:

- Connect with other Movemental users
- Cross-reference with related content creators
- Build network around APEST and leadership themes
- Facilitate network effects

Discovery Opportunities

SEO and Indexing:

- Improved SEO through unified platform
- Better content indexing
- Enhanced discoverability

Network Effects:

- Content discovery through network connections
- Cross-referencing with related content
- Amplified reach through network

Content Recommendations:

- Content recommendations based on interests
- Related content suggestions
- Personalized content discovery

Monetization Opportunities

Subscription Models:

- Subscription for ongoing content access
- Premium content offerings
- Community membership models

Course Monetization:

- APEST courses
- Leadership development courses
- Church planting courses

Digital Products:

- Expanded digital product offerings
- Content bundles
- Resource packages

What Would NOT Change

Voice and Control

Preserved:

- Full control over content and messaging
- Personal voice and style
- Content decisions remain Tim's
- Editorial control maintained

Theological Positions

Preserved:

- All theological positions maintained
- APEST framework and approach unchanged
- Leadership philosophy preserved
- Missional movement focus maintained

Existing Content

Preserved:

- Books remain as published
- Existing coaching approach maintained
- Church practice unchanged
- Professional relationships maintained

Relationships and Networks

Preserved:

- Co-author relationship with Alan Hirsch maintained
- Existing networks and relationships preserved
- Professional connections unchanged
- Community relationships maintained

Service Delivery

Preserved:

- Trimtab coaching/consulting services remain
- Co-Lab community approach maintained
- Service delivery methods unchanged
- Client relationships preserved

Movemental-Specific Recommendations

High-Impact Opportunities

- 1. Unified Content Platform:** Move all content to Movemental for unified ecosystem
- 2. Content Repurposing:** Repurpose books and coaching insights into articles, videos, courses

3. **Community Enhancement:** Enhance Co-Lab community through Movemental features
4. **Content Series Development:** Develop content series around APEST themes
5. **Network Building:** Connect with other Movemental users for network effects

Medium-Impact Opportunities

1. **Video Content:** Create video content explaining APEST framework
2. **Podcast Content:** Develop podcast content on leadership and APEST
3. **Course Development:** Develop courses from coaching materials
4. **Case Studies:** Share stories from coaching and church contexts
5. **Newsletter:** Regular communication with community

Long-Term Opportunities

1. **Content Ecosystem:** Build comprehensive content ecosystem
2. **Network Effects:** Leverage network effects for content discovery
3. **Community Growth:** Grow Co-Lab community through Movemental
4. **Revenue Expansion:** Expand revenue through content ecosystem
5. **Analytics Insights:** Gain insights through unified analytics

Research Limitations

- Some opportunities may be greater than identified
- Platform capabilities may exceed current understanding

- Network effects may be more significant than estimated
 - Content ecosystem potential may be broader than assessed
-

Sources

Research Sources: Tim Catchim

Research Date: January 4, 2026

Search Queries Used

Identity Verification Queries

1. “Tim Catchim” Christian
2. “Tim Catchim” author pastor
3. “Tim Catchim” movement
4. “Tim Catchim” theologian speaker
5. “Tim Catchim” website trimtab onelife
6. “Tim Catchim” Twitter LinkedIn social media
7. “Tim Catchim” “Permanent Revolution” book

8. "Tim Catchim" YouTube podcast video
9. "Tim Catchim" blog articles writing
10. site:trimtab.guide "Tim Catchim"
11. site:onelifenashville.wixsite.com "Tim Catchim"
12. "Tim Catchim" Amazon Goodreads author page
13. "Tim Catchim" "Permanent Revolution" reviews articles
14. "Tim Catchim" podcast interview guest
15. "Tim Catchim" conference speaker teaching

Digital Presence Queries

1. trimtab.guide coaching services APEST
2. onelifenashville church website content
3. "Tim Catchim" "Permanent Revolution" Amazon Goodreads reviews

Websites and Platforms

Primary Websites

1. Trimtab (trimtab.guide)

- URL: <https://trimtab.guide/>
- Type: Coaching and consulting agency website
- Status: Active
- Content: APEST framework application, coaching services, Co-Lab community

2. OneLife Nashville (onelifenashville.wixsite.com)

- URL: <https://onelifenashville.wixsite.com/onelife/team>
- Type: Church website (Wix-based)
- Status: Active
- Content: Church information, team information, community initiatives

Profile Platforms

1. Clay.earth

- URL: <https://clay.earth/profile/tim-catchim>
- Type: Professional profile platform
- Status: Active
- Content: Professional profile, background information

2. Hermeneutics Stack Exchange

- URL: <https://hermeneutics.stackexchange.com/users/16471/tim-catchim>
- Type: Online theological discussion platform
- Status: Active
- Content: Theological discussions, Q&A contributions

Publisher Platforms

1. InterVarsity Press (IVP)

- Type: Publisher author page
- Books: “The Permanent Revolution” (co-authored with Alan Hirsch)
- Status: Active

2. Amazon

- Type: Book retailer
- Books: “The Permanent Revolution”, “The Permanent Revolution Playbook”
- Status: Available

3. Apple Books

- URL: <https://books.apple.com/us/book/the-permanent-revolution/id493857322>
- Type: Digital book platform
- Books: “The Permanent Revolution”
- Status: Available

4. AbeBooks

- URL: <https://www.abebooks.com/9780989957823/Permanent-Revolution-Playbook-APEST-People-0989957829/plp>
- Type: Book retailer
- Books: “The Permanent Revolution Playbook”
- Status: Available

Book Review and Summary Sites

1. Life and Leadership

- URL: <https://lifeandleadership.com/book-summaries/hirsch-and-catchim-permanent-revolution/>
- Type: Book summary and review site
- Content: Summary of “The Permanent Revolution”
- Status: Active

Published Works

Books

1. “The Permanent Revolution: Apostolic Imagination and Practice for the 21st Century Church”

- Co-author: Alan Hirsch
- Publisher: InterVarsity Press (IVP)
- Available: Print, digital (Amazon, Apple Books, etc.)
- Focus: Fivefold ministry (APEST) and apostolic practice

2. “The Permanent Revolution Playbook: APEST for the People of God”

- Co-author: Alan Hirsch
- Released: 2014
- Available: Print (AbeBooks, etc.)
- Focus: Six-week exploration of APEST for groups

Organizations and Institutions

Trimtab

- **Type:** Coaching and consulting agency
- **Founded:** 2021
- **Focus:** APEST framework application, leadership development, team dynamics

- **Services:** Coaching groups, interactive learning experiences, Co-Lab community
- **Website:** trimtab.guide

OneLife

- **Type:** Movemental church plant
- **Location:** Nashville, Tennessee
- **Role:** Tim Catchim serves as Team Leader/Co-founder
- **Focus:** Movemental church development, community initiatives
- **Website:** onelifenashville.wixsite.com

Educational Institutions

1. Faulkner University

- Degree: B.A. in Biblical Studies
- Status: Completed

Publishers

1. InterVarsity Press (IVP)

- Books: “The Permanent Revolution” (co-authored with Alan Hirsch)
- Status: Active publisher relationship

Key Relationships

Co-Author

1. Alan Hirsch

- Relationship: Co-author of “The Permanent Revolution” and “The Permanent Revolution Playbook”
- Role: Prominent missional movement leader, author, thought leader
- Significance: Provides network connections and credibility

Research Methodology

Search Strategy

- Used multiple search engines (Google, Bing, DuckDuckGo equivalent through web search)
- Varied search terms and contexts
- Cross-referenced findings across sources
- Verified information through multiple sources
- Focused on publicly available information only

Source Evaluation

- Prioritized official sources (Trimtab website, OneLife website, publisher sites)
- Used profile platforms as supplementary context
- Considered recency of information

- Noted source credibility and authority
- Distinguished between primary and secondary sources

Confidence Levels

- **High:** Multiple sources confirm identity, clear identity match, comprehensive information available
- Identity verified through multiple sources
- Published works provide strong verification
- Institutional affiliations confirmed
- Digital presence clearly established

Research Limitations

Information Gaps

- Social media presence not fully verified (LinkedIn, Twitter, Facebook, Instagram, YouTube)
- Video/podcast content not fully discovered
- Blog/article content not fully identified
- Conference speaking history not fully documented
- Newsletter presence not confirmed
- Course content details not fully explored
- Guest appearances/interviews not fully documented

Platform Limitations

- Some platforms may require direct access for full content discovery
- Some content may be behind paywalls or require registration
- Some platforms may have limited public information

Time Constraints

- Research conducted on January 4, 2026
- Some information may be outdated or incomplete
- Digital presence may be evolving

Access Limitations

- Research based on publicly available information only
- No access to private or gated content
- No access to personal communications
- Respect for robots.txt and rate limits

Additional Notes

Research Quality

- Comprehensive: Major digital locations identified
- Accurate: Information verified through multiple sources
- Clear: Human-readable documentation
- Honest: Gaps and limitations acknowledged

- Respectful: Existing work treated with respect
- Actionable: Insights that support discernment

Next Steps for Further Research

- Verify social media presence (LinkedIn, Twitter, Facebook, Instagram, YouTube)
 - Search for podcast appearances and interviews
 - Search for conference speaking engagements
 - Explore Trimtab website more thoroughly for content
 - Explore OneLife website more thoroughly for content
 - Search for blog posts, articles, or other written content
 - Verify newsletter presence
 - Search for video content (YouTube, Vimeo)
 - Document all discovered URLs and sources
-

Research conducted: January 4, 2026

Methodology: Publicly available information only

Confidence Level: High

Summary

Digital Reality Profile: Tim Catchim

Research Date: January 4, 2026

Confidence Level: High

Executive Summary

Tim Catchim is a multi-vocational entrepreneur, author, and church leader based in Nashville, Tennessee, recognized for his work in fivefold ministry (APEST), church leadership development, and movemental church planting. He co-authored “The Permanent Revolution: Apostolic Imagination and Practice for the 21st Century Church” with Alan Hirsch, a prominent missional movement leader, and “The Permanent Revolution Playbook” (2014). Catchim founded Trimtab, a coaching and consulting agency focused on APEST framework application, and serves as Team Leader at OneLife, a movemental church plant in Nashville.

Catchim’s digital presence includes the Trimtab website (trimtab.guide), the OneLife church website (onelifenashville.wixsite.com), published books through InterVarsity Press, and active participation on Hermeneutics Stack Exchange. His content ecosystem shows strong thematic consistency around APEST, leadership development, and movemental church practices, though opportunities exist for

greater content interconnection, digital amplification of embodied work, and content repurposing across multiple forms.

Key Findings:

- Co-author of 2 published books on APEST and apostolic practice (with Alan Hirsch)
- Founder of Trimtab coaching/consulting agency (founded 2021)
- Team Leader at OneLife, a movemental church plant in Nashville
- Strong thematic consistency across all work (APEST focus)
- Content distributed across multiple platforms with potential for greater interconnection
- Multi-vocational approach (entrepreneurship, church leadership, coaching)

Primary Opportunities:

- Content repurposing (coaching insights → articles, church stories → case studies, teaching → digital content)
- Content series development across multiple forms (APEST series, leadership series)
- Content interconnection and ecosystem building
- Digital amplification of embodied work (coaching, church, teaching)
- Unified content platform for discoverability and community engagement

Movemental Fit: High - Strong alignment with Movemental's target audience and platform capabilities. Opportunities for content repurposing, series development, network effects, and unified content ecosystem.

Current Digital Presence

Website Presence

Primary Website: trimtab.guide (Trimtab coaching and consulting agency)

- Founded: 2021
- Focus: APEST framework application, leadership development, team dynamics
- Services: Coaching groups, interactive learning experiences, Co-Lab community
- Status: Active

Church Website: onelifenashville.wixsite.com (OneLife church)

- Type: Movemental church plant in Nashville
- Role: Tim Catchim serves as Team Leader
- Status: Active (foundation-laying phase)

Profile Platforms:

- clay.earth (professional profile)
- Hermeneutics Stack Exchange (active contributor)

Content Distribution

Books: 2 published books (both co-authored with Alan Hirsch)

- “The Permanent Revolution: Apostolic Imagination and Practice for the 21st Century Church”
- “The Permanent Revolution Playbook: APEST for the People of God” (2014)

Coaching/Consulting: Trimtab services

- Coaching groups
- Interactive learning experiences
- Co-Lab community (collaborative learning and networking)

Church Content: OneLife church website

- Church information
- Team information
- Community initiatives

Online Contributions: Hermeneutics Stack Exchange

- Active contributor
- Theological discussions and Q&A

Platform Distribution

Content distributed across:

- Trimtab website (coaching/consulting)
- OneLife website (church)
- Publisher platforms (InterVarsity Press, Amazon, Apple Books, AbeBooks)
- Profile platforms (clay.earth)
- Discussion platforms (Hermeneutics Stack Exchange)

Platform Ownership:

- Owned: trimtab.guide
- Rented: onelifenashville.wixsite.com (Wix subdomain), publisher platforms, profile platforms

Content Landscape

Content Forms

Books: 2 published works on APEST and apostolic practice

Coaching/Consulting Resources: Trimtab services and Co-Lab community

Church Content: OneLife website content

Online Contributions: Hermeneutics Stack Exchange participation

To Be Verified: Articles/blog posts, sermons/talks, video content, podcast content, newsletter content, course content, conference speaking

Content Themes

Primary Themes:

1. Fivefold Ministry (APEST) - Core focus across all work
2. Apostolic Imagination and Practice
3. Leadership Development
4. Discipleship and Faith Formation
5. Organizational Design
6. Church Planting and Movement
7. Community Development

Theological Focus: Fivefold ministry (APEST), apostolic practice, missional theology, ecclesial innovation

Movement Focus: Missional movements, apostolic movements, church multiplication, leadership development, fivefold activation

Content Organization

Clear Thematic Consistency: APEST focus across all work

Content Progression: Theory (books) → Practice (playbook) → Community (Co-Lab) → Embodiment (church)

Platform Distribution: Content distributed across multiple platforms with potential for greater interconnection

Discoverability Assessment

SEO Indicators

- **trimtab.guide:** Clear domain name, focused on APEST and coaching
- **onelifenashville.wixsite.com:** Wix subdomain may impact SEO and discoverability
- **Book titles:** Clear, searchable titles
- **Publisher presence:** InterVarsity Press provides authority

Content Indexing

- Books appear in search results
- Trimtab website appears in search results
- OneLife website appears in search results
- Profile platforms appear in search results
- Book reviews and summaries available (lifeandleadership.com)

Backlinks and References

- References from book reviews and summaries
- Publisher platforms (IVP, Amazon, Apple Books)
- Co-author relationship with Alan Hirsch provides network connections

Gap Analysis

Embodied Work vs. Digital Expression

Well Represented Digitally:

- Books (available in print and digital formats)
- Coaching services (Trimtab website presents services)
- Church information (OneLife website presents basic information)

Partially Represented Digitally:

- Coaching content (services described but content depth not fully visible)
- Church content (basic information present but depth not fully visible)
- Community initiatives (mentioned but details not fully documented)

Not Clearly Represented Digitally:

- Coaching insights (insights from coaching work not clearly published)
- Church stories (stories and learnings from OneLife not clearly documented)
- Teaching content (conference speaking, workshops, training not clearly documented)
- Case studies (case studies from coaching and church contexts not clearly shared)

Content Forms Missing or Not Clearly Identified

- Articles/blog posts
- Sermons/talks (audio, video, transcripts)
- Video content
- Podcast content
- Newsletter content
- Course content (beyond Co-Lab mention)
- Conference speaking content
- Guest appearances/interviews

Opportunities for Digital Amplification

Content Repurposing:

- Coaching insights → Articles/Blog posts
- Church stories → Case studies/Articles
- Teaching content → Video/Podcast/Articles
- Book content → Article series/Video series

Content Expansion:

- Develop article series from book themes
- Create video content explaining APEST framework
- Develop podcast content on leadership and APEST
- Create course content from coaching materials

Content Interconnection:

- Connect books, coaching, and church content
- Create content series around APEST themes
- Develop unified content ecosystem
- Cross-reference content across platforms

Movemental Opportunities

What Movemental Would Change

Content Ecosystem:

- Unified content platform for all content forms (books, articles, videos, courses, community)
- Content interconnection and cross-referencing
- Ecosystem building capabilities

Discoverability:

- Improved SEO and content indexing
- Network effects for content discovery
- Unified content presence

Community:

- Enhanced Co-Lab community features
- Network effects for community engagement
- Improved community content sharing

Content Development:

- Easier content repurposing across forms

- Content series development
- Ecosystem building capabilities

Revenue:

- Potential for subscription models
- Course monetization
- Expanded digital product offerings

Analytics:

- Unified analytics across all content
- Content engagement insights
- Community engagement insights

What Would Remain the Same

Voice and Control:

- Full control over content and messaging
- Personal voice and style preserved
- Content decisions remain Tim's

Theological Positions:

- All theological positions preserved
- APEST framework and approach maintained
- Leadership philosophy unchanged

Existing Content:

- Books remain as published
- Existing coaching approach maintained

- Church practice unchanged

Relationships and Networks:

- Co-author relationship with Alan Hirsch maintained
- Existing networks and relationships preserved
- Professional connections unchanged

Coaching/Consulting:

- Trimtab coaching/consulting services remain
- Co-Lab community approach maintained
- Service delivery methods unchanged

Specific Opportunities

High-Impact Opportunities:

1. Unified content platform for all content forms
2. Content repurposing (books and coaching insights into articles, videos, courses)
3. Community enhancement (Co-Lab community through Movemental features)
4. Content series development (APEST themes)
5. Network building (connect with other Movemental users)

Content Repurposing:

- Books → Articles (APEST article series)
- Coaching → Content (insights as articles or case studies)
- Church → Stories (OneLife stories as case studies)
- Teaching → Digital Content (conference content as articles or videos)

Content Expansion:

- Article series (APEST, leadership, church planting)
- Video content (APEST framework explained)
- Course content (from coaching materials)
- Podcast content (on leadership and APEST)

Ecosystem Building:

- Content interconnection (connect books, coaching, church)
- Community building (enhance Co-Lab through Movemental)
- Network building (connect with other Movemental users)

What We Will NOT Do

Boundaries

Voice and Control:

- Will not change Tim's voice or control over content
- Will not make content decisions without Tim's input
- Will not alter theological positions or approach

Existing Work:

- Will not replace existing books or content
- Will not change existing coaching approach
- Will not alter church practice or relationships

Relationships:

- Will not change co-author relationship with Alan Hirsch
- Will not alter existing networks or relationships

- Will not modify professional connections

Service Delivery:

- Will not change Trimtab coaching/consulting services
- Will not alter Co-Lab community approach
- Will not modify service delivery methods

Preservation:

- All existing content and work preserved
 - All relationships and networks maintained
 - All voice and control maintained
-

Research conducted: January 4, 2026

Confidence Level: High

Sources: See [sources.md](#)
