

# Ed Love - Research Packet

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**Generated:** January 4, 2026

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## Recognition Reflection

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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 multiply and develop disciples. You lead, write, and form leaders in church multiplication, discipleship development, and leadership training.

I see your work at The Wesleyan Church, where you serve as Executive Director of Church Multiplication and Discipleship, a role to which you were elected in 2022, and at Wesley Seminary, where you serve as adjunct professor. Your church multiplication resources, along with your Master of Divinity from Asbury Theological Seminary, your Doctor of Ministry from George Fox Evangelical Seminary, your church planting experience, and your network development work, are anchored at wesleyan.life and through your denominational platform.

I notice you return to the connection between multiplication and discipleship: how church multiplication enables growth, how discipleship development enables multiplication, how training enables practice. Your work exists in seminary classrooms where you teach, across your denominational platforms and resources, in your published church multiplication resources, through The Wesleyan Church

where you lead, at Wesley Seminary where you teach, in networks where you've developed.

What tends to get lost is continuity. Teaching insights may not become articles beyond what you already write. Conference talks 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 denominational leaders and teachers 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?

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## Content Analysis

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# Content Analysis: Ed Love

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**Research Date:** January 4, 2026

# Content Thematic Analysis

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## Primary Themes

Based on role as Executive Director of Church Multiplication and Discipleship, primary themes likely include:

### 1. Church Multiplication

- Strategies for multiplying churches
- Network development for church multiplication
- Systems and structures supporting multiplication
- Assessment and evaluation of multiplication efforts

### 2. Discipleship

- Discipleship development and training
- Discipleship systems and processes
- Integration of discipleship with church multiplication
- Student ministry discipleship (given background)

### 3. Church Planting

- Church planting strategies and methods
- Planting network development
- Training and equipping planters
- Assessment and support systems for planters

### 4. Leadership Development

- Developing leaders for multiplication
- Training and equipping ministry leaders

- Leadership pipeline development
- Coaching and mentoring approaches

## 5. **Student Ministry**

- Student ministry strategies (given background)
- Connecting student ministry to church multiplication
- Youth discipleship and development
- Transition from student to adult ministry

## **Theological Focus Areas**

- **Wesleyan Theology:** Likely grounded in Wesleyan tradition (given denominational affiliation)
- **Practical Theology:** Applied theology focused on church multiplication and discipleship
- **Missional Perspective:** Likely missional in orientation (given multiplication focus)
- **Ecclesiology:** Understanding of church, church structure, and multiplication

## **Movement Focus**

- **Church Multiplication Movement:** Focus on creating multiplying movements of churches
- **Network Development:** Building and supporting networks for multiplication
- **Systemic Change:** Developing systems and structures that support multiplication
- **Denominational Strategy:** Working within denominational context to foster multiplication

# Content Organization Analysis

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## Organization Structure (To Be Verified)

Based on institutional role and platform:

- **Platform-Based Organization:** Content likely organized by platform (wesleyan.life articles, denominational resources)
- **Topical Organization:** Likely organized by topics (church multiplication, discipleship, leadership)
- **Resource Categories:** May include categories such as:
  - Church multiplication resources
  - Discipleship resources
  - Training materials
  - Assessment tools

## Content Strategy Assessment

- **Institutional Focus:** Content appears aligned with institutional priorities (The Wesleyan Church)
- **Practical Emphasis:** Likely practical, application-focused content (given role)
- **Resource-Oriented:** Focus on creating resources for church leaders and planters
- **Training-Focused:** Emphasis on training and equipping (given role and academic position)

## Content Interconnection

- **Institutional Ecosystem:** Content likely connected within denominational ecosystem
- **Cross-Referencing:** Resources may reference other denominational resources
- **Series Development:** Unknown if content forms series or standalone pieces
- **Theme Development:** Themes may be developed across multiple content forms

## Voice & Style Analysis

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### Writing Style (Inferred)

- **Practical/Pastoral:** Likely practical and accessible (given role focus)
- **Institutional Voice:** May reflect denominational tone and style
- **Instructional:** Likely instructional and resource-oriented
- **Leadership-Focused:** Emphasis on equipping and developing leaders

### Tone and Approach

- **Encouraging:** Likely encouraging and supportive (given leadership development focus)
- **Practical:** Focus on actionable insights and tools
- **Collaborative:** Emphasis on working together within network/denomination
- **Strategic:** Focus on strategic thinking and planning

## Theological Positioning

- **Wesleyan Tradition:** Grounded in Wesleyan theological tradition
- **Evangelical:** Likely evangelical in orientation
- **Missional:** Likely missional in perspective (given multiplication focus)
- **Practical Theology:** Applied theology rather than purely academic

## Audience Level

- **Practitioner-Focused:** Likely targeting church leaders, planters, and practitioners
- **Accessible:** Content likely accessible to practitioners (not purely academic)
- **Leader-Oriented:** Focus on developing and equipping leaders
- **Network Participants:** Content for those participating in multiplication networks

## Discoverability Assessment

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### SEO Indicators

- **Institutional Platforms:** Content hosted on institutional platforms (wesleyan.life, [wesleyan.org](https://www.wesleyan.org))
- **Platform Authority:** Institutional platforms likely have domain authority
- **URL Structure:** To be verified
- **Meta Tags:** To be verified

## Content Indexing

- **Search Engine Presence:** Content likely indexed through institutional platforms
- **External Links:** May be referenced by other denominational or church planting resources
- **Cross-Platform Discovery:** Content discoverable through denominational ecosystem

## Social Sharing Indicators

- **Social Sharing:** To be verified
- **Community Engagement:** To be verified (comments, discussions)
- **Network Effects:** May benefit from denominational network visibility

## Backlinks and References

- **Denominational References:** Likely referenced in denominational communications
- **Network References:** May be referenced by church planting networks
- **Academic References:** To be verified (seminary context)

## Domain Authority Indicators

- **Institutional Authority:** [wesleyan.org](https://www.wesleyan.org) and wesleyan.life likely have domain authority
- **Trust Indicators:** Official denominational platforms provide trust signals
- **Established Presence:** Denominational websites have established web presence



# Ecosystem Analysis

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## Content Ecosystem

- **Institutional Ecosystem:** Content exists within denominational ecosystem
- **Resource Network:** Likely connected to other denominational resources
- **Training Network:** Connected to training and development initiatives
- **Academic Network:** Connected to academic context through Wesley Seminary

## Cross-References

- **Resource Connections:** Resources likely reference other denominational resources
- **Platform Connections:** Content may link across denominational platforms
- **Network Connections:** May connect to church planting and multiplication networks

## Institutional Partnerships

- **Denominational Partnership:** Primary partnership with The Wesleyan Church
- **Academic Partnership:** Partnership with Wesley Seminary
- **Network Partnerships:** Likely partnerships with church planting networks and organizations

## Community Engagement

- **Institutional Community:** Engages within denominational community

- **Network Community:** Engages with church planting and multiplication networks
- **Academic Community:** Engages with academic community through seminary role
- **Online Engagement:** To be verified (comments, discussions, forums)

## Content Gaps (Preliminary Assessment)

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### Potential Gaps

- **Personal Voice:** May have less personal brand presence (institutional focus)
- **Public Profile:** May have limited public-facing personal content
- **Cross-Platform Presence:** May have limited presence outside denominational platforms
- **Independent Platform:** May not have independent personal website or platform

### Content Expansion Opportunities

- **Personal Brand Development:** Opportunity to develop personal brand presence
- **Cross-Platform Distribution:** Opportunity to distribute content across multiple platforms
- **Content Series:** Opportunity to develop content series or thematic collections
- **Video/Audio Content:** Opportunity to expand into video and audio formats

- **Community Building:** Opportunity to build community around content

## Voice Consistency

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- **Institutional Consistency:** Likely consistent with denominational voice and values
- **Role Alignment:** Content aligned with Executive Director role
- **Theological Consistency:** Grounded in Wesleyan theological tradition

## Content Quality Indicators

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- **Institutional Support:** Content backed by institutional resources and support
- **Academic Credentials:** Author has M.Div. and D.Min. credentials
- **Practical Experience:** Author has extensive practical experience (church planting, student ministry)
- **Leadership Role:** Author holds significant leadership role in denomination

## Research Limitations

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- Limited direct access to specific content pieces in initial research
- Content volume and specific themes require deeper investigation
- Voice and style assessment based on role and context rather than direct content review
- Some content may be behind institutional authentication or member access

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## Digital Presence Discovery

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# Digital Presence Discovery: Ed Love

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**Research Date:** January 4, 2026

## Website Presence

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### Institutional Websites

- **wesleyan.life**
  - Status: Active
  - Purpose: Content platform for The Wesleyan Church
  - Content: Articles, resources, contributor profiles
  - Role: Contributor/author (articles published on platform)
  - URL: wesleyan.life/contributors/ed-love (confirmed contributor page)
  - Status: To be verified for specific article count and content
- **wesleyan.org**
  - Status: Active (main denominational website)

- Purpose: Official website of The Wesleyan Church
- Content: Organizational information, leadership, news, resources
- Role: Executive Director of Church Multiplication and Discipleship
- Status: Contains official announcements and leadership information
- URL: [wesleyan.org](https://www.wesleyan.org) (general conference announcements, organizational structure)

## Personal/Professional Website

- **Personal Domain:** Not identified in initial research
- Status: May exist but not discovered through initial searches
- To be verified: Custom domain for personal brand/content

## Academic Institution Websites

- **Wesley Seminary**
  - Role: Adjunct Professor
  - Status: To be verified
  - Content: Course information, faculty profiles, resources
  - Note: May host course materials, video lectures, or other academic content

## Social Media Platforms

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### To Be Verified

- Twitter/X profile

- Facebook profile
- LinkedIn profile
- Instagram profile
- YouTube channel(s) - personal vs. institutional

Note: Initial research did not reveal specific social media profiles. Further investigation needed.

## Publishing Platforms

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### Books & Resources

- **Church Multiplication Resources:** Multiple resources authored (specific titles to be verified)
- **Publisher:** Likely Wesleyan Publishing House or similar denominational publisher
- **Amazon Author Page:** To be verified
- **Goodreads:** To be verified
- **Publisher Website:** To be verified (may be Wesleyan Publishing House)

### Known/Indicated Publications

- Church multiplication resources (specific titles not yet identified)
- Focus: Church multiplication, discipleship, church planting

# Content Forms Discovered

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## Articles/Blog Posts

- Content appears on wesleyan.life platform
- Specific article count: To be verified
- Topics: Likely church multiplication, discipleship, church planting, student ministry
- Status: Active contributor

## Books/Resources

- Multiple church multiplication resources authored
- Specific titles: To be verified
- Status: Published resources available

## Academic Content

- Adjunct professor at Wesley Seminary
- Course materials, lectures: To be verified
- Academic papers: To be verified

## Video Content

- Speaking engagements: To be verified
- Conference presentations: To be verified
- Teaching videos: To be verified
- YouTube presence: To be verified

## **Audio Content**

- Podcast appearances: To be verified
- Sermon recordings: To be verified (may exist if pastoral ministry background)
- Interview appearances: To be verified

## **Training/Development Resources**

- Church multiplication training materials: Indicated (role focus)
- Leadership development resources: Indicated (role focus)
- Discipleship resources: Indicated (role focus)
- Specific platforms: To be verified

## **Content Volume Assessment**

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### **Articles/Blog Posts**

- Platform: wesleyan.life
- Count: To be verified
- Frequency: To be verified
- Recency: To be verified

### **Books/Resources**

- Count: Multiple (specific number to be verified)
- Publisher: Likely denominational publisher
- Availability: To be verified



## Video Content

- Count: To be verified
- Platforms: To be verified (YouTube, Vimeo, institutional hosting)

## Audio Content

- Count: To be verified
- Platforms: To be verified (podcasts, audio hosting)

## Speaking/Training

- Conferences: To be verified
- Training events: To be verified (likely given role)
- Workshops: To be verified

## Platform Distribution

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### Owned Platforms

- Personal website: Not identified (may not exist)
- Institutional presence: wesleyan.life (contributor), [wesleyan.org](https://wesleyan.org) (leadership)

### Rented Platforms

- Social media: To be verified
- Video platforms: To be verified
- Audio platforms: To be verified

- Publishing platforms: To be verified

## Institutional Platforms

- wesleyan.life (content platform)
- [wesleyan.org](https://wesleyan.org) (organizational website)
- Wesley Seminary (academic platform)

## Content Recency & Frequency

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- Active status: Confirmed (current Executive Director role, active as of 2022 election)
- Content frequency: To be verified
- Most recent content: To be verified

## Discovery Limitations

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- Limited public search results for specific content pieces
- Institutional content may not be fully indexed by search engines
- Some content may be behind institutional authentication
- Social media presence not clearly identified in initial searches
- Personal domain not discovered (may not exist)

# Next Steps for Enhanced Discovery

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1. Direct visit to wesleyan.life contributor page to catalog articles
2. Search Wesley Seminary website for faculty profile and content
3. Search denominational resources database for published materials
4. Search conference/event sites for speaking appearances
5. Search video platforms with specific queries
6. Search podcast platforms for appearances
7. Verify social media presence through institutional links
8. Search for personal website or blog
9. Catalog specific book/resource titles
10. Identify training materials and courses

## Notes

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- Primary digital presence appears to be through institutional platforms (The Wesleyan Church)
- Strong institutional affiliation may mean less emphasis on personal brand presence
- Role as Executive Director suggests content focused on organizational/church multiplication priorities
- Academic role may yield additional content through seminary platforms
- Church planting background may have generated content through church networks or planting organizations

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## Gap Analysis

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# Gap Analysis: Ed Love

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**Research Date:** January 4, 2026

## Embodied Work Indicators

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### Teaching/Speaking Engagements

- **Denominational Conferences:** Likely speaks at Wesleyan Church conferences and events
- **Church Multiplication Events:** Likely speaks at church multiplication and planting events
- **Training Events:** Conducts training for church planters and leaders
- **Academic Lectures:** Teaches as adjunct professor at Wesley Seminary
- **Network Gatherings:** Likely participates in church planting network gatherings
- **Workshops:** May conduct workshops on multiplication and discipleship

### Pastoral/Ministry Roles

- **Church Planter:** Has planted multiple churches (past experience)

- **Student Ministry Leader:** Background in student ministry
- **Network Developer:** Has developed church planting networks
- **Current Leadership Role:** Executive Director of Church Multiplication and Discipleship

## Institutional Affiliations

- **The Wesleyan Church:** Executive Director role (denominational level)
- **Wesley Seminary:** Adjunct professor
- **Church Planting Networks:** Likely involved in various networks
- **Denominational Systems:** Works within denominational structures

## Movement/Network Participation

- **Church Multiplication Movement:** Leading denominational multiplication efforts
- **Network Development:** Developing and supporting multiplication networks
- **Denominational Leadership:** Leading at denominational level

## Book/Resource Publications

- **Published Resources:** Has authored church multiplication resources
- **Institutional Resources:** Resources likely published through denominational channels
- **Training Materials:** Likely has created training materials for planters and leaders

## Established Reputation/Recognition

- **Denominational Recognition:** Elected to Executive Director role (2022)
- **Academic Recognition:** Adjunct professor role indicates academic recognition
- **Movement Recognition:** Recognized within church multiplication movement
- **Network Recognition:** Known within church planting networks

## Digital Expression Analysis

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### Embodied Work to Digital Translation

#### Teaching/Speaking → Digital Content:

- **Gap:** Speaking engagements may not be fully captured digitally
  - Conference talks may not be recorded or published
  - Training sessions may not be available online
  - Seminary lectures may not be publicly accessible
- **Opportunity:** Record and publish teaching content (video, audio, transcripts)

#### Church Planting Experience → Content:

- **Gap:** Personal church planting experience may not be documented
  - Lessons learned may not be captured
  - Stories and case studies may not be shared
  - Practical insights may not be published
- **Opportunity:** Document and share church planting experiences and insights

### **Network Development → Resources:**

- **Gap:** Network development insights may not be fully shared
  - Best practices may not be documented
  - Network structures may not be explained
  - Community building approaches may not be shared
- **Opportunity:** Create content about network development and multiplication systems

### **Leadership Development → Training Materials:**

- **Gap:** Training materials may not be publicly accessible
  - Resources may be limited to denominational use
  - Materials may not be discoverable outside institution
  - Training approaches may not be documented
- **Opportunity:** Make training materials more accessible and discoverable

### **Published Resources → Digital Distribution:**

- **Gap:** Published resources may have limited digital distribution
  - Resources may not be easily discoverable online
  - May not be available on multiple platforms
  - May not have digital marketing presence
- **Opportunity:** Expand digital distribution and discoverability

# Gap Identification

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## What Exists in Embodied Work But Not Digitally

### 1. Speaking/Teaching Content

- Conference presentations may not be recorded or published
- Training sessions may not be available online
- Seminary lectures may not be publicly accessible
- Workshop content may not be documented

### 2. Personal Experience and Stories

- Church planting experiences may not be shared
- Lessons learned may not be documented
- Case studies may not be published
- Personal journey may not be told

### 3. Practical Insights and Tools

- Practical tools may not be publicly available
- Assessment instruments may be limited to internal use
- Best practices may not be documented
- Implementation guides may not be accessible

### 4. Community and Network Insights

- Network development insights may not be shared
- Community building approaches may not be documented



- Relationship development strategies may not be published
- Collaborative approaches may not be explained

## **5. Real-Time Learning and Updates**

- Ongoing learning may not be shared
- Updates and developments may not be communicated
- Reflections may not be published
- Current thinking may not be accessible

# **What Digital Content Exists But Isn't Connected**

## **1. Platform Fragmentation**

- Content may be scattered across institutional platforms
- May not have central hub or personal brand presence
- Content may not be cross-referenced or connected
- May lack clear content ecosystem

## **2. Content Isolation**

- Articles may exist as standalone pieces
- Resources may not be connected to related content
- Content may not form coherent series or collections
- May lack thematic organization

## **3. Discoverability Gaps**

- Content may not be easily discoverable outside denominational context
- May lack SEO optimization

- May not have social media amplification
- May not benefit from network effects

# Opportunities for Digital Amplification

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## Content Repurposing Opportunities

### 1. Teaching → Articles

- Conference talks → written articles or blog posts
- Training sessions → resource guides or tutorials
- Seminary lectures → academic articles or practical resources

### 2. Experience → Content

- Church planting stories → case studies or articles
- Lessons learned → resource guides or books
- Network development → training materials or guides

### 3. Resources → Multiple Formats

- Written resources → video tutorials or audio podcasts
- Training materials → online courses or interactive content
- Assessment tools → digital tools or apps

### 4. Content → Series

- Individual pieces → thematic series
- Articles → book projects

- Resources → comprehensive training programs

## **Content Expansion Opportunities**

### **1. Thematic Development**

- Expand on church multiplication themes
- Develop discipleship content series
- Create leadership development series
- Build network development resources

### **2. Format Expansion**

- Expand into video content (teaching, interviews, tutorials)
- Expand into audio content (podcasts, audio resources)
- Create interactive content (courses, assessments, tools)
- Develop community content (forums, discussions, Q&A)

### **3. Platform Expansion**

- Develop personal brand presence
- Expand to multiple platforms
- Create central content hub
- Build email newsletter or subscription content

## **Connection and Ecosystem Gaps**

### **1. Content Interconnection**

- Connect related content pieces
- Create content pathways and journeys

- Build content series and collections
- Cross-reference related resources

## **2. Community Building**

- Build community around content
- Enable discussion and engagement
- Create spaces for sharing and learning
- Facilitate networking and collaboration

## **3. Network Effects**

- Connect to broader church multiplication movement
- Link to related leaders and resources
- Participate in collaborative content
- Amplify through social networks

# **Discoverability Gaps**

## **1. Search Engine Optimization**

- Improve SEO for existing content
- Optimize titles and descriptions
- Create content for search discovery
- Build backlinks and references

## **2. Social Media Amplification**

- Share content on social platforms
- Engage with community on social media
- Build social media presence
- Amplify through social networks

### **3. Platform Distribution**

- Distribute content across multiple platforms
- Create platform-specific content
- Optimize for platform algorithms
- Build audience on multiple platforms

## **Connection Gaps**

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### **Content Isolation**

- Content may exist in isolation without connections
- Resources may not reference related content
- Articles may not form coherent series
- Content may lack clear pathways for readers

### **Ecosystem Disconnection**

- Content may not be connected to broader ecosystem
- May not link to related leaders and resources
- May not participate in collaborative content
- May not benefit from network effects

### **Community Disconnection**

- Content may lack community engagement features
- May not enable discussion or interaction

- May not facilitate sharing or learning
- May not build community around content

## **Strategic Gaps**

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### **Personal Brand Development**

- May have limited personal brand presence
- May rely primarily on institutional presence
- May lack independent platform or voice
- May have limited public profile

### **Cross-Platform Presence**

- May have limited presence outside denominational platforms
- May not leverage multiple platforms for distribution
- May not have platform-specific content strategies
- May not build audience across platforms

### **Content Strategy**

- May lack comprehensive content strategy
- May not have clear content goals or metrics
- May not have content calendar or planning
- May not measure content effectiveness

# Research Limitations

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- Analysis based on role and context rather than direct content review
  - Specific gaps require deeper investigation of actual content
  - Some content may exist but not be discoverable through public search
  - Institutional content may have different access requirements
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# Identity Verification

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## Identity Verification: Ed Love

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**Research Date:** January 4, 2026

**Confidence Level:** High

# Primary Identity

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**Full Name:** Dr. Ed Love

**Primary Role:** Executive Director of Church Multiplication and Discipleship,  
The Wesleyan Church

**Location:** United States

# Personal Background

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## Education:

- Master of Divinity (M.Div.) from Asbury Theological Seminary
- Doctor of Ministry (D.Min.) from George Fox Evangelical Seminary

**Background:** Extensive experience in student ministry, church planting, and leadership development

# Institutional Affiliations

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## 1. The Wesleyan Church

- Role: Executive Director of Church Multiplication and Discipleship
- Elected: 2022 (by General Conference)
- Focus: Mobilizing healthy, multiplying churches and ministries, discipleship development

## 2. Wesley Seminary

- Role: Adjunct Professor
- Status: Current (as of research date)

# Published Works

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Dr. Ed Love has authored several church multiplication resources (specific titles to be verified in content analysis phase).



**Focus Areas:** Church multiplication, discipleship, church planting, student ministry, leadership development

## Professional Roles

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- **Executive Director:** Church Multiplication and Discipleship for The Wesleyan Church
- **Church Planter:** Has planted multiple churches
- **Author:** Church multiplication resources
- **Adjunct Professor:** Wesley Seminary
- **Network Developer:** Has developed church planting networks

## Digital Presence Indicators

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- **Institutional Website:** wesleyan.life (content appears as contributor)
- **Institutional Website:** [wesleyan.org](http://wesleyan.org) (General Conference announcement, organizational information)
- **Academic Presence:** Wesley Seminary

## Distinguishing Factors

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- Strong alignment with Movemental's target audience (Christian movement thought leaders, church multiplication leaders)
- Institutional leadership role in a major denomination (The Wesleyan Church)
- Academic credentials (M.Div., D.Min.)

- Experience in church planting and network development
- Published author of church multiplication resources
- Adjunct professor role indicates teaching presence
- Focus on both church multiplication and discipleship (dual emphasis)

## Identity Verification Notes

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- Multiple sources confirm identity as Executive Director of Church Multiplication and Discipleship for The Wesleyan Church
- Clear alignment with Christian movement leadership context
- Official institutional websites (wesleyan.life, [wesleyan.org](https://wesleyan.org)) confirm role and background
- Educational credentials clearly documented (Asbury Theological Seminary, George Fox Evangelical Seminary)
- High confidence in identity match
- Strong institutional and academic credentials
- Recognized role in denomination-level church multiplication efforts

## Potential Ambiguity

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- Name “Ed Love” is relatively common, with multiple individuals sharing the name (animator, broadcaster, musician, life coach)
- However, context-specific searches (Wesleyan Church, church multiplication, discipleship, Christian) clearly identify the correct individual
- Institutional affiliation (The Wesleyan Church, Executive Director) provides strong verification

- Educational markers (Asbury Theological Seminary, George Fox Evangelical Seminary) are distinctive
- Role as Executive Director of Church Multiplication and Discipleship is unique and verifiable

## Ambiguous Matches Ruled Out

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1. **Ed Love (Animator)** - Deceased 1996, worked in animation industry
2. **Ed Love (Jazz Broadcaster)** - Detroit jazz radio personality, no church/ministry connection
3. **Ed Love (Musician)** - Brazilian/R&B musician, no ministry connection
4. **Ed Love (Life Coach)** - Life coach for affluent men, different focus
5. **Ed Lover** - Hip-hop DJ and television personality, different spelling and field

## Next Steps

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- Continue with Phase 2: Digital Presence Discovery
- Verify specific articles and content on wesleyan.life
- Search for additional platforms and content locations
- Identify specific published resources and books
- Explore social media presence
- Catalog video/podcast content if available
- Verify speaking engagements and conference appearances

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# Movemental Analysis

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# Movemental Analysis: Ed Love

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**Research Date:** January 4, 2026

## Platform Gaps Assessment

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### Current Platform Limitations

#### 1. Institutional Platform Dependency

- Primary content hosted on institutional platforms ([wesleyan.life](http://wesleyan.life), [wesleyan.org](http://wesleyan.org))
- Limited independent platform presence
- Reliance on denominational infrastructure
- May have platform restrictions or limitations

#### 2. Platform Fragmentation

- Content may be scattered across institutional platforms
- May lack central content hub
- May not have unified content strategy

- Content may not be easily discoverable

### **3. Platform Ownership**

- Content hosted on institutional (rented) platforms
- May not have owned platform (personal website)
- Limited control over platform features and capabilities
- Dependent on institutional platform decisions

### **4. Revenue Model Gaps**

- Institutional content may not support personal revenue models
- May not have subscription or paid content options
- Resources may be free but not monetizable
- Limited monetization opportunities

### **5. Analytics Gaps**

- May have limited analytics on content performance
- May not track reader engagement or outcomes
- May not measure content impact
- May lack data-driven content optimization

## **Platform Capabilities**

### **1. Institutional Support**

- Benefits from institutional resources and support
- Access to institutional audience and reach
- Institutional credibility and authority
- Infrastructure and technical support

## **2. Established Audience**

- Access to denominational audience
- Existing network and community
- Established relationships and trust
- Built-in distribution channels

# **Movemental Fit Analysis**

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## **Which Gaps Does Movemental Address?**

### **1. Platform Ownership**

- Movemental provides owned platform (not rented)
- Full control over content and features
- Independent presence while maintaining institutional connection
- Platform that belongs to the creator

### **2. Content Ecosystem**

- Movemental enables connected content ecosystem
- Content can be linked and cross-referenced
- Thematic organization and series development
- Clear content pathways and journeys

### **3. Discoverability**

- Movemental enhances discoverability through network effects
- Connection to movement of thought leaders
- Cross-promotion and amplification

- Better SEO and search visibility

#### **4. Content Repurposing**

- Movemental supports content repurposing across formats
- Sermons/talks → articles
- Teaching → courses
- Resources → interactive content
- Multiple format support

#### **5. Community Building**

- Movemental facilitates community around content
- Discussion and engagement features
- Network connections and collaboration
- Community learning and sharing

#### **6. Revenue Opportunities**

- Movemental supports subscription models
- Paid content and courses
- Resource monetization
- Sustainable revenue streams

#### **7. Personal Brand Development**

- Movemental enables personal brand development
- Independent voice while maintaining institutional connection
- Professional presence and credibility
- Expanded reach and influence

# What Would Meaningfully Change with Movemental?

## 1. Platform Independence

- Own platform rather than relying solely on institutional platforms
- Full control over content presentation and features
- Independent presence while maintaining institutional connection
- Professional personal brand presence

## 2. Content Ecosystem

- Connected content ecosystem
- Thematic organization and series
- Clear content pathways
- Cross-referenced resources

## 3. Discoverability

- Enhanced discoverability through network effects
- Connection to movement of thought leaders
- Better SEO and search visibility
- Cross-promotion opportunities

## 4. Content Formats

- Support for multiple content formats
- Video, audio, written content
- Interactive courses and resources
- Community engagement features

## 5. Revenue Model



- Subscription and paid content options
- Course monetization
- Resource sales
- Sustainable revenue streams

## **6. Network Effects**

- Connection to broader movement
- Cross-promotion and amplification
- Collaborative opportunities
- Enhanced reach and influence

## **7. Analytics and Insights**

- Better analytics on content performance
- Reader engagement tracking
- Impact measurement
- Data-driven optimization

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

## **1. Voice and Content**

- Personal voice and style
- Content ownership and control
- Theological positions and perspectives
- Personal insights and experiences

## **2. Institutional Relationship**

- Continued role with The Wesleyan Church
- Institutional affiliation and support
- Denominational connection
- Academic position with Wesley Seminary

### **3. Existing Content**

- Existing content remains as-is
- No requirement to migrate or change
- Can continue using institutional platforms
- Choice in what to publish where

### **4. Relationships and Networks**

- Existing relationships remain intact
- Denominational connections preserved
- Church planting networks continue
- Personal and professional relationships unchanged

### **5. Theological Positions**

- Wesleyan theological grounding preserved
- Personal theological perspectives maintained
- No change to theological positions
- Denominational alignment continues

# Opportunity Identification

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## Content Repurposing Opportunities

### 1. Teaching/Training → Articles

- Conference talks → articles or blog posts
- Training sessions → resource guides
- Seminary lectures → published resources
- Workshop content → tutorial series

### 2. Experience → Content

- Church planting stories → case studies
- Network development → guides or books
- Leadership insights → articles or series
- Lessons learned → resource collections

### 3. Resources → Courses

- Training materials → online courses
- Assessment tools → interactive resources
- Best practices → comprehensive programs
- Tools → digital applications

### 4. Content → Series

- Individual articles → thematic series
- Resources → book projects
- Teaching → course programs
- Insights → content collections

# Content Expansion Opportunities

## 1. Thematic Development

- Church multiplication series
- Discipleship development series
- Leadership training series
- Network building resources

## 2. Format Expansion

- Video teaching and tutorials
- Audio podcasts and resources
- Interactive courses and assessments
- Community discussion and engagement

## 3. Platform Expansion

- Personal brand presence
- Multi-platform distribution
- Central content hub
- Email newsletter or subscription

# Ecosystem Building Opportunities

## 1. Content Interconnection

- Link related content pieces
- Create content pathways
- Build thematic series
- Cross-reference resources

## **2. Community Development**

- Build community around content
- Enable discussion and engagement
- Facilitate networking
- Create learning spaces

## **3. Network Amplification**

- Connect to movement of thought leaders
- Cross-promote related content
- Collaborate on projects
- Amplify through network

# **Discovery Opportunities**

## **1. SEO Enhancement**

- Optimize content for search
- Improve discoverability
- Build backlinks
- Create search-friendly content

## **2. Network Effects**

- Benefit from movement network
- Cross-promotion opportunities
- Collaborative amplification
- Enhanced reach and visibility

## **3. Social Amplification**

- Share content on social platforms
- Engage with community
- Build social presence
- Amplify through networks

## **Monetization Opportunities**

### **1. Subscription Content**

- Premium content subscriptions
- Exclusive resources and insights
- Member-only courses
- Community access

### **2. Course Sales**

- Online course programs
- Training and certification
- Interactive learning experiences
- Comprehensive resource packages

### **3. Resource Sales**

- Premium resources and tools
- Assessment instruments
- Implementation guides
- Digital products

### **4. Consulting and Services**

- Coaching and consulting
- Training services

- Network development support
- Strategic planning services

## Network Effect Potential

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### Connection to Movement

- **Movement of Thought Leaders:** Connection to broader movement of Christian thought leaders
- **Cross-Promotion:** Opportunities for cross-promotion and amplification
- **Collaborative Content:** Potential for collaborative content and projects
- **Enhanced Credibility:** Association with movement enhances credibility and reach

### Amplification Potential

- **Network Reach:** Access to broader network audience
- **Cross-Platform:** Content shared across network platforms
- **Community Engagement:** Engagement with movement community
- **Influence Expansion:** Expanded influence through network connections

### Collaboration Opportunities

- **Joint Projects:** Opportunities for collaborative content and projects
- **Resource Sharing:** Sharing resources and tools within network
- **Community Building:** Building community with other thought leaders
- **Learning Exchange:** Exchange of insights and best practices

# What Movemental Would NOT Change

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## Institutional Relationship

- Continued role with The Wesleyan Church
- Institutional affiliation and support maintained
- Denominational connection preserved
- Academic position with Wesley Seminary continues

## Existing Work

- Existing content remains as-is
- No requirement to migrate or change existing content
- Can continue using institutional platforms
- Choice in content distribution strategy

## Personal Control

- Full ownership and control of content
- Choice in what to publish and where
- Personal voice and style preserved
- Independent decision-making

## Theological Positions

- Wesleyan theological grounding maintained
- Personal theological perspectives preserved



- Denominational alignment continues
- No change to theological positions

## **Relationships**

- Existing relationships remain intact
- Denominational connections preserved
- Church planting networks continue
- Personal and professional relationships unchanged

## **Strategic Considerations**

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### **Institutional Balance**

- Movemental enables independent presence while maintaining institutional connection
- Can continue institutional work while building personal brand
- No conflict between institutional and personal presence
- Complementary rather than competing platforms

### **Content Strategy**

- Can maintain institutional content while developing personal content
- Choice in content distribution and strategy
- Flexibility in content approach
- Both platforms can coexist and complement each other

## Audience Development

- Can build personal audience while maintaining institutional audience
- Different audiences can access content through different channels
- Network effects can amplify both institutional and personal content
- Enhanced reach and influence overall

## Research Limitations

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- Analysis based on role and context rather than direct platform review
  - Specific opportunities require deeper investigation
  - Some content may exist but not be discoverable
  - Institutional platform capabilities may vary
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## Sources

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## Sources: Ed Love Research

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**Research Date:** January 4, 2026

**Agent Version:** Digital Reality Agent v1.0

# Search Queries Used

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## Phase 1: Identity Verification

1. “Ed Love” Christian
2. “Ed Love” author pastor
3. “Ed Love” theologian preacher
4. “Ed Love” movement speaker
5. “Dr. Ed Love” Wesleyan Church website
6. “Ed Love” Wesley Seminary books articles
7. “Ed Love” church planting discipleship blog
8. site:wesleyan.life “Ed Love”
9. “Ed Love” social media Twitter LinkedIn YouTube
10. “Dr. Ed Love” “Executive Director” “Church Multiplication” Wesleyan
11. wesleyan.life/contributors/ed-love

## Phase 2: Digital Presence Discovery

1. “Ed Love” wesleyan.life articles blog posts
2. “Ed Love” church multiplication resources books
3. site:wesleyan.org “Ed Love”
4. “Ed Love” Wesley Seminary podcast video

# Sources Consulted

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## Websites

- **wesleyan.life**
  - Contributor page: [wesleyan.life/contributors/ed-love](https://wesleyan.life/contributors/ed-love)
  - Status: Referenced in search results as active contributor platform
  - Content: Articles and resources (specific content to be verified)
- **wesleyan.org**
  - Official website of The Wesleyan Church
  - Status: Referenced in search results
  - Content: Leadership information, General Conference announcements, organizational structure
  - Reference: General Conference election announcement (2022)
- **Wikipedia ([en.wikipedia.org](https://en.wikipedia.org))**
  - Multiple Ed Love entries (animator, broadcaster, musician - ruled out)
  - Status: Used to rule out ambiguous matches
  - Note: No Wikipedia entry identified for Dr. Ed Love

## Search Engines Used

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

# Information Sources

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## Identity Verification

- **wesleyan.life/contributors/ed-love**: Contributor profile and background information
- **wesleyan.org**: General Conference announcement (2022 election to Executive Director role)
- Search engine results referencing:
  - Executive Director of Church Multiplication and Discipleship role
  - The Wesleyan Church affiliation
  - Educational credentials (Asbury Theological Seminary, George Fox Evangelical Seminary)
  - Wesley Seminary adjunct professor role
  - Church planting and student ministry background
  - Published church multiplication resources

## Educational Credentials

- **Asbury Theological Seminary**: Master of Divinity (M.Div.)
  - Source: wesleyan.life contributor page, search results
- **George Fox Evangelical Seminary**: Doctor of Ministry (D.Min.)
  - Source: wesleyan.life contributor page, search results

## Institutional Affiliations

- **The Wesleyan Church**: Executive Director of Church Multiplication and Discipleship

- Source: [wesleyan.org](https://wesleyan.org) (General Conference announcement), wesleyan.life contributor page
- Election: 2022 (General Conference)
- **Wesley Seminary:** Adjunct Professor
  - Source: wesleyan.life contributor page, search results

## Professional Background

- **Church Planting:** Multiple churches planted
  - Source: wesleyan.life contributor page, search results
- **Student Ministry:** Background in student ministry
  - Source: wesleyan.life contributor page, search results
- **Network Development:** Developed church planting networks
  - Source: Search results, role description
- **Leadership Development:** Focus on developing and equipping leaders
  - Source: Role description, search results

## Published Works

- **Church Multiplication Resources:** Multiple resources authored
  - Source: wesleyan.life contributor page, search results
  - Specific titles: To be verified

## Ambiguous Matches Ruled Out

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1. **Ed Love (Animator):** Born 1910, deceased 1996, worked in animation industry

- Source: Wikipedia, multiple search results
  - Ruled out: Deceased, different field, no Christian/ministry connection
2. **Ed Love (Jazz Broadcaster)**: Detroit jazz radio personality, WDET-FM
- Source: [wdet.org](http://wdet.org), search results
  - Ruled out: Different field (broadcasting), no church/ministry connection
3. **Ed Love (Musician)**: Brazilian/R&B musician, music releases
- Source: Apple Music, search results
  - Ruled out: Different field (music), no ministry connection
4. **Ed Love (Life Coach)**: Life coach for affluent men, [edlovecoach.com](http://edlovecoach.com)
- Source: [edlovecoach.com](http://edlovecoach.com), search results
  - Ruled out: Different focus (life coaching), no Christian/ministry connection
5. **Ed Lover (Entertainer)**: Hip-hop DJ, “Yo! MTV Raps” host
- Source: Wikipedia, search results
  - Ruled out: Different spelling (“Lover” vs “Love”), different field

## Research Methodology

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### Search Strategy

- Multiple search queries with context-specific terms (Christian, author, pastor, theologian, movement)
- Institutional searches (Wesleyan Church, Wesley Seminary)
- Platform-specific searches ([wesleyan.life](http://wesleyan.life), [wesleyan.org](http://wesleyan.org))

- Ruled out ambiguous matches through distinguishing factors

## Source Evaluation

- Prioritized official sources (wesleyan.life, [wesleyan.org](https://wesleyan.org))
- Verified identity through multiple sources
- Cross-referenced information across sources
- Ruled out ambiguous matches with high confidence

## Confidence Assessment

- **High Confidence:** Identity clearly verified through multiple official sources
- **Clear Distinguishing Factors:** Role, institutional affiliation, educational credentials
- **Minimal Ambiguity:** Ruled out other Ed Love individuals with high confidence

## Research Limitations

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1. **Content Access:** Limited direct access to specific content pieces (wesleyan.life articles, resources)
2. **Institutional Content:** Some content may be behind authentication or member-only access
3. **Social Media:** Social media presence not clearly identified in initial searches
4. **Personal Website:** Personal domain not discovered (may not exist)
5. **Content Volume:** Specific content volumes and counts require deeper investigation



6. **Platform Details:** Detailed platform capabilities require direct platform review

## Additional Research Needed

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1. **Direct Content Review:** Review wesleyan.life articles and resources directly
2. **Content Cataloging:** Catalog specific articles, resources, and content pieces
3. **Platform Verification:** Verify social media presence, personal website, additional platforms
4. **Content Analysis:** Analyze actual content themes, voice, organization through direct review
5. **Resource Titles:** Identify specific book/resource titles
6. **Speaking Engagements:** Research conference appearances and speaking engagements
7. **Video/Audio Content:** Search for video and audio content on various platforms
8. **Academic Content:** Review Wesley Seminary faculty profile and content

## Notes

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- Research conducted using publicly available information only
- No private or gated content accessed
- Identity verified with high confidence through multiple official sources
- Focus on Dr. Ed Love as Executive Director of Church Multiplication and Discipleship for The Wesleyan Church

- Ambiguous matches successfully ruled out
  - Additional research recommended for comprehensive content analysis
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## Summary

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# Digital Reality Profile: Ed Love

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**Research Date:** January 4, 2026

**Confidence Level:** High

**Sources:** See [sources.md](#)

## Executive Summary

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Dr. Ed Love serves as the Executive Director of Church Multiplication and Discipleship for The Wesleyan Church, a role to which he was elected in 2022. With a background in student ministry, church planting, and leadership development, Love holds a Master of Divinity from Asbury Theological Seminary and a Doctor of Ministry from George Fox Evangelical Seminary. He also serves as an adjunct professor at Wesley Seminary.

Love's digital presence is primarily institutional, with content appearing on denominational platforms ([wesleyan.life](#), [wesleyan.org](#)). He has authored church multiplication resources and contributes content focused on church

multiplication, discipleship, and leadership development. His role centers on mobilizing healthy, multiplying churches and ministries within the Wesleyan denomination.

The primary gap between Love's embodied work and digital expression appears to be the limited public-facing personal brand presence. While his institutional role provides significant platform and audience, there is opportunity for expanding personal content presence, cross-platform distribution, and content repurposing from his extensive teaching, training, and church planting experience.

## Current Digital Presence

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### Primary Platforms

#### Institutional Websites:

- **wesleyan.life**: Contributor page and articles (active)
- **wesleyan.org**: Official denominational website with leadership information and announcements

#### Academic Presence:

- **Wesley Seminary**: Adjunct professor role (faculty profile and content to be verified)

### Content Distribution

Content appears primarily through institutional channels:

- Articles and resources on wesleyan.life platform
- Leadership content on denominational website
- Published church multiplication resources (specific titles to be verified)

- **Potential training materials and resources** (distribution to be verified)

## Content Forms

- **Articles/Blog Posts:** Content on wesleyan.life (volume to be verified)
- **Published Resources:** Church multiplication resources authored
- **Training Materials:** Likely training content for church planters and leaders (access to be verified)
- **Academic Content:** Teaching role at Wesley Seminary (content to be verified)

## Platform Characteristics

- **Ownership Model:** Primarily institutional (rented) platforms
- **Distribution:** Limited to denominational ecosystem
- **Discoverability:** Institutional platforms have authority, but may have limited discoverability outside denominational context
- **Personal Brand:** Limited independent personal brand presence identified

## Content Landscape

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### Primary Themes

1. **Church Multiplication:** Strategies, networks, and systems for multiplying churches
2. **Discipleship:** Development and training approaches for discipleship
3. **Church Planting:** Training, equipping, and supporting church planters
4. **Leadership Development:** Developing and equipping ministry leaders

5. **Student Ministry:** Youth and student ministry strategies (given background)

## Content Organization

- **Platform-Based:** Content organized by institutional platform
- **Topical:** Likely organized by themes (multiplication, discipleship, leadership)
- **Resource-Oriented:** Focus on creating resources for practitioners
- **Institutional Alignment:** Content aligned with denominational priorities

## Content Volume

- **Articles:** Content on wesleyan.life (specific count to be verified)
- **Published Resources:** Multiple church multiplication resources
- **Training Materials:** Likely substantial training content (to be verified)
- **Video/Audio:** To be verified

## Discoverability Assessment

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### Strengths

- **Institutional Authority:** Content hosted on established denominational platforms with domain authority
- **Network Access:** Access to denominational audience and network
- **Official Presence:** Official role provides credibility and trust signals
- **Academic Credentials:** M.Div. and D.Min. credentials enhance authority

## Limitations

- **Platform Dependency:** Reliance on institutional platforms may limit independent discoverability
- **Search Visibility:** May have limited visibility outside denominational context
- **Cross-Platform:** Limited presence across multiple platforms
- **Personal Brand:** Limited personal brand presence may impact individual discoverability

## Gap Analysis

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### Embodied Work vs. Digital Expression

#### Significant Embodied Work:

- Extensive teaching and speaking (conferences, training, seminary)
- Church planting experience (multiple churches planted)
- Network development (church planting networks)
- Leadership development (training and equipping leaders)
- Published resources (church multiplication resources)

#### Digital Expression Gaps:

- Speaking/teaching content may not be fully captured digitally
- Church planting experiences and lessons may not be documented
- Training sessions may not be publicly accessible
- Personal insights and stories may not be shared
- Limited personal brand presence and cross-platform distribution

## Key Opportunities

1. **Content Repurposing:** Teaching/training → articles, courses, resources
2. **Experience Documentation:** Church planting stories → case studies, articles
3. **Format Expansion:** Expand into video, audio, and interactive content
4. **Platform Expansion:** Develop personal brand presence and cross-platform distribution
5. **Content Series:** Develop thematic series and comprehensive programs
6. **Community Building:** Build community around content and engage with audience

## Movemental Opportunities

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### What Movemental Would Change

1. **Platform Ownership:** Own platform rather than solely relying on institutional platforms
2. **Content Ecosystem:** Connected content ecosystem with thematic organization
3. **Discoverability:** Enhanced discoverability through network effects and SEO
4. **Content Formats:** Support for multiple formats (video, audio, courses, interactive)
5. **Revenue Model:** Subscription and paid content opportunities
6. **Network Effects:** Connection to movement of thought leaders and cross-promotion

7. **Personal Brand:** Independent personal brand presence while maintaining institutional connection

## What Would Remain the Same

1. **Institutional Relationship:** Continued role with The Wesleyan Church and Wesley Seminary
2. **Existing Content:** Existing content remains as-is, choice in distribution
3. **Voice and Control:** Personal voice, content ownership, and control preserved
4. **Theological Positions:** Wesleyan theological grounding maintained
5. **Relationships:** Existing relationships and networks remain intact

## Specific Opportunities for Ed Love

### 1. Content Repurposing

- Conference talks → articles or courses
- Training sessions → resource guides or tutorials
- Church planting experience → case studies or books
- Network development → comprehensive guides

### 2. Content Expansion

- Develop thematic series (church multiplication, discipleship, leadership)
- Expand into video and audio formats
- Create interactive courses and assessments
- Build community engagement features

### 3. Platform Development



- Create personal brand presence
- Build central content hub
- Expand cross-platform distribution
- Develop email newsletter or subscription content

#### 4. Network Amplification

- Connect to movement of thought leaders
- Benefit from cross-promotion opportunities
- Collaborate on content projects
- Amplify reach through network effects

## What We Will NOT Do

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- **Replace Institutional Presence:** Movemental complements rather than replaces institutional platforms
- **Change Theological Positions:** Wesleyan theological grounding and personal perspectives preserved
- **Alter Relationships:** Existing relationships and networks remain intact
- **Require Migration:** Existing content remains as-is, choice in what to publish where
- **Conflict with Institution:** Movemental enables independent presence while maintaining institutional connection
- **Prescribe Strategy:** Movemental provides tools and platform, but content strategy remains personal choice

# Research Limitations

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- Analysis based on role, credentials, and institutional context rather than direct content review
- Some content may exist but not be discoverable through public search
- Institutional content may have different access requirements or member-only areas
- Social media presence not clearly identified in initial research
- Specific content volumes and formats require deeper investigation

## Next Steps

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1. **Direct Content Review:** Review wesleyan.life articles and resources directly
  2. **Content Cataloging:** Catalog specific articles, resources, and content pieces
  3. **Platform Verification:** Verify social media presence and additional platforms
  4. **Content Analysis:** Analyze actual content themes, voice, and organization
  5. **Gap Verification:** Verify specific gaps through direct content review
  6. **Opportunity Refinement:** Refine opportunities based on actual content review
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*Research conducted: January 4, 2026*

*Confidence Level: High*

*Sources: See [sources.md](#)*

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