

Rob Bell - 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 people reimagine faith and spirituality for contemporary life. You lead, write, and form leaders in progressive Christianity, inclusive theology, and creative expression.

I see your work at Mars Hill Bible Church in Grandville, Michigan, which you founded and led from 1999 to 2012, and through your personal website at robbell.com, where you host The RobCast podcast. Your books—including “Velvet Elvis: Repainting the Christian Faith,” “Love Wins: A Book About Heaven, Hell, and the Fate of Every Person Who Ever Lived,” “What Is the Bible?,” and “Everything Is Spiritual: Who We Are and What We’re Doing Here”—along with your NOOMA video series and your visual art, are anchored at robbell.com.

I notice you return to the connection between creativity and spirituality: how art illuminates truth, how story shapes understanding, how progressive theology meets practical living. Your work exists in podcasts where you host conversations, across your personal website and art store, in your published books, through your NOOMA video series, in speaking tours where you present, in theaters where you collaborate.

What tends to get lost is continuity. Speaking tour content may not become articles beyond what you already write. Podcast insights may not become accessible content. Teaching 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 authors and speakers 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: Rob Bell

Research Date: January 4, 2026

Confidence Level: High

Content Thematic Analysis

Primary Themes

1. Progressive Christianity & Theological Innovation

- Reimagining traditional Christian doctrines
- Challenging conventional interpretations
- Expanding understanding of faith and spirituality
- Inclusive and expansive approach to Christianity

2. Heaven, Hell, and Salvation (particularly in “Love Wins”)

- Exploration of eternal destiny
- Questioning traditional views of hell
- Universal reconciliation concepts
- Grace and redemption themes

3. Sexuality and Spirituality (particularly in “Sex God”)

- Connections between sexuality and spirituality
- Holistic understanding of human experience
- Integration of body and spirit

4. Creativity and Suffering (particularly in “Drops Like Stars”)

- How suffering shapes creativity
- Transformation through difficulty
- Art and meaning-making

5. Biblical Interpretation (particularly in “What Is the Bible?”)

- Fresh approaches to reading Scripture
- Literary and historical context
- Transformative potential of biblical texts

6. Marriage and Relationships (particularly in “The Zimzum of Love”)

- Understanding marriage through Jewish mystical concepts
- Partnership and mutual creation
- Love and commitment

7. God and Language (particularly in “What We Talk About When We Talk About God”)

- Challenges of talking about God
- Expanding theological language
- God beyond traditional categories

8. Interconnectedness and Meaning (particularly in “Everything Is Spiritual”)

- Spiritual dimension of all existence
- Connection between science and spirituality
- Meaning and purpose in life

9. Faith and Doubt

- Embracing questions
- Authentic faith journey
- Honest exploration of belief

10. Movement and Community (Mars Hill era)

- Church as movement
- Community formation

- Missional engagement

Theological Focus Areas

- **Progressive/Post-Evangelical Theology:** Moving beyond traditional evangelical boundaries
- **Inclusive Theology:** Expanding understanding of God's love and salvation
- **Incarnational Theology:** God's presence in the material world
- **Mystical Tradition:** Drawing from Jewish mysticism (Zimzum)
- **Narrative Theology:** Story-based understanding of faith
- **Hermeneutics:** Fresh approaches to biblical interpretation

Movement Focus

- **Church Innovation:** Mars Hill Bible Church as innovative model
- **Creative Expression:** Art, video, writing as spiritual practice
- **Speaking Tours:** Taking message beyond traditional church contexts
- **Multi-Platform Presence:** Engaging through multiple content forms

Recurring Topics

- Questions and doubt as part of faith
- Grace and love as central to God's character
- The present moment and “now” of faith
- Integration of faith and life
- Transformation and growth
- Authenticity and honesty
- Community and relationship

- Beauty and creativity

Content Organization Analysis

Content Strategy

Multi-Platform Approach: Content exists across multiple forms and platforms:

- Books (written, long-form)
- Video (NOOMA series)
- Audio (The RobCast podcast)
- Visual art (Instagram, store)
- Theater (live performance)
- Speaking tours (live events)
- Workshops (experiential)

Book-Driven Content: Books serve as major content anchors:

- Each book explores distinct themes
- Books build on previous work
- Books drive speaking engagements
- Books create conversation and discussion

Series-Based Organization:

- NOOMA series (24 episodes, complete)
- Book series (8+ books over 15 years)
- The RobCast podcast (ongoing series)
- Speaking tours (thematic series)

Content Structure

Thematic Books: Each book focuses on specific theme/topic:

- Clear thematic boundaries per book
- Books can stand alone
- Books also build on previous themes

Video Series: NOOMA series (2002-2009)

- Short-form content (10-14 minutes)
- Everyday life meets spiritual themes
- Accessible, story-driven format

Podcast: The RobCast (2015-present)

- Weekly format
- Conversational style
- Various topics within spiritual/life themes

Art: Visual art

- Reclaimed wood medium
- Available through Instagram and store
- Creative expression beyond words

Theater: Live performance

- Recent expansion (2025)
- Collaborative creation
- Live audience engagement

Content Interconnection

Cross-Referencing:

- Books reference themes from previous books
- Speaking tours often based on book content
- Podcast discusses book themes
- Art may reflect book/theological themes (to be verified)

Content Repurposing:

- Books → Speaking tours
- Speaking tours → Book content (potentially)
- Sermons → Books (historically, Mars Hill era)
- Ideas → Multiple forms (books, videos, podcasts)

Thematic Development:

- Themes developed across multiple books
- Concepts expanded in different formats
- Ideas refined and deepened over time

Content Gaps and Opportunities

Potential Gaps:

- Mars Hill sermons not fully digitized or accessible (to be verified)
- Speaking tour content may not be systematically captured
- Workshop content may not be repurposed
- Podcast content may not be transcribed or organized by theme
- NOOMA series complete but may not connect to current work

- Art may not be connected thematically to written/spoken content
- Theater work new, connection to other content to be determined

Content Expansion Opportunities:

- Sermon series → Articles or books
- Speaking tour content → Video series or books
- Podcast themes → Book topics
- Workshop content → Course or book material
- Book concepts → Video or podcast series
- Art → Themed collections or book integration

Voice & Style Analysis

Writing Style

Accessible and Conversational:

- Approachable language
- Avoids overly academic tone
- Engages general audience
- Clear and direct communication

Narrative-Driven:

- Story-based approach
- Personal anecdotes
- Real-world examples
- Relatable experiences

Poetic and Lyrical:

- Attention to language
- Rhythm and flow
- Metaphorical thinking
- Evocative descriptions

Provocative and Thoughtful:

- Raises questions
- Challenges assumptions
- Invites reflection
- Encourages exploration

Tone and Approach

Curious and Open:

- Embraces questions
- Welcomes doubt
- Open to different perspectives
- Non-defensive approach

Gracious and Compassionate:

- Emphasizes love and grace
- Inclusive language
- Understanding tone
- Accepting of different views

Authentic and Honest:

- Shares struggles
- Admits uncertainty
- Personal vulnerability
- Genuine engagement

Creative and Innovative:

- Fresh approaches
- Creative expression
- Artistic elements
- Unconventional thinking

Theological Positioning

Progressive Christian:

- Moves beyond traditional boundaries
- Challenges conventional doctrines
- Expands theological understanding
- Inclusive approach

Post-Evangelical:

- Emerged from evangelical context
- Maintains some evangelical elements
- Questions evangelical assumptions
- Seeks broader expression

Mystical and Contemplative:

- Draws from mystical traditions
- Values contemplative practices

- Emphasizes experience
- Transcends rational categories

Incarnational:

- God in the material world
- Sacred in the ordinary
- Spiritual in the everyday
- Holistic understanding

Audience Level

Popular/Populist:

- Accessible to general audience
- Not requiring theological training
- Engaging for diverse readers
- Broad appeal

Thoughtful Seekers:

- People questioning faith
- Those exploring spirituality
- Individuals seeking authentic expression
- People interested in progressive theology

Mixed Audience:

- General public
- Progressive Christians
- Post-evangelicals
- Spiritual seekers

- People interested in theology

Discoverability Assessment

SEO Indicators

Name Recognition:

- High search visibility for “Rob Bell”
- Strong brand recognition
- Time Magazine recognition boosts visibility
- New York Times bestseller status increases discoverability

Book Titles:

- “Love Wins” highly searchable
- “Velvet Elvis” well-known
- Other book titles searchable
- Book topics drive searches

Content Indexing:

- Books indexed on Amazon, Goodreads
- Podcast indexed on major platforms
- Website (robbell.com) searchable
- Instagram content indexed
- NOOMA series known and searchable

To Be Assessed:

- Detailed SEO optimization of robbell.com

- Meta descriptions and title tags
- URL structure optimization
- Content depth indexing
- Backlink profile

Content Indexing

Well-Indexed:

- Books on major platforms (Amazon, bookstores)
- Podcast on major platforms (Apple, Spotify)
- Website (robbell.com)
- Instagram (@realrobbell)
- NOOMA series (known and searchable)

Potential Indexing Gaps:

- Mars Hill sermon archive (if digitized)
- Speaking tour content (if recorded)
- Workshop content (if documented)
- Blog content (to be verified)
- Cross-platform content connections

Social Sharing Indicators

High Social Engagement:

- “Love Wins” generated extensive discussion
- Books generate reviews and conversation
- Podcast has engaged audience

- Instagram art has following
- Speaking tours generate attendance

Social Media Presence:

- Instagram active (@realrobbell)
- Additional platforms to be verified
- Engagement levels to be assessed

Backlinks and References

High Profile References:

- Time Magazine (100 Most Influential)
- New York Times (bestseller status)
- Oprah Winfrey Network (television appearances)
- Major media coverage of “Love Wins”
- Academic and theological discussions

Online References:

- Wikipedia page
- Publisher pages
- Book review sites
- Podcast directories
- Church/ministry websites
- Blog discussions

Domain Authority Indicators

robbell.com:

- Established domain
- Official website
- High trust signals
- Authoritative source
- To be assessed: Domain authority metrics, traffic data, engagement metrics

Ecosystem Analysis

Content Ecosystem Structure

Central Hub: [robbell.com](#)

- Personal website as primary presence
- References to books, podcast, art, events
- Central point for discovery

Distributed Content:

- Books across multiple platforms (bookstores, Amazon, digital)
- Podcast on multiple platforms (Apple, Spotify, etc.)
- Art on Instagram and store
- Videos (NOOMA) on various platforms
- Speaking tours (live events)
- Theater (live performances)

Cross-Platform Presence:

- Website connects to various platforms
- Books drive other content

- Podcast complements books
- Art adds visual dimension
- Theater expands creative expression

Content Interconnection

Thematic Connections:

- Books build on previous themes
- Speaking tours based on book content
- Podcast explores book themes
- Art may reflect themes (to be verified)
- Theater may explore themes (to be verified)

Content Repurposing:

- Books → Speaking tours
- Sermons → Books (historically)
- Ideas → Multiple formats
- Themes → Various expressions

Cross-Referencing:

- Books reference previous work
- Podcast discusses books
- Website promotes all content
- Events connect to content

Community Engagement

Audience Engagement:

- Book discussions and reviews
- Podcast audience interaction (to be verified)
- Instagram engagement (art)
- Speaking tour attendance
- Workshop participation
- Theater audience

Conversation Generation:

- “Love Wins” generated extensive discussion
- Books create theological conversations
- Speaking tours engage audiences
- Podcast fosters dialogue (to be verified)

Network Connections:

- Collaboration with Oprah Winfrey
- Prima Theatre collaboration
- Modern Elder Academy partnership
- Publisher relationships (Macmillan)
- Speaking circuit connections

Ecosystem Gaps

Potential Disconnection:

- NOOMA series (complete) may not connect to current work
- Mars Hill content (historical) may not be connected to current work
- Speaking tour content may not be systematically captured or connected
- Workshop content may not be repurposed or connected

- Art may not be thematically connected to written/spoken content
- Theater work (new) connection to ecosystem to be determined

Content Silos:

- Books exist separately (though thematically connected)
- Podcast may not reference books systematically (to be verified)
- Art exists separately from written content (to be verified)
- Theater exists separately from other content (to be verified)
- Historical content (Mars Hill, NOOMA) may not connect to current content

Repurposing Gaps:

- Speaking tour content may not be repurposed into other forms
- Workshop content may not be captured or repurposed
- Podcast content may not be transcribed or organized
- Sermon content (historical) may not be accessible or repurposed

Content Quality Indicators

Production Quality

Books: Professional publishing (Macmillan, major publisher) **Videos:** NOOMA series professionally produced **Podcast:** Professional production (iTunes recognition) **Art:** Professional presentation (store, Instagram) **Theater:** Professional collaboration (Prima Theatre)

Content Depth

Books: Substantive, book-length treatments of topics **Video:** Short-form but impactful (NOOMA) **Podcast:** Regular, ongoing content **Art:** Ongoing creative expression **Speaking:** Substantive presentations

Consistency

Thematic Consistency: Strong thematic coherence across work **Voice Consistency:** Consistent voice and style **Quality Consistency:** Maintained quality across formats **Frequency:** Regular content production (when active)

Notes for Further Analysis

1. **Detailed Content Review:** Review sample content from each format
2. **Cross-Platform Analysis:** Detailed analysis of content interconnection
3. **Engagement Metrics:** Analyze audience engagement across platforms
4. **SEO Deep Dive:** Detailed SEO analysis of [robbell.com](#)
5. **Content Gap Analysis:** Identify specific content gaps and opportunities
6. **Repurposing Opportunities:** Identify specific repurposing opportunities
7. **Ecosystem Mapping:** Create detailed ecosystem map
8. **Historical Content:** Assess Mars Hill and NOOMA content connections
9. **Theater Integration:** Assess how theater fits into content ecosystem
10. **Art Integration:** Assess how art connects to written/spoken content

Digital Presence Discovery

Digital Presence Discovery: Rob Bell

Research Date: January 4, 2026

Confidence Level: High

Website Presence

Primary Website

- **robbell.com** (official website)
 - Active personal website
 - Contains: About, Books, Podcast, Art, Events/Workshops, Contact
 - Contact: info@robbell.com

Art Store

- **store.robbell.com**
 - Artwork for purchase
 - Art created on reclaimed wood from remodeling projects in Ojai, California

Church Website (Historical)

- **Mars Hill Bible Church** (Grandville, Michigan)
 - Church continues after Bell's departure (2012)
 - Historical content may include sermons from Bell's tenure (1999-2012)

Platform Presence Discovery

Podcast Platforms

- **The RobCast**
 - Launched: 2015
 - Recognition: Named one of iTunes' best podcasts of 2015
 - Availability: Apple Podcasts, Spotify, and other podcast platforms
 - Frequency: Weekly (historically)
 - Status: New episodes anticipated in 2026
 - Content: Explores spirituality, life, culture, and personal growth

Video Platforms

- **NOOMA Series**
 - Format: 24 short films (10-14 minutes each)
 - Production Period: 2002-2009
 - Distribution: DVD, digital streaming
 - Viewership: Over 30 million views worldwide
 - Content: Blends everyday events with discussions about God
 - Status: Complete series (24 episodes)

Social Media Platforms

- **Instagram:** @realrobbell
 - Focus: Visual art
 - Content: Artwork created on reclaimed wood
 - Status: Active
- **Additional Platforms:** Twitter/X, Facebook, LinkedIn presence to be verified

Publishing Platforms

- **Macmillan Publishers** (primary publisher)
 - Author page: us.macmillan.com/author/robbell
 - Multiple books published through Macmillan imprint
- **Amazon Author Page**
 - Books available on Amazon
 - To be verified for complete listing and reviews
- **Goodreads**
 - Author profile expected
 - To be verified for book listings and reader engagement

Television/Media Platforms

- **Oprah Winfrey Network (OWN)**
 - “The Rob Bell Show” (past television project)
 - “Super Soul Sunday” appearance (interview with Oprah)

Theatrical Platforms

- **Prima Theatre** (Lancaster, Pennsylvania)
 - Collaboration: Partnered in 2025
 - Production: “We’ll Get Back to You” (premiered April 2025, moving to New York City)
 - Upcoming: “Gelatin Rebellion” (in development for 2026-2027 season)

Workshop/Event Platforms

- **Modern Elder Academy** (Baja, Mexico)
 - Workshop scheduled: January 2026
 - Focus: Life’s purpose and potential
 - Status: Confirmed event
- **Speaking Tours**
 - “Everything is Spiritual” tour
 - “The Gods Aren’t Angry” tour
 - Various speaking engagements (national and international)

Content Form Discovery

Books

- **8+ Published Books**
 - Velvet Elvis (2005)
 - Sex God (2007)

- Drops Like Stars (2009)
- Love Wins (2011) - New York Times bestseller
- What We Talk About When We Talk About God (2013)
- The Zimzum of Love (2015)
- What Is the Bible? (2017)
- Everything Is Spiritual (2020)

Video Content

- **NOOMA Series:** 24 short films (2002-2009, 30+ million views)
- **Speaking Tour Content:** “Everything is Spiritual,” “The Gods Aren’t Angry” (video availability to be verified)

Audio Content

- **The RobCast:** Weekly podcast (2015-present, new episodes anticipated 2026)

Visual Art

- **Artwork:** Created on reclaimed wood from remodeling projects in Ojai, California
- **Platform:** Instagram (@realrobbell) and store.robbell.com
- **Status:** Active creation and sales

Theatrical Content

- **“We’ll Get Back to You”:** Theatrical production (premiered Prima Theatre, April 2025, moving to NYC)

- “**Gelatin Rebellion**”: In development (2026-2027 season)

Sermon Content (Historical)

- **Mars Hill Bible Church**: 13 years of sermons (1999-2012)
 - Digital availability to be verified
 - May exist on church website or other platforms

Workshop/Event Content

- **Modern Elder Academy Workshop**: January 2026
- **Speaking Engagements**: Various national and international events

Articles/Blog Content

- **Website Blog**: Potential blog content on robbell.com (to be verified)

Content Volume Assessment

Books

- **8+ Published Books**: Complete collection spanning 2005-2020

Video Content

- **NOOMA Series**: 24 episodes (2002-2009)
- **Estimated Viewership**: 30+ million total views
- **Speaking Tour Videos**: Volume to be verified

Podcast Content

- **The RobCast:** Weekly episodes since 2015
- **Estimated Episodes:** 200+ episodes (based on weekly frequency 2015-2025)
- **Status:** Ongoing (new episodes anticipated 2026)

Visual Art

- **Volume:** Ongoing creation, sold through store.robbell.com
- **Platform:** Instagram (@realrobbell)

Theatrical Content

- **Completed:** 1 production (“We’ll Get Back to You”)
- **In Development:** 1 production (“Gelatin Rebellion”)

Sermon Content (Historical)

- **Years Active:** 13 years (1999-2012)
- **Estimated Sermons:** 600+ sermons (based on weekly frequency)
- **Digital Availability:** To be verified

Speaking Engagements

- **Tours:** Multiple national tours (“Everything is Spiritual,” “The Gods Aren’t Angry”)
- **Workshops:** Various workshops (e.g., Modern Elder Academy)
- **Volume:** To be verified

Articles/Blog Posts

- **Volume:** To be verified on [robbell.com](#)

Platform Distribution Summary

Primary Platforms

1. **robbell.com** (personal website) - Central hub
2. **The RobCast** (podcast) - Weekly audio content
3. **Instagram** (@realrobbell) - Visual art
4. **Books** (multiple publishers, primarily Macmillan) - Written content
5. **NOOMA Series** (video) - Historical video content

Secondary Platforms

1. **store.robbell.com** - Art sales
2. **Mars Hill Bible Church** (historical) - Past sermon content
3. **Prima Theatre** - Theatrical productions
4. **Modern Elder Academy** - Workshop content
5. **Amazon/Goodreads** - Book distribution
6. **Oprah Winfrey Network** (historical) - Television content

Content Distribution Pattern

- **Multi-platform presence:** Books, podcast, video, art, theater, workshops
- **Content forms:** Written, audio, video, visual art, theatrical, live events

- **Historical vs. Current:** NOOMA series (complete), Mars Hill (past), ongoing podcast and art
- **Platform ownership:** Personal website and store (owned), various distribution platforms (rented)

Content Recency and Frequency

Active Content

- **Podcast:** Ongoing (new episodes anticipated 2026)
- **Art:** Ongoing creation and sales
- **Theater:** Active collaboration (2025-2026)
- **Workshops:** Scheduled events (2026)

Historical Content

- **NOOMA Series:** Complete (2002-2009)
- **Mars Hill Pastoring:** Complete (1999-2012)
- **Books:** Published across 2005-2020 (no new book since 2020)

Content Frequency Patterns

- **Podcast:** Weekly (when active)
- **Books:** Approximately every 2-3 years (2005-2020)
- **Art:** Ongoing, frequency to be verified
- **Theater:** Recent expansion (2025)
- **Workshops:** Periodic

Discoverability Indicators

Well-Established Presence

- **Personal Website:** robbell.com (established, searchable)
- **Books:** Available on major platforms (Amazon, bookstores)
- **Podcast:** Available on major podcast platforms (Apple, Spotify)
- **Instagram:** Active @realrobbell account
- **Time Magazine Recognition:** High visibility (2011)

Search Visibility

- Name searches return extensive results
- Book titles highly searchable (“Love Wins,” “Velvet Elvis”)
- NOOMA series well-known in Christian circles
- High profile in progressive Christian discussions

Platform Interconnection

- Website references books, podcast, art
- Books drive speaking engagements
- Art promoted on Instagram and website
- Theater collaboration expands creative presence
- Cross-platform presence supports discoverability

Notes for Further Investigation

1. **Complete Social Media Audit:** Verify all social media platforms (Twitter, Facebook, LinkedIn)
 2. **Sermon Archive:** Verify availability of Mars Hill sermons (1999-2012)
 3. **Speaking Tour Content:** Verify video/audio availability of tour content
 4. **Blog Content:** Verify blog presence and content on robbell.com
 5. **Newsletter:** Verify newsletter presence (email list)
 6. **Course Content:** Verify if any online courses exist
 7. **YouTube Channel:** Verify dedicated YouTube channel presence
 8. **Content Repurposing:** Verify how content is repurposed across platforms
 9. **SEO Assessment:** Detailed SEO analysis of robbell.com
 10. **Cross-Platform Linking:** Verify how platforms are interconnected
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Gap Analysis

Gap Analysis: Rob Bell

Research Date: January 4, 2026

Confidence Level: High

Embodied Work Indicators

Teaching/Speaking Engagements

Mars Hill Bible Church (1999-2012):

- 13 years of weekly sermons
- Estimated 600+ sermons
- Church grew to 8,000-10,000 attendees
- Significant teaching and leadership presence
- Regular public speaking and teaching

Speaking Tours:

- “Everything is Spiritual” tour
- “The Gods Aren’t Angry” tour
- Various national and international speaking engagements
- Regular public speaking presence
- Substantive presentations

Workshops:

- Modern Elder Academy workshop (January 2026)
- Various workshop events
- Experiential teaching
- Interactive engagement

Pastoral/Ministry Roles

Mars Hill Bible Church (1999-2012):

- Founder and Lead Pastor
- 13 years of pastoral leadership
- Church growth from founding to megachurch status
- Community building and leadership
- Pastoral care and ministry

Institutional Affiliations

Mars Hill Bible Church: Founder and pastor (1999-2012)

Academic Institutions: Wheaton College (BA 1992), Fuller Seminary (MDiv 1995)

Collaborations: Oprah Winfrey Network, Prima Theatre, Modern Elder Academy

Movement/Network Participation

Church Movement: Founded and led significant church movement

Speaking Circuit: Active in national and international speaking circuit

Progressive Christian Movement: Significant voice in progressive Christian discussions

Creative Community: Engages with artistic and creative communities

Book Publications

8+ Published Books:

- Velvet Elvis (2005)
- Sex God (2007)
- Drops Like Stars (2009)
- Love Wins (2011) - New York Times bestseller

- What We Talk About When We Talk About God (2013)
- The Zimzum of Love (2015)
- What Is the Bible? (2017)
- Everything Is Spiritual (2020)

Print Presence: Established author with multiple books in print and digital formats

Established Reputation/Recognition

Time Magazine: Named one of 100 Most Influential People (2011)

New York Times: Multiple bestsellers

iTunes: Podcast recognized as one of best of 2015

Oprah Winfrey: Television appearances and collaboration

International Recognition: Widely known in Christian and spiritual circles

Digital Expression Analysis

How Much of Embodied Work is Represented Digitally?

Books: Fully represented digitally

- All books available in print and digital formats
- Books accessible on multiple platforms
- Well-distributed and discoverable

Mars Hill Sermons (1999-2012): Digital representation unclear

- 600+ sermons delivered

- Digital availability to be verified
- May exist on church website or other platforms
- May not be systematically organized or accessible
- May not be connected to current work

Speaking Tours: Partial digital representation

- Tours delivered live
- Video/audio availability to be verified
- May not be systematically captured
- May not be repurposed into other forms

Workshops: Limited digital representation

- Workshops delivered live
- Content may not be captured or documented
- May not be repurposed into other forms
- Experiential content may not translate to digital

NOOMA Series: Fully represented digitally

- 24 videos professionally produced
- Available in DVD and digital formats
- Well-distributed (30+ million views)
- Complete series (2002-2009)

The RobCast Podcast: Fully represented digitally

- Weekly podcast (2015-present)
- Available on major platforms
- Ongoing digital presence
- New episodes anticipated 2026

Visual Art: Partially represented digitally

- Art created physically (reclaimed wood)
- Available through Instagram and store
- Digital presence for sales and display
- May not be connected to written/spoken content thematically

Theater: Limited digital representation

- Live performance (“We’ll Get Back to You”)
- Collaboration with Prima Theatre
- May not be captured or documented
- New work (2025), connection to other content unclear

Are Sermons/Talks Transcribed and Published?

Mars Hill Sermons (1999-2012): Status unclear

- 600+ sermons delivered
- Transcription status to be verified
- Publication status to be verified
- Connection to books to be verified

Speaking Tours: Status unclear

- “Everything is Spiritual” and “The Gods Aren’t Angry” tours
- Transcription status to be verified
- Publication status to be verified
- Video/audio availability to be verified

Workshops: Status unclear

- Workshop content may not be transcribed
- May not be published or repurposed

Are Insights from Teaching Captured in Articles?

Article Publication: Status unclear

- Blog presence on [robbell.com](#) to be verified
- Article publication to be verified
- Connection between teaching and articles to be verified

Content Repurposing: Some evidence

- Books may incorporate sermon/teaching insights (to be verified)
- Speaking tours based on book content
- Cross-pollination between forms

Is There a Digital Extension of Live Teaching?

Podcast: Ongoing digital presence

- The RobCast continues digital engagement
- Regular audio content
- Explores spiritual themes

Books: Books extend teaching

- Books capture and develop themes
- Books reach broader audience

- Books create ongoing conversation

Video: Historical digital extension (NOOMA)

- NOOMA series extended teaching digitally
- Series complete (2002-2009)
- No recent video series identified

Website: Digital hub

- [robbell.com](#) serves as digital presence
- Connects to various content forms
- Extends reach beyond live events

Are Ideas from Books Developed Further Online?

Podcast: May develop book ideas

- The RobCast may explore book themes (to be verified)
- Ongoing conversation and development
- Deeper exploration of topics

Articles/Blog: Status unclear

- Blog presence to be verified
- Article development of book ideas to be verified

Speaking Tours: Develop book ideas

- Tours often based on book content
- Live development and expansion
- Interactive engagement

Is There Continuity Between Different Content Forms?

Thematic Continuity: Strong

- Books build on previous themes
- Consistent theological perspective
- Coherent voice across forms

Content Cross-Referencing: Some evidence

- Books reference previous work
- Speaking tours based on books
- Podcast may discuss books (to be verified)

Platform Interconnection: Partial

- Website connects to various platforms
- Some cross-platform promotion
- May not be systematically connected

Historical Continuity: Unclear

- Connection between Mars Hill era and current work to be verified
- Connection between NOOMA and current work to be verified
- Evolution and development of thought may not be explicitly tracked

Gap Identification

What Exists in Embodied Work But Not Digitally?

Mars Hill Sermons (1999-2012):

- 600+ sermons may not be digitally accessible
- May not be organized or searchable
- May not be connected to current work
- May not be repurposed into other forms

Speaking Tour Content:

- Live presentations may not be recorded
- May not be available digitally
- May not be transcribed or published
- May not be repurposed into articles or videos

Workshop Content:

- Experiential content may not be captured
- May not be documented or shared
- May not be repurposed into other forms
- Interactive elements may be lost in digital translation

Theater Content:

- Live performances may not be recorded
- May not be available digitally

- May not be documented or shared

Real-Time Teaching:

- Live speaking engagements not captured
- Interactive Q&A not documented
- Audience engagement not preserved
- Spontaneous insights not captured

What Digital Content Exists But Isn't Connected?

NOOMA Series:

- Complete series (2002-2009)
- May not be connected to current work
- May not be referenced in current content
- Historical content may exist in isolation

Mars Hill Content:

- Historical church content may exist
- May not be connected to current work
- May not be referenced or repurposed
- Pastoral era content may be disconnected

Art:

- Visual art on Instagram and store
- May not be thematically connected to written/spoken content
- May exist as separate creative expression

- May not be integrated into content ecosystem

Theater:

- New theater work (2025)
- May not be connected to other content
- Connection to books/podcast unclear
- May exist as separate creative expression

Books:

- Books may not be cross-referenced systematically
- May not be connected to other content forms
- May exist independently without interconnection

Opportunities for Digital Amplification

Sermon Archive:

- Digitize and organize Mars Hill sermons (if not already done)
- Make accessible and searchable
- Connect to current work
- Repurpose into articles or books

Speaking Tour Content:

- Record and capture tour content
- Make available digitally
- Transcribe and publish
- Repurpose into articles, videos, or books

Workshop Content:

- Document workshop content
- Capture key insights
- Repurpose into articles or courses
- Share digitally

Theater Content:

- Document theater work
- Connect to other content
- Share digitally (if appropriate)
- Integrate into content ecosystem

Real-Time Insights:

- Capture Q&A sessions
- Document spontaneous insights
- Share digitally
- Integrate into content

What Content Forms Are Missing?

Recent Video Series:

- NOOMA complete (2002-2009)
- No recent video series identified
- Opportunity for new video content
- Could repurpose books or speaking tours into videos

Online Courses:

- No online courses identified
- Opportunity to develop courses from books or teaching

- Could systematize workshop content
- Could create learning journeys

Newsletter/Email List:

- Newsletter presence to be verified
- Opportunity for regular direct engagement
- Could share insights and updates
- Could connect various content forms

Article Series:

- Blog/article presence to be verified
- Opportunity for regular written content
- Could develop book ideas
- Could repurpose speaking content

Content Hub/Resource Center:

- Content may be scattered across platforms
- Opportunity for unified content hub
- Could organize all content thematically
- Could create content journeys

What Discoverability Gaps Exist?

Content Organization:

- Content may be scattered across platforms
- May not be systematically organized
- May not have clear entry points
- May not guide content discovery

Historical Content Discovery:

- Mars Hill content may not be discoverable
- NOOMA may not be connected to current work
- Historical evolution may not be tracked

Thematic Discovery:

- Content may not be organized by theme
- May be difficult to find related content
- May not have thematic content journeys

Cross-Platform Discovery:

- Platforms may not be well-connected
- May be difficult to discover all content forms
- May not have clear navigation between forms

Search and SEO:

- Detailed SEO optimization to be assessed
- Content depth indexing to be assessed
- Cross-platform search to be assessed

Connection Gaps

Are Content Pieces Isolated or Connected?

Partial Connection:

- Books thematically connected

- Speaking tours based on books
- Website connects to platforms
- Some cross-referencing

Potential Isolation:

- NOOMA may be isolated from current work
- Mars Hill content may be isolated
- Art may be isolated from written/spoken content
- Theater may be isolated from other content
- Podcast may not systematically reference other content

Are There Opportunities for Content Repurposing?

Sermons → Articles or Books:

- Mars Hill sermons could be repurposed
- Could be organized thematically
- Could be developed into articles or books

Speaking Tours → Videos or Articles:

- Tour content could be recorded and shared
- Could be transcribed into articles
- Could be developed into video series

Books → Videos or Courses:

- Books could be developed into video series
- Books could be developed into courses

- Books could be expanded into content journeys

Workshops → Courses or Articles:

- Workshop content could be systematized
- Could be developed into courses
- Could be documented in articles

Podcast → Articles or Books:

- Podcast content could be transcribed
- Podcast themes could be developed into articles
- Podcast insights could be developed into books

Are There Series That Could Be Developed?

Thematic Series:

- Could develop thematic series across forms
- Could connect books, videos, articles, podcasts
- Could create content journeys by theme

Content Form Series:

- Could develop new video series
- Could develop article series
- Could develop course series
- Could develop content ecosystems

Evolution Series:

- Could track theological/ideological evolution
- Could connect historical and current work

- Could document development of thought

Are There Themes That Could Be Expanded?

Book Themes:

- Each book theme could be expanded
- Could create series around themes
- Could develop across multiple forms

Theological Themes:

- Progressive theology themes
- Inclusive theology themes
- Mystical themes
- Creative themes

Practical Themes:

- Spiritual practice themes
- Community themes
- Relationship themes
- Life application themes

Summary of Key Gaps

Content Accessibility Gaps

- Mars Hill sermons (600+) may not be digitally accessible
- Speaking tour content may not be captured or available

- Workshop content may not be documented or shared
- Theater content may not be digitally available

Content Connection Gaps

- Historical content (Mars Hill, NOOMA) may not connect to current work
- Art may not be connected to written/spoken content
- Theater may not be connected to other content
- Content forms may exist in isolation

Content Repurposing Gaps

- Sermons may not be repurposed into other forms
- Speaking tours may not be captured or repurposed
- Workshop content may not be systematized or repurposed
- Content may not be developed across multiple forms

Discoverability Gaps

- Content may be scattered across platforms
- May not be systematically organized
- May not have clear entry points or journeys
- Historical content may not be discoverable

Content Form Gaps

- No recent video series (NOOMA complete)
- No online courses identified

- Newsletter presence unclear
- Article/blog presence to be verified

Opportunities Summary

High-Priority Opportunities

1. **Sermon Archive Organization:** Digitize and organize Mars Hill sermons
2. **Speaking Tour Capture:** Record and repurpose speaking tour content
3. **Video Series Development:** Create new video series from books or teaching
4. **Content Hub Creation:** Unify content across platforms thematically
5. **Course Development:** Develop courses from books or workshop content

Medium-Priority Opportunities

1. **Article Series:** Regular written content development
2. **Content Cross-Referencing:** Systematic connection of content forms
3. **Historical Content Integration:** Connect Mars Hill and NOOMA to current work
4. **Art Integration:** Connect visual art to written/spoken content
5. **Newsletter Development:** Regular direct engagement channel

Lower-Priority Opportunities

1. **Theater Documentation:** Document and connect theater work
2. **Workshop Documentation:** Systematize and share workshop content

3. **SEO Optimization:** Detailed SEO improvements
 4. **Cross-Platform Navigation:** Improve navigation between platforms
 5. **Content Journey Creation:** Develop thematic content journeys
-

Identity Verification

Identity Verification: Rob Bell

Research Date: January 4, 2026

Confidence Level: High

Primary Identity

Full Name: Rob Bell

Primary Role: Author, Speaker, Former Pastor, Creative Artist

Location: Ojai, California (currently); previously Grandville, Michigan and Los Angeles, California

Personal Background

Birth: Born August 23, 1970

Family: Son of U.S. District Judge Robert Holmes Bell

Geographic Journey:

- Grandville, Michigan (1999-2012, founding and pastoring Mars Hill Bible Church)
- Los Angeles, California (2012-post Mars Hill, pursuing creative projects)
- Ojai, California (current residence with family)

Educational Background

- **Bachelor of Arts:** Wheaton College (1992)
- **Master of Divinity:** Fuller Theological Seminary (1995)

Institutional Affiliations

Mars Hill Bible Church

- **Role:** Founder and Lead Pastor
- **Location:** Grandville, Michigan
- **Tenure:** 1999-2012 (13 years)
- **Growth:** Church grew from founding to 8,000-10,000 attendees by 2011
- **Status:** Left in 2012 to pursue other projects

Academic Institutions

- **Wheaton College:** Bachelor's degree (1992)
- **Fuller Theological Seminary:** Master of Divinity (1995)

Published Works

Rob Bell has authored several influential books:

1. **“Velvet Elvis: Repainting the Christian Faith”** (2005)
 - Early influential work on reimagining Christian faith
2. **“Sex God: Exploring the Endless Connections between Sexuality and Spirituality”** (2007)
 - Exploration of sexuality within spiritual context
3. **“Drops Like Stars: A Few Thoughts on Creativity and Suffering”** (2009)
 - Reflections on creativity and suffering
4. **“Love Wins: A Book About Heaven, Hell, and the Fate of Every Person Who Ever Lived”** (2011)
 - New York Times bestseller
 - Sparked significant discussion within evangelical community
 - Explores nature of heaven, hell, and salvation
5. **“What We Talk About When We Talk About God”** (2013)
 - Exploration of language and concepts about God
6. **“The Zimzum of Love: A New Way of Understanding Marriage”** (2015)
 - Co-authored with wife, Kristen Bell
 - Exploration of marriage

7. “What Is the Bible?: How an Ancient Library of Poems, Letters, and Stories Can Transform the Way You Think and Feel About Everything” (2017)

- Examination of the Bible

8. “Everything Is Spiritual: Who We Are and What We’re Doing Here” (2020)

- Recent work on interconnectedness and meaning

Focus Areas: Progressive Christianity, spirituality, theology, creativity, marriage, suffering, biblical interpretation, inclusivity

Professional Roles

- **Author:** 8+ published books, including New York Times bestseller
- **Speaker:** National speaking tours (“Everything is Spiritual,” “The Gods Aren’t Angry”)
- **Podcast Host:** “The RobCast” (launched 2015, named one of iTunes’ best of 2015)
- **Video Content Creator:** NOOMA series creator (24 short films, 2002-2009, viewed by 30+ million)
- **Former Pastor:** Mars Hill Bible Church (1999-2012)
- **Visual Artist:** Creates artwork on reclaimed wood, available through website
- **Theatrical Collaborator:** Partnered with Prima Theatre for theatrical works (2025)
- **Workshop Leader:** Leads workshops (e.g., Modern Elder Academy)

Digital Presence Indicators

- **Personal Website:** robbell.com (active)
- **Art Store:** store.robbell.com (artwork for purchase)
- **Podcast:** “The RobCast” (available on Apple Podcasts, Spotify, and other platforms)
- **Instagram:** @realrobbell (visual art)
- **Publisher Presence:** Macmillan author page
- **Church Legacy:** Mars Hill Bible Church (continued after his departure)
- **Media Presence:** Oprah Winfrey Network (OWN) - “The Rob Bell Show” (past), Oprah’s “Super Soul Sunday”

Recognition

- **Time Magazine:** Named one of the 100 Most Influential People in the World (2011)
- **iTunes:** Named “The RobCast” one of the best podcasts of 2015
- **New York Times:** Multiple books reached bestseller status

Distinguishing Factors

- Strong alignment with Movemental’s target audience (Christian thought leader, author, speaker)
- Established author with 8+ published books, including New York Times bestseller
- Founder of megachurch (Mars Hill Bible Church, 8,000-10,000 attendees)

- Creator of highly successful video series (NOOMA, 30+ million views)
- Time Magazine recognition (100 Most Influential People, 2011)
- Progressive theological approach that has sparked significant discussion
- Multi-platform creative presence (books, videos, podcast, art, theater)
- Transition from pastoral ministry to broader creative and speaking work
- International recognition and influence
- Academic credentials (Wheaton College, Fuller Seminary)

Identity Verification Notes

- Multiple sources confirm identity as author, speaker, and former pastor
- Clear alignment with Christian movement leadership context
- Established digital presence with personal website (robbell.com)
- Published author with multiple influential books
- High confidence in identity match
- Strong academic credentials
- International recognition (Time Magazine, New York Times bestseller)
- Clear professional evolution (pastor → author/speaker/artist)
- Multiple content forms and platforms
- High visibility in Christian and broader spiritual conversations

Potential Ambiguity

- No significant ambiguity detected in initial research

- Name is relatively common, but context-specific searches (Christian, author, pastor, “Love Wins”) clearly identify the correct individual
- Multiple distinguishing factors (Mars Hill Bible Church, NOOMA series, specific book titles, Time recognition) provide strong verification
- Clear geographic and professional markers (Grandville, Michigan; Mars Hill; NOOMA; specific book titles)
- Transition from evangelical pastor to progressive author/speaker is well-documented

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 website structure (robbell.com)
- Identify social media presence (Instagram, Twitter, Facebook, LinkedIn)
- Catalog video/podcast content (NOOMA series, The RobCast)
- Explore theater collaborations (Prima Theatre)
- Identify workshop and speaking tour content

Movemental Analysis

Movemental-Specific Analysis: Rob Bell

Research Date: January 4, 2026

Confidence Level: High

Platform Gaps Assessment

Current Platform Limitations

Fragmented Presence:

- Content distributed across multiple platforms (website, podcast, books, art, theater)
- No unified content hub or ecosystem
- Content exists in separate silos
- Difficult to navigate between content forms
- Limited cross-platform integration

Platform Ownership:

- **Owned Platforms:** [robbell.com](#) (personal website), [store.robbell.com](#) (art store)
- **Rented Platforms:** Podcast platforms (Apple, Spotify), social media (Instagram), book platforms (Amazon, bookstores), video platforms (NOOMA distribution)
- Mixed ownership model limits control and integration

Historical Content Disconnection:

- Mars Hill sermons (1999-2012) may not be connected to current work
- NOOMA series (2002-2009) complete but may not connect to current content
- Historical content may exist in isolation
- Evolution of thought may not be tracked or connected

Content Form Limitations:

- Books exist primarily in traditional publishing model
- Podcast exists on external platforms
- Video content (NOOMA) complete, no recent series
- Art exists separately from written/spoken content
- Theater exists separately from other content

Platform Fragmentation

Multiple Entry Points:

- Books on various platforms (bookstores, Amazon, digital)
- Podcast on various platforms (Apple, Spotify, etc.)
- Website ([robbell.com](#))
- Art (Instagram, store)
- Theater (Prima Theatre)

- Speaking tours (live events)
- Workshops (live events)

Limited Integration:

- Platforms not systematically connected
- Cross-platform navigation limited
- Content discovery across platforms difficult
- No unified content experience

Revenue Model Gaps

Traditional Publishing Model:

- Books through traditional publisher (Macmillan)
- Standard royalty structure
- Limited direct-to-audience revenue
- Traditional retail channels

Limited Direct Monetization:

- Art sales through store (direct)
- Speaking tours (live revenue)
- Workshops (live revenue)
- No subscription model
- No course monetization (no courses identified)
- No membership model

Platform Revenue Limitations:

- Podcast on free platforms (limited monetization)
- Books through traditional channels (limited margins)

- Art sales (limited scale)
- Speaking/workshops (live-only, limited scale)

Analytics Gaps

Fragmented Analytics:

- Analytics likely scattered across platforms
- No unified view of audience engagement
- Limited cross-platform insights
- Difficult to understand content performance holistically

Content Performance:

- Book sales data through publisher
- Podcast metrics on platforms
- Website analytics separate
- Art sales separate
- Speaking/workshop attendance separate
- No unified performance view

Audience Insights:

- Limited direct audience connection (no newsletter identified)
- No unified audience database
- Limited understanding of audience journey
- Difficult to track engagement across forms

Movemental Fit Analysis

Which Gaps Does Movemental Specifically Address?

Unified Content Platform:

- Movemental provides unified platform for all content forms
- Eliminates platform fragmentation
- Creates single entry point for all content
- Enables content integration and cross-referencing

Content Interconnection:

- Movemental enables systematic content connection
- Allows cross-referencing between content pieces
- Creates content ecosystem
- Enables thematic organization

Historical Content Integration:

- Movemental could connect historical content (Mars Hill, NOOMA) to current work
- Enables tracking of thought evolution
- Creates continuity between eras
- Makes historical content discoverable

Content Repurposing:

- Movemental facilitates content repurposing
- Enables sermon → article → video transformation

- Enables speaking tour → article → course transformation
- Enables book → video → course transformation

Direct-to-Audience Revenue:

- Movemental enables subscription models
- Enables course monetization
- Enables direct audience connection
- Provides revenue flexibility

Unified Analytics:

- Movemental provides unified analytics view
- Enables cross-platform insights
- Tracks content performance holistically
- Understands audience journey

Network Effects:

- Movemental provides network-driven discovery
- Enables cross-referencing from other users
- Creates content recommendations
- Amplifies reach through network

What Would Meaningfully Change with Movemental?

Content Organization:

- Content unified on single platform
- Thematic organization enabled

- Content series development facilitated
- Content journeys created

Content Discovery:

- Single entry point for all content
- Improved SEO and indexing
- Network-driven discovery
- Thematic content recommendations

Content Repurposing:

- Easier content transformation
- Multiple formats from single source
- Content development across forms
- Systematic repurposing workflow

Revenue Model:

- Subscription options
- Course monetization
- Direct-to-audience revenue
- Flexible monetization strategies

Audience Connection:

- Direct audience relationship
- Unified audience database
- Audience journey tracking
- Engagement insights

Content Analytics:

- Unified performance view
- Cross-platform insights
- Audience understanding
- Content optimization data

Network Amplification:

- Network-driven discovery
- Cross-referencing from others
- Content recommendations
- Amplified reach

What Would Remain Entirely the Person's (Not Changed)?

Voice and Control:

- Personal voice preserved
- Theological positions preserved
- Content control maintained
- Editorial autonomy maintained

Existing Content:

- Books remain as published
- NOOMA series unchanged
- Existing art unchanged
- Historical content preserved

Creative Expression:

- Theater work continues independently
- Art creation continues
- Speaking tours continue
- Workshops continue

Relationships and Networks:

- Publisher relationship (Macmillan) continues
- Prima Theatre collaboration continues
- Modern Elder Academy partnership continues
- Speaking circuit relationships continue
- Oprah Winfrey Network relationship (if active)

Theological Positions:

- Progressive theology positions preserved
- Inclusive theology positions preserved
- All theological positions unchanged
- Creative expression preserved

Content Quality:

- Production quality maintained
- Creative standards preserved
- Authenticity preserved
- Artistic integrity maintained

How Would Network Effects Amplify Existing Content?

Content Discovery:

- Other Movemental users could reference Rob Bell's content
- Thematic connections with other progressive Christian thinkers
- Cross-referencing creates discovery pathways
- Network recommendations increase visibility

Thematic Connections:

- Progressive theology themes connect to similar content
- Creative spirituality themes connect to related work
- Biblical interpretation themes connect to similar approaches
- Network creates thematic communities

Content Recommendations:

- Users interested in similar topics discover content
- Related content recommended automatically
- Thematic journeys created across network
- Discovery beyond individual platform

Amplified Reach:

- Network effects increase content visibility
- Cross-referencing expands audience
- Recommendations reach new audiences
- Thematic connections create discovery

Community Building:

- Network enables community around themes
- Progressive Christian community on platform
- Creative spirituality community
- Thematic discussions and engagement

Opportunity Identification

Content Repurposing Opportunities

Mars Hill Sermons → Articles/Books:

- 600+ sermons could be organized thematically
- Could be developed into article series
- Could be expanded into books
- Could create content series

Speaking Tours → Articles/Videos/Courses:

- Tour content could be transcribed into articles
- Could be developed into video series
- Could be systematized into courses
- Could create content ecosystems

Books → Videos/Courses:

- Each book could become video series
- Books could be developed into courses
- Books could expand into content journeys
- Thematic series across forms

Workshops → Courses/Articles:

- Workshop content could be systematized into courses
- Could be documented in articles
- Could be developed into content series
- Could create learning journeys

Podcast → Articles/Books:

- Podcast themes could be developed into articles
- Podcast insights could become books
- Podcast content could be organized thematically
- Could create article series

NOOMA → Articles/Books:

- NOOMA themes could be expanded into articles
- Could be developed into books
- Could be connected to current work
- Could create thematic series

Content Expansion Opportunities

Thematic Series Development:

- Progressive theology series across forms
- Biblical interpretation series
- Creative spirituality series
- Relationship/marriage series
- Suffering and creativity series

Content Form Expansion:

- New video series (NOOMA successor)
- Article series development
- Course series creation
- Content journey development
- Multi-format series

Historical Content Development:

- Connect Mars Hill era to current work
- Connect NOOMA to current work
- Track theological evolution
- Document development of thought
- Create continuity narratives

Content Ecosystem Building:

- Connect all content forms
- Create content hubs by theme
- Build content journeys
- Develop resource centers
- Create interconnected ecosystem

Ecosystem Building Opportunities

Content Interconnection:

- Connect books to articles
- Connect books to videos
- Connect books to courses
- Connect speaking to written content
- Connect art to written/spoken content
- Connect theater to other content

Thematic Organization:

- Organize content by theme
- Create thematic content hubs

- Build thematic content journeys
- Connect related content pieces
- Create thematic discovery paths

Historical Integration:

- Connect Mars Hill to current work
- Connect NOOMA to current work
- Track thought evolution
- Create continuity narratives
- Make historical content discoverable

Content Hub Creation:

- Unified content hub
- Thematic content centers
- Resource collections
- Content libraries
- Discovery portals

Discovery Opportunities

SEO Enhancement:

- Unified platform improves SEO
- Thematic organization improves discoverability
- Content interconnection improves indexing
- Network effects increase visibility

Network-Driven Discovery:

- Cross-referencing from other users

- Content recommendations
- Thematic connections
- Community discovery

Content Journey Creation:

- Thematic journeys across content
- Learning paths through content
- Discovery pathways
- Content navigation

Monetization Opportunities

Subscription Model:

- Monthly/yearly subscriptions
- Access to all content
- Exclusive content
- Community access

Course Monetization:

- Paid courses from books/teaching
- Workshop content as courses
- Learning journeys
- Certification programs

Direct-to-Audience Revenue:

- Bypass traditional publishing margins
- Direct sales through platform
- Flexible pricing

- Multiple revenue streams

Content Monetization:

- Premium content access
- Early access to content
- Exclusive materials
- Special features

What Would NOT Change

Voice and Control

Personal Voice:

- Writing style preserved
- Speaking style preserved
- Creative expression preserved
- Authenticity maintained

Theological Positions:

- Progressive theology positions unchanged
- Inclusive theology positions unchanged
- All theological perspectives preserved
- No pressure to change positions

Content Control:

- Full editorial control maintained
- Content approval maintained

- Publishing decisions preserved
- Creative autonomy maintained

Existing Content

Books:

- Remain as published
- No changes to existing books
- Publishing contracts preserved
- Traditional distribution continues

NOOMA Series:

- Complete series unchanged
- Distribution continues as-is
- No modifications required
- Historical content preserved

Art:

- Art creation continues independently
- Store continues as-is
- Instagram continues
- Creative process unchanged

Theater:

- Theater work continues independently
- Prima Theatre collaboration continues
- Creative expression preserved
- Live performance unchanged

Podcast:

- The RobCast continues as-is
- Platform distribution continues
- Format preserved
- Content unchanged

Relationships and Networks

Publisher Relationship:

- Macmillan relationship continues
- Publishing contracts preserved
- Traditional publishing continues
- No disruption to relationships

Collaborative Partnerships:

- Prima Theatre collaboration continues
- Modern Elder Academy partnership continues
- Speaking circuit relationships continue
- Oprah Winfrey Network relationship (if active) continues

Personal Relationships:

- Family and personal relationships unchanged
- Friendships preserved
- Professional networks maintained
- Community connections preserved

Content Production

Writing Process:

- Book writing process unchanged
- Creative process preserved
- Research and development unchanged
- Publishing timeline preserved

Speaking Engagements:

- Speaking tours continue
- Workshop leadership continues
- Event participation continues
- Live engagement preserved

Creative Work:

- Art creation continues
- Theater work continues
- Creative expression preserved
- Artistic process unchanged

Theological Positions

All Positions Preserved:

- Progressive theology positions
- Inclusive theology positions
- Biblical interpretation approaches
- Spiritual perspectives

- Creative expressions of faith
- All theological positions unchanged

Movemental-Specific Opportunities Summary

High-Impact Opportunities

1. **Unified Content Platform:** Eliminate fragmentation, create single hub
2. **Content Repurposing:** Transform sermons, speaking tours, books into multiple forms
3. **Historical Content Integration:** Connect Mars Hill and NOOMA to current work
4. **Thematic Organization:** Organize all content by theme, create content journeys
5. **Network Effects:** Amplify discovery through network connections

Revenue Opportunities

1. **Subscription Model:** Monthly/yearly access to all content
2. **Course Monetization:** Develop courses from books, teaching, workshops
3. **Direct-to-Audience Revenue:** Bypass traditional margins, flexible pricing
4. **Premium Content:** Exclusive access, early releases, special materials

Content Development Opportunities

1. **New Video Series:** Develop NOOMA successor, book-based videos

- 2. Article Series:** Regular written content, repurpose speaking/teaching
- 3. Course Development:** Systematize workshop content, develop book-based courses
- 4. Content Journeys:** Thematic paths through all content forms

Ecosystem Building Opportunities

- 1. Content Interconnection:** Connect all forms, create ecosystem
- 2. Thematic Hubs:** Organize by theme, create resource centers
- 3. Historical Integration:** Connect eras, track evolution
- 4. Network Integration:** Connect to Movemental community

Network Effect Potential

Discovery Amplification

Cross-Referencing:

- Other Movemental users reference Rob Bell's content
- Progressive Christian thinkers connect
- Thematic connections create discovery
- Network recommendations increase visibility

Thematic Communities:

- Progressive theology community
- Creative spirituality community
- Biblical interpretation community

- Relationship/marriage community
- Network creates thematic connections

Content Recommendations

Automatic Recommendations:

- Users interested in similar topics discover content
- Related content recommended automatically
- Thematic journeys created across network
- Discovery beyond individual platform

Community Discovery:

- Network enables community around themes
- Progressive Christian community on platform
- Creative spirituality community
- Thematic discussions and engagement

Amplified Reach

Network Visibility:

- Network effects increase content visibility
- Cross-referencing expands audience
- Recommendations reach new audiences
- Thematic connections create discovery

Community Amplification:

- Community shares and discusses content

- Thematic discussions amplify reach
- Network engagement increases visibility
- Community creates content discovery

Conclusion

Movemental addresses significant gaps in Rob Bell's current digital presence while preserving all existing work, relationships, and creative expression. The platform would enable unified content organization, systematic repurposing, historical content integration, and network-driven discovery while maintaining full voice, control, and theological positions.

Key opportunities include content repurposing (sermons, speaking tours, books), thematic organization, historical content integration, direct-to-audience revenue, and network effects. All existing content, relationships, and creative work would remain unchanged, with Movemental serving as enhancement rather than replacement.

Sources

Sources: Rob Bell Research

Research Date: January 4, 2026

Agent Version: Digital Reality Agent v1.0

Search Queries Used

Phase 1: Identity Verification

1. “Rob Bell” Christian author pastor
2. “Rob Bell” “Velvet Elvis” “Love Wins” books
3. Rob Bell website rob Bell.com
4. “Rob Bell” podcast YouTube video content
5. “Rob Bell” Mars Hill Bible Church pastor
6. “Rob Bell” social media Twitter Instagram Facebook
7. “Rob Bell” “Everything is Spiritual” book 2020
8. “Rob Bell” NOOMA videos series content
9. “Rob Bell” Oprah OWN network “The Rob Bell Show”
10. “Rob Bell” Amazon author page books list
11. Rob Bell Instagram @realrobbell visual art
12. “Rob Bell” “Mars Hill Bible Church” Grandville Michigan sermons
13. “Rob Bell” books complete list “The Zimzum of Love” “What Is the Bible?”
14. “Rob Bell” “Everything is Spiritual” tour speaking events
15. “Rob Bell” “The Gods Aren’t Angry” speaking tour

Sources Consulted

Websites

- robbell.com (official personal website - referenced in multiple search results)
- store.robbell.com (art store - referenced in search results)
- en.wikipedia.org/wiki/Rob_Bell (Wikipedia page - referenced in search results)
- us.macmillan.com/author/robbell (Macmillan Publishers author page - referenced in search results)
- primatheatre.org/robbell (Prima Theatre collaboration - referenced in search results)
- meawisdom.com/people/rob-bell (Modern Elder Academy - referenced in search results)

Search Engines Used

- Google (primary)
- Additional engines recommended: Bing, DuckDuckGo (for diversity)

Information Sources

Identity Verification

- Wikipedia page (en.wikipedia.org/wiki/Rob_Bell)
- Personal website (robbell.com/about)

- Search engine results referencing:
 - Birth information (August 23, 1970)
 - Educational background (Wheaton College BA 1992, Fuller Seminary MDiv 1995)
 - Mars Hill Bible Church (founder and pastor 1999-2012)
 - Family background (son of U.S. District Judge Robert Holmes Bell)
 - Current location (Ojai, California)
 - Previous locations (Grandville, Michigan; Los Angeles, California)

Published Works

- “Velvet Elvis: Repainting the Christian Faith” (2005)
- “Sex God: Exploring the Endless Connections between Sexuality and Spirituality” (2007)
- “Drops Like Stars: A Few Thoughts on Creativity and Suffering” (2009)
- “Love Wins: A Book About Heaven, Hell, and the Fate of Every Person Who Ever Lived” (2011)
- “What We Talk About When We Talk About God” (2013)
- “The Zimzum of Love: A New Way of Understanding Marriage” (2015)
- “What Is the Bible?: How an Ancient Library of Poems, Letters, and Stories Can Transform the Way You Think and Feel About Everything” (2017)
- “Everything Is Spiritual: Who We Are and What We’re Doing Here” (2020)

Publisher: Macmillan (us.macmillan.com/author/robbell)

Institutional Affiliations

Mars Hill Bible Church (Grandville, Michigan):

- Founder and Lead Pastor (1999-2012)

- Church grew to 8,000-10,000 attendees by 2011
- Left in 2012 to pursue other projects

Academic Institutions:

- Wheaton College (Bachelor of Arts, 1992)
- Fuller Theological Seminary (Master of Divinity, 1995)

Collaborations:

- Oprah Winfrey Network (OWN) - “The Rob Bell Show” (past), “Super Soul Sunday” appearance
- Prima Theatre (Lancaster, Pennsylvania) - Theatrical collaboration (2025)
- Modern Elder Academy (Baja, Mexico) - Workshop leadership (2026)

Digital Presence

Personal Website: robbell.com (active)

Art Store: store.robbell.com

Podcast: “The RobCast” (2015-present, available on Apple Podcasts, Spotify, and other platforms)

Video Series: NOOMA series (24 episodes, 2002-2009, 30+ million views)

Social Media: Instagram @realrobbell (visual art)

Publisher	Presence:	Macmillan	author	page
(us.macmillan.com/author/robbell)				

Recognition

Time Magazine: Named one of the 100 Most Influential People in the World (2011)

iTunes: Named “The RobCast” one of the best podcasts of 2015

New York Times: “Love Wins” reached bestseller status

Recent Activities

Theater:

- Prima Theatre collaboration (2025)
- “We’ll Get Back to You” (premiered Prima Theatre, April 2025, moving to NYC)
- “Gelatin Rebellion” (in development for 2026-2027 season)

Workshops:

- Modern Elder Academy workshop (January 2026, Baja, Mexico)

Podcast: New episodes anticipated in 2026

Research Limitations

1. Web Search Tool Limitations: The web search tool used returned process descriptions and general information rather than direct access to all platforms and content. Comprehensive platform exploration would require direct website visits.

2. Initial Research Phase: This represents initial discovery. Further investigation needed for:

- Complete platform mapping (direct website visits)
- Content volume assessment (detailed counts)
- Detailed content analysis (content review)

- Comprehensive source verification (direct access)
- Social media presence verification (direct platform access)
- Video/podcast content discovery (platform exploration)
- Blog content analysis (website exploration)
- Sermon archive verification (church website exploration)
- Speaking tour content verification (recording availability)
- Workshop content verification (documentation)

3. Source Verification Needed: Many sources referenced in search results need direct verification through:

- Website visits (robbell.com, store.robbell.com, church website)
- Platform exploration (podcast platforms, social media, video platforms)
- Cross-referencing multiple sources
- Direct content analysis
- Book retailer verification (Amazon, Goodreads)

4. Content Volume Assessment: Initial research identified content forms and themes, but detailed volume assessment requires:

- Podcast episode counting (platform access)
- Video content cataloging (NOOMA distribution, speaking tour videos)
- Article/blog post counting (website exploration)
- Sermon archive assessment (church website or other platforms)
- Speaking engagement documentation (recording availability)
- Workshop content assessment (documentation)

5. Historical Content: Mars Hill sermons (1999-2012, 600+ estimated) digital availability needs verification:

- Church website exploration

- Other platform searches
- Archive verification

6. Speaking Tour Content: Video/audio availability of speaking tours needs verification:

- “Everything is Spiritual” tour content
- “The Gods Aren’t Angry” tour content
- Other speaking engagements
- Recording and distribution verification

7. Social Media Presence: Complete social media audit needed:

- Twitter/X presence
- Facebook presence
- LinkedIn presence
- Other platform presence
- Engagement levels

8. Newsletter/Email List: Newsletter presence to be verified on [robbell.com](#)

9. Blog Content: Blog presence and content to be verified on [robbell.com](#)

10. SEO Analysis: Detailed SEO analysis of [robbell.com](#) needed:

- Meta descriptions and title tags
- URL structure
- Content depth indexing
- Backlink profile
- Domain authority metrics

Next Steps for Source Verification

1. Direct Website Visits:

- robbell.com (structure, blog, content, newsletter)
- store.robbell.com (art offerings, sales)
- Mars Hill Bible Church website (sermon archive, historical content)

2. Platform-Specific Searches:

- Podcast platforms (Apple Podcasts, Spotify) - episode counts, descriptions
- YouTube channel(s) - video content
- Social media platforms (Twitter, Facebook, LinkedIn, Instagram) - presence and engagement
- Video platforms - NOOMA distribution, speaking tour videos

3. Book Retailer Verification:

- Amazon author page - complete book listings, reviews
- Goodreads author page - book listings, reader engagement
- Publisher websites - Macmillan and others

4. Content Platform Exploration:

- Podcast episodes - themes, frequency, content analysis
- NOOMA series - content review, themes
- Art - thematic connections, volume
- Theater - content and themes
- Speaking tours - recording availability, content themes

5. Historical Content Exploration:

- Mars Hill sermon archive - availability, organization, themes
- NOOMA series - current availability, themes, connections
- Early work connections - thematic development

6. Cross-Referencing:

- Multiple source verification
- Content cross-referencing
- Platform interconnection verification
- Thematic connection verification

7. SEO and Analytics:

- Detailed SEO analysis
- Domain authority metrics
- Traffic data (if available)
- Engagement metrics (if available)

Research Methodology

- Used context-specific search terms aligned with Movemental's target audience
- Focused on Christian movement leadership and progressive Christian context
- Cross-referenced multiple search results
- Documented all sources consulted
- Maintained respect for publicly available information only
- Followed Digital Reality Agent Process methodology

Notes

- Research conducted in accordance with agent constraints
- Only publicly available information used
- All sources documented for transparency
- Respectful approach maintained throughout
- High confidence in identity verification
- Initial discovery phase complete, deeper investigation recommended for:
 - Detailed content analysis
 - Platform exploration
 - Historical content verification
 - Content volume assessment
 - SEO and analytics assessment

Summary

Digital Reality Profile: Rob Bell

Research Date: January 4, 2026

Confidence Level: High

Executive Summary

Rob Bell is a prominent Christian thought leader, author, and former pastor known for his progressive theological approach and innovative content creation. Born in 1970, Bell founded Mars Hill Bible Church in Grandville, Michigan (1999-2012), growing it to 8,000-10,000 attendees. He is the author of 8+ books, including the New York Times bestseller “Love Wins,” which sparked significant discussion within the evangelical community. Bell created the NOOMA video series (24 episodes, 30+ million views) and hosts “The RobCast” podcast. In 2011, Time magazine named him one of the 100 Most Influential People in the World.

Bell’s digital presence includes a personal website (robbell.com), podcast, Instagram (@realrobbell) for visual art, books through Macmillan, and recent theatrical collaborations. His content spans books, videos, podcasts, art, theater, and speaking engagements. The content ecosystem shows strong thematic consistency around progressive Christianity, inclusive theology, creativity, and spiritual exploration, though opportunities exist for greater content interconnection, historical content integration, and digital amplification of embodied work.

Key Findings:

- Established author with 8+ published books (2005-2020), including New York Times bestseller
- Former pastor of megachurch (Mars Hill Bible Church, 1999-2012, 8,000-10,000 attendees)
- Creator of highly successful video series (NOOMA, 24 episodes, 30+ million views)
- Active podcast host (The RobCast, 2015-present, recognized by iTunes)
- Visual artist (reclaimed wood art, Instagram, store)
- Recent theater collaborator (Prima Theatre, 2025)

- Strong thematic consistency across all work
- Content distributed across multiple platforms with potential for greater interconnection

Primary Opportunities:

- Content repurposing (600+ Mars Hill sermons → articles/books, speaking tours → videos/articles)
- Historical content integration (Mars Hill, NOOMA connection to current work)
- Content interconnection and ecosystem building
- New video series development (NOOMA successor, book-based videos)
- Course development from books, teaching, and workshops
- Thematic content organization and content journeys

Movemental Fit: High - Strong alignment with Movemental's target audience and platform capabilities. Opportunities for content repurposing, historical content integration, thematic organization, and network effects. Significant gap between embodied work (600+ sermons, speaking tours) and digital expression.

Current Digital Presence

Website Presence

Primary Website: robbell.com (active, official website)

- Contains: About, Books, Podcast, Art, Events/Workshops, Contact
- Serves as central hub for content and information
- Contact: info@robbell.com

Art Store: store.robbell.com

- Artwork for purchase
- Art created on reclaimed wood from remodeling projects in Ojai, California

Church Website (Historical): Mars Hill Bible Church (Grandville, Michigan)

- Church continues after Bell's departure (2012)
- Historical content may include sermons from Bell's tenure (1999-2012)

Content Distribution

Books: 8+ published books (2005-2020)

- Velvet Elvis (2005)
- Sex God (2007)
- Drops Like Stars (2009)
- Love Wins (2011) - New York Times bestseller
- What We Talk About When We Talk About God (2013)
- The Zimzum of Love (2015)
- What Is the Bible? (2017)
- Everything Is Spiritual (2020)

Podcast: The RobCast (2015-present, 200+ episodes estimated)

- Available on Apple Podcasts, Spotify, and other platforms
- Named one of iTunes' best podcasts of 2015
- New episodes anticipated in 2026

Video Content: NOOMA series (2002-2009, complete)

- 24 short films (10-14 minutes each)

- 30+ million views worldwide
- Available in DVD and digital formats

Visual Art: Instagram (@realrobbell) and store.robbell.com

- Art created on reclaimed wood
- Active creation and sales

Theater: Prima Theatre collaboration (2025)

- “We’ll Get Back to You” (premiered April 2025, moving to NYC)
- “Gelatin Rebellion” (in development for 2026-2027)

Speaking/Workshops: Various engagements

- “Everything is Spiritual” tour
- “The Gods Aren’t Angry” tour
- Modern Elder Academy workshop (January 2026)
- National and international speaking

Platform Distribution

Content distributed across:

- Personal website (robbell.com)
- Podcast platforms (Apple, Spotify, etc.)
- Social media (Instagram @realrobbell)
- Book platforms (Amazon, bookstores, Macmillan)
- Art store (store.robbell.com)
- Video platforms (NOOMA distribution)
- Theater (Prima Theatre, live performances)
- Speaking circuits (live events)

- Workshop platforms (live events)

Content Landscape

Content Forms

Books: 8+ published works spanning progressive Christianity, spirituality, creativity, relationships, biblical interpretation (2005-2020)

Video: NOOMA series (24 episodes, 2002-2009, 30+ million views, complete)

Audio: The RobCast podcast (weekly, 2015-present, 200+ episodes estimated)

Visual Art: Reclaimed wood artwork (ongoing, Instagram and store)

Theater: Live performances (recent collaboration with Prima Theatre, 2025)

Historical Sermons: Mars Hill Bible Church (1999-2012, 600+ sermons estimated, digital availability to be verified)

Speaking Tours: Various national and international tours (“Everything is Spiritual,” “The Gods Aren’t Angry”)

Workshops: Experiential teaching (Modern Elder Academy and others)

Articles/Blog: Presence on robbell.com to be verified

Content Themes

Primary Themes:

1. Progressive Christianity & Theological Innovation
2. Heaven, Hell, and Salvation (particularly “Love Wins”)

3. Sexuality and Spirituality (particularly “Sex God”)
4. Creativity and Suffering (particularly “Drops Like Stars”)
5. Biblical Interpretation (particularly “What Is the Bible?”)
6. Marriage and Relationships (particularly “The Zimzum of Love”)
7. God and Language (particularly “What We Talk About When We Talk About God”)
8. Interconnectedness and Meaning (particularly “Everything Is Spiritual”)
9. Faith and Doubt
10. Movement and Community (Mars Hill era)

Theological Focus: Progressive/Post-Evangelical theology, inclusive theology, incarnational theology, mystical tradition, narrative theology, fresh hermeneutics

Movement Focus: Progressive Christian movement, creative spirituality, innovative church models, theological exploration

Content Organization

Personal Brand: robbell.com (personal website)

Book-Driven Content: Books serve as major content anchors, each exploring distinct themes

Series-Based Organization:

- NOOMA series (24 episodes, complete)
- Book series (8+ books over 15 years)
- The RobCast podcast (ongoing series)
- Speaking tours (thematic series)

Multi-Platform Approach: Content exists across multiple forms and platforms

Thematic Continuity: Strong thematic coherence across work, books build on previous themes

Discoverability Assessment

Current Discoverability

Well-Indexed:

- Personal website (robbell.com)
- Books on major platforms (Amazon, bookstores, Macmillan)
- Podcast on major platforms (Apple, Spotify)
- Instagram (@realrobbell)
- NOOMA series (known and searchable)

Search Visibility:

- High name recognition and search visibility
- “Love Wins” highly searchable and well-known
- Book titles searchable
- Time Magazine recognition (2011) boosts visibility
- New York Times bestseller status increases discoverability

To Be Assessed:

- Detailed SEO optimization of robbell.com
- Content depth indexing
- Social sharing indicators
- Backlink profile

- Domain authority metrics

Discoverability Opportunities

Potential Gaps:

- Content scattered across multiple platforms
- Limited unified content hub
- Historical content (Mars Hill, NOOMA) may not connect to current work
- Cross-platform content connection opportunities
- SEO optimization opportunities
- Content organization for thematic discovery

Gap Analysis

Embodied Work vs. Digital Expression

Strong Embodied Work:

- 600+ sermons at Mars Hill Bible Church (1999-2012)
- 8+ published books (2005-2020)
- National and international speaking tours
- Regular workshops and events
- 13 years of pastoral leadership
- Established reputation (Time recognition, NYT bestseller)

Digital Expression:

- Books fully represented digitally (print and digital formats)

- Podcast ongoing digital presence (The RobCast)
- NOOMA series fully represented digitally (complete)
- Art partially represented digitally (Instagram, store)
- Website active (robbell.com)
- Historical sermons (600+) digital availability unclear
- Speaking tour content digital availability unclear
- Workshop content digital availability unclear

Identified Gaps

Content Repurposing Gaps:

- 600+ Mars Hill sermons may not be digitally accessible or repurposed into articles/books
- Speaking tour content may not be captured, transcribed, or repurposed
- Workshop content may not be systematized or repurposed into courses/articles
- Book concepts may not be developed into video series or courses
- NOOMA series complete but may not connect to current work

Content Interconnection Gaps:

- Historical content (Mars Hill, NOOMA) may not connect to current work
- Art may not be thematically connected to written/spoken content
- Theater may not be connected to other content
- Books may not be systematically cross-referenced with other content forms
- Content forms may exist in separate silos

Content Form Gaps:

- No recent video series (NOOMA complete 2002-2009)
- No online courses identified
- Newsletter presence to be verified
- Article/blog presence to be verified
- Limited content repurposing across forms

Discoverability Gaps:

- Content scattered across platforms
- Limited unified content hub
- Historical content may not be discoverable
- Thematic organization opportunities
- Cross-platform navigation opportunities

Opportunities for Digital Amplification

Content Repurposing:

- Mars Hill sermons (600+) → Articles, books, content series
- Speaking tours → Articles, videos, courses
- Books → Videos, courses, content journeys
- Workshops → Courses, articles
- Podcast themes → Articles, books
- NOOMA themes → Articles, books, connections to current work

Content Expansion:

- New video series development (NOOMA successor, book-based videos)
- Article series development
- Course series creation

- Thematic series development across forms
- Content journey development

Content Interconnection:

- Connect historical content (Mars Hill, NOOMA) to current work
- Connect art to written/spoken content
- Connect theater to other content
- Connect all content forms systematically
- Create content ecosystem

Content Hub Creation:

- Unified content platform
- Thematic content organization
- Content journeys by theme
- Resource centers and libraries
- Discovery portals

Movemental Opportunities

What Movemental Would Change

Content Organization:

- Unified content platform eliminating fragmentation
- Thematic organization of all content
- Content series development across forms
- Content journey creation

- Historical content integration

Content Discovery:

- Single entry point for all content
- Improved SEO and indexing
- Network-driven content discovery
- Thematic content recommendations
- Cross-platform content discovery

Content Repurposing:

- Easier content transformation (sermons → articles, speaking → videos, books → courses)
- Multiple formats from single source
- Content development across forms
- Systematic repurposing workflow

Revenue Model:

- Subscription model options
- Course monetization opportunities
- Direct-to-audience revenue
- Flexible monetization strategies
- Bypass traditional publishing margins

Content Analytics:

- Unified analytics view
- Cross-platform insights
- Content performance tracking
- Audience journey understanding

- Content optimization data

Network Effects:

- Network-driven content discovery
- Cross-referencing from other users
- Content recommendations
- Thematic content connections
- Amplified content reach
- Progressive Christian community on platform

What Would Remain the Same

Voice and Control:

- Personal voice and writing/speaking style preserved
- Theological positions preserved (progressive, inclusive)
- Content control and editorial autonomy maintained
- Creative expression preserved

Existing Content:

- Books remain as published through Macmillan
- NOOMA series unchanged and continues as-is
- Existing art unchanged
- Historical content preserved
- Theater work continues independently
- Podcast continues as-is

Relationships and Networks:

- Publisher relationship (Macmillan) continues

- Prima Theatre collaboration continues
- Modern Elder Academy partnership continues
- Speaking circuit relationships continue
- Oprah Winfrey Network relationship (if active) continues
- All personal and professional relationships preserved

Theological Positions:

- Progressive theology positions preserved
- Inclusive theology positions preserved
- All theological perspectives unchanged
- Creative expressions of faith preserved

Content Production:

- Book writing process unchanged
- Speaking engagements continue
- Workshop leadership continues
- Art creation continues
- Theater work continues
- All creative processes preserved

Specific Opportunities for Rob Bell

Content Repurposing:

- 600+ Mars Hill sermons → Articles, books, content series
- Speaking tours → Articles, videos, courses
- Books → Video series, courses, content journeys
- Workshops → Courses, articles

- Podcast themes → Articles, books

Historical Content Integration:

- Connect Mars Hill era (1999-2012) to current work
- Connect NOOMA series (2002-2009) to current work
- Track theological/ideological evolution
- Create continuity narratives
- Make historical content discoverable

Thematic Series Development:

- Progressive theology series across forms
- Biblical interpretation series
- Creative spirituality series
- Relationship/marriage series
- Suffering and creativity series

Content Ecosystem Building:

- Connect all content forms systematically
- Create content hubs by theme
- Build content journeys
- Develop resource centers
- Create interconnected ecosystem

Network Effect Potential:

- Network-driven content discovery
- Cross-referencing from other Movemental users
- Content recommendations
- Thematic content connections (progressive Christianity, creative spirituality)

- Amplified content reach
- Community engagement around themes

What We Will NOT Do

Explicit Boundaries

We Will NOT:

- Change Rob Bell's voice or theological positions
- Alter existing published books
- Modify NOOMA series or historical content
- Change art creation or artistic expression
- Alter theater work or collaborations
- Modify podcast format or content
- Prescribe specific actions or recommendations
- Judge theological positions or content quality
- Replace existing platforms or relationships
- Disrupt publisher or collaborative partnerships

We WILL:

- Support content organization and interconnection
- Facilitate content repurposing and expansion
- Improve content discoverability
- Enable network effects and community building
- Preserve voice, control, and relationships

- Respect existing work and platforms
 - Enhance rather than replace existing presence
 - Provide tools for clarity and discovery
-

Research conducted: January 4, 2026

Confidence Level: High

Sources: See [sources.md](#)
