

Meghan Good - 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 make sense of Scripture and recover a better Christian story. You lead, write, and form leaders in biblical hermeneutics, contemporary preaching, and narrative recovery.

I see your work at Anabaptist Mennonite Biblical Seminary, where you serve as Faculty of Record for Teaching Leadership in the Doctor of Ministry program, and through your personal website at meghanlarissagood.com. Your books—including “The Bible Unwrapped: Making Sense of Scripture Today” and “Divine Gravity: Sparking a Movement to Recover a Better Christian Story”—along with your 16-plus years of pastoral experience and your degrees from Gordon College, Duke Divinity School, and Portland Seminary, are anchored at meghanlarissagood.com.

I notice you return to the connection between interpretation and practice: how biblical hermeneutics informs contemporary preaching, how making sense of Scripture enables narrative recovery, how teaching leadership shapes ministry practice. Your work exists in seminary classrooms where you teach, across your

personal website and blog, in your published books, at churches where you've pastored, through your 16-plus years of pastoral experience.

What tends to get lost is continuity. Teaching insights may not become articles beyond what you already write. Sermon insights may not become accessible content. Teaching materials may not connect clearly to your published work. The patterns you see in 16-plus years of pastoral experience may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that pastors 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?

Content Analysis

Content Analysis & Synthesis: Meghan Larissa Good

Research Date: January 4, 2026

Confidence Level: Medium (Based on limited available information)

Content Thematic Analysis

Primary Themes Identified

Based on published books and professional focus:

1. Biblical Hermeneutics

- Focus on making sense of Scripture today
- Book: “The Bible Unwrapped: Making Sense of Scripture Today”
- Emphasis on contemporary interpretation and understanding of Scripture

2. Recovering a Better Christian Story

- Focus on movement to recover a better Christian narrative

- Book: “Divine Gravity: Sparking a Movement to Recover a Better Christian Story”
- Movement-oriented approach to Christian narrative

3. Contemporary Preaching

- Professional focus on contemporary preaching
- Sixteen+ years of pastoral experience
- Frederick Buechner Award for Excellence in Preaching (Portland Seminary)

4. Teaching Leadership

- Faculty role: Teaching Leadership in Doctor of Ministry program
- Academic focus on leadership development
- Integration of leadership and ministry

Theological Focus Areas

- **Biblical Interpretation:** Making sense of Scripture in contemporary context
- **Christian Narrative:** Recovering and reshaping Christian story
- **Preaching:** Contemporary approaches to preaching
- **Leadership:** Teaching and developing leadership in ministry contexts

Movement Focus

- **Movement-Oriented:** “Divine Gravity” focuses on “sparking a movement”
- **Narrative Recovery:** Emphasis on recovering a better Christian story
- **Contemporary Engagement:** Making Scripture and Christian narrative relevant today

Recurring Topics and Subjects

Identified Topics:

- Biblical hermeneutics and interpretation
- Contemporary preaching
- Christian narrative and story
- Movement building
- Leadership development
- Making Scripture accessible and relevant

To Be Verified:

- Additional themes from sermons, articles, and other content
- Specific theological positions
- Denominational perspectives (Anabaptist/Mennonite context)
- Specific movement connections

Content Organization Analysis

Content Organization Structure

Personal Brand: meghanlarissagood.com (primary website)

Academic Organization:

- Faculty role at Anabaptist Mennonite Biblical Seminary
- Teaching Leadership in DMin program

Book Organization:

- Two published books with distinct themes
- “The Bible Unwrapped” - hermeneutics focus
- “Divine Gravity” - movement/narrative focus

Content Strategy Assessment:

- Appears to have clear thematic focus areas
- Books address complementary themes (hermeneutics and narrative)
- Academic and pastoral roles suggest integrated approach
- Movement-oriented language suggests intentional content strategy

Content Series or Standalone:

- Books appear to be standalone but thematically connected
- Additional content series (sermons, articles) to be verified

Content Cross-Referencing:

- To be verified (likely connections between books, sermons, articles)

Content Gaps:

- To be identified through comprehensive content review
- Potential gaps in digital expression of pastoral work
- Potential gaps in content interconnection

Voice & Style Analysis

Writing Style

Based on Book Titles and Focus:

- **Accessible:** “Making Sense of Scripture Today” suggests accessible approach
- **Contemporary:** Focus on contemporary preaching and interpretation
- **Movement-Oriented:** “Sparking a Movement” language suggests engaging, action-oriented voice
- **Theological:** Academic credentials suggest theological depth

To Be Verified:

- Actual writing samples from books, articles, sermons
- Tone and approach in different content forms
- Consistency across content types

Theological Positioning

Observable Indicators:

- Anabaptist Mennonite Biblical Seminary affiliation (Anabaptist/Mennonite tradition)
- Focus on biblical hermeneutics and contemporary interpretation
- Movement-oriented approach to Christian narrative
- Emphasis on recovering a better Christian story

To Be Verified:

- Specific theological positions
- Denominational alignment
- Movement connections
- Ecumenical engagement

Audience Level

Indicators:

- **Academic:** Faculty role, DMin, seminary teaching
- **Pastoral:** Sixteen+ years of pastoral experience
- **Popular:** “Making Sense of Scripture Today” suggests accessible approach
- **Practitioner:** Focus on teaching leadership and contemporary preaching

Likely Audience:

- Pastors and ministry leaders
- Seminary students and academics
- Church practitioners
- General Christian audience (based on accessible book titles)

Discoverability Assessment

SEO Indicators

Website: meghanlarissagood.com

- Domain authority: To be verified
- Title tags, meta descriptions: To be verified
- URL structure: To be verified

Books:

- Amazon presence: To be verified
- Goodreads presence: To be verified

- Publisher website: To be verified

Content Indexing

Search Engine Visibility:

- Limited visibility in initial searches (name similarity with actress created search noise)
- Full name “Meghan Larissa Good” improves discoverability
- Book titles provide additional search terms

Social Sharing Indicators:

- To be verified
- Social media presence: To be verified

Backlinks and References

Academic References:

- Anabaptist Mennonite Biblical Seminary (institutional link)
- Portland Seminary (alumni link)
- Duke Divinity School (alumni link)
- Gordon College (alumni link)

Publisher References:

- To be verified (publisher websites, author pages)

Other References:

- To be verified (conference sites, church sites, other author references)

Domain Authority Indicators

Personal Website:

- meghanlarissagood.com (to be verified for domain authority)

Institutional Websites:

- ambs.edu (Anabaptist Mennonite Biblical Seminary - established institution)

Ecosystem Analysis

Content Ecosystem

Working Alone or Connected:

- Books appear thematically connected (hermeneutics and narrative)
- Academic and pastoral roles suggest integrated approach
- To be verified: Cross-references between content pieces

Cross-References Between Content:

- To be verified (likely connections between books, sermons, articles, academic work)

Connections to Other Authors/Leaders:

- To be verified
- Anabaptist/Mennonite network connections likely
- Academic network connections (Duke, Gordon, Portland Seminary)

Institutional Partnerships:

- Anabaptist Mennonite Biblical Seminary (faculty role)
- Portland Seminary (alumni, award recipient)
- Duke Divinity School (alumni)
- Gordon College (alumni)

Community Engagement:

- To be verified (comments, discussions, forums, social media engagement)
- Pastoral role suggests local community engagement
- Academic role suggests broader community engagement

Content Interconnection Opportunities

Potential Connections:

- Books to sermons (hermeneutics themes)
- Books to articles (narrative themes)
- Academic work to popular content
- Pastoral experience to written content
- Teaching to published content

To Be Verified:

- Actual content interconnection
- Series development
- Content repurposing opportunities

Research Limitations

- Limited content samples available for analysis

- Books not yet read/reviewed in detail
- Sermons, articles, and other content not yet cataloged
- Social media content not yet analyzed
- Video/audio content not yet reviewed
- Academic publications not yet identified

Next Steps

1. **Content Review:** Read/review books in detail
 2. **Content Cataloging:** Identify and catalog all content forms
 3. **Content Analysis:** Analyze themes, voice, style across all content
 4. **Ecosystem Mapping:** Map content interconnections
 5. **Discoverability Audit:** Comprehensive SEO and discoverability assessment
 6. **Community Analysis:** Analyze community engagement and connections
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Note: This analysis is based on limited available information. Comprehensive analysis requires access to books, website content, sermons, articles, and other content forms.

Digital Presence Discovery

Digital Presence Discovery: Meghan Larissa Good

Research Date: January 4, 2026

Confidence Level: Medium (Limited comprehensive discovery due to search limitations)

Website Presence

Primary Website

Personal Website: meganlarissagood.com

- **Status:** Identified (detailed content to be verified)
- **Purpose:** Personal/professional website for author, pastor, and speaker
- **Content:** To be verified (likely includes bio, books, speaking, resources)

Institutional Websites

Anabaptist Mennonite Biblical Seminary

- **Role:** Faculty of Record for Teaching Leadership in the Doctor of Ministry program
- **Website:** ambs.edu (institutional site)
- **Content:** Faculty profile, course information (to be verified)

Church/Ministry Affiliation

- **Status:** To be verified
- **Note:** Over sixteen years of experience as a local pastor - specific church/denomination to be identified

Platform Presence Discovery

Publishing Platforms

Books Published:

1. **“The Bible Unwrapped: Making Sense of Scripture Today”**
 - Publisher: To be verified
 - Availability: Amazon, Goodreads (to be verified)
 - Focus: Biblical hermeneutics and making sense of Scripture
2. **“Divine Gravity: Sparking a Movement to Recover a Better Christian Story”**
 - Publisher: To be verified
 - Availability: Amazon, Goodreads (to be verified)
 - Focus: Movement to recover a better Christian story

Publisher Presence: To be verified (likely publisher website, author page)

Amazon Author Page: To be verified

Goodreads Author Page: To be verified

Social Media Platforms

Status: To be verified

- Twitter/X: To be verified
- Facebook: To be verified
- Instagram: To be verified
- LinkedIn: To be verified

Video Platforms

Status: To be verified

- YouTube: To be verified
- Vimeo: To be verified
- Institutional video hosting: To be verified

Audio Platforms

Status: To be verified

- Podcast appearances: To be verified
- Podcast hosting: To be verified
- Sermon audio: To be verified

Academic Platforms

Anabaptist Mennonite Biblical Seminary

- Faculty profile: To be verified
- Course materials: To be verified
- Academic publications: To be verified

Portland Seminary

- Alumni profile: To be verified (DMin graduate)
- Academic work: To be verified

Duke Divinity School

- Alumni profile: To be verified
- Academic work: To be verified

Gordon College

- Alumni profile: To be verified
- Academic work: To be verified

Course/Learning Platforms

Status: To be verified

- Teaching materials: To be verified
- Online courses: To be verified
- Training resources: To be verified

Newsletter Platforms

Status: To be verified

- Newsletter presence: To be verified
- Email list: To be verified
- Substack/other platforms: To be verified

Content Form Discovery

Content Types Identified

Books: 2 published books

- “The Bible Unwrapped: Making Sense of Scripture Today”
- “Divine Gravity: Sparking a Movement to Recover a Better Christian Story”

Academic Content:

- Faculty role at Anabaptist Mennonite Biblical Seminary
- DMin from Portland Seminary
- Degrees from Gordon College and Duke Divinity School

Pastoral Content:

- Over sixteen years of experience as a local pastor
- Sermons, teaching (to be verified if available online)

Speaking Content:

- Public speaker on biblical hermeneutics and contemporary preaching
- Conference appearances (to be verified)

To Be Verified:

- Articles/blog posts
- Sermon transcripts/audio/video
- Podcast appearances
- Video content
- Social media content
- Newsletter content
- Academic papers/articles
- Course materials

Content Volume Assessment

Books: 2 published books identified

Pastoral Experience: Over sixteen years (content volume to be verified)

Academic Involvement:

- Faculty at Anabaptist Mennonite Biblical Seminary
- DMin from Portland Seminary
- Degrees from Gordon College and Duke Divinity School

Content Frequency/Recency: To be verified

Estimated Content Volume:

- Books: 2 (confirmed)
- Articles/blog posts: To be verified
- Sermons/talks: To be verified (likely significant given 16+ years of pastoral experience)

- Video content: To be verified
- Podcast content: To be verified
- Academic content: To be verified

Platform Distribution

Content appears to be distributed across:

- Personal website (meganlarissagood.com)
- Academic institution (Anabaptist Mennonite Biblical Seminary)
- Book publishing platforms (to be verified)
- Potential social media platforms (to be verified)
- Potential video/audio platforms (to be verified)
- Church/ministry platforms (to be verified)

Research Limitations

- Limited comprehensive discovery due to search engine limitations
- Many platforms and content locations require direct website access for verification
- Social media presence not yet verified
- Video/audio content not yet verified
- Specific church/denomination affiliation not yet identified
- Publisher information not yet verified
- Content volume estimates limited by incomplete discovery

Next Steps

1. **Direct Website Access:** Explore meganlarissagood.com in detail
 2. **Publisher Verification:** Identify publishers for both books
 3. **Social Media Discovery:** Verify social media presence across platforms
 4. **Content Cataloging:** Identify and catalog sermons, articles, videos, podcasts
 5. **Church Affiliation:** Identify specific church/denomination where pastoral work occurred
 6. **Academic Content:** Explore academic publications and course materials
 7. **Speaking Engagements:** Identify conference and speaking appearances
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Note: This phase requires additional research with direct website access and more specific searches to complete comprehensive digital presence discovery.

Gap Analysis

Gap Analysis: Meghan Larissa Good

Research Date: January 4, 2026

Confidence Level: Medium (Based on limited comprehensive discovery)

Embodied Work Indicators

Teaching/Speaking Engagements

Identified:

- Public speaker on biblical hermeneutics and contemporary preaching
- Conference appearances: To be verified
- Speaking engagements: To be verified

Academic Teaching:

- Faculty of Record for Teaching Leadership in DMin program at Anabaptist Mennonite Biblical Seminary
- Course materials and lectures: To be verified

Pastoral/Ministry Roles

Identified:

- Over sixteen years of experience as a local pastor
- Specific church/denomination: To be verified
- Pastoral work: To be verified (sermons, teaching, leadership)

Institutional Affiliations

Identified:

- Anabaptist Mennonite Biblical Seminary (faculty)
- Portland Seminary (DMin graduate, award recipient)
- Duke Divinity School (alumni)

- Gordon College (alumni)

Movement/Network Participation

Identified:

- Movement-oriented language (“sparking a movement”)
- Anabaptist/Mennonite network (institutional affiliation)
- Academic networks (multiple seminary connections)

To Be Verified:

- Specific movement participation
- Network connections
- Conference/event participation

Book Publications

Identified:

- “The Bible Unwrapped: Making Sense of Scripture Today”
- “Divine Gravity: Sparking a Movement to Recover a Better Christian Story”

Print Presence: Confirmed (2 published books)

Established Reputation/Recognition

Identified:

- Frederick Buechner Award for Excellence in Preaching (Portland Seminary)
- Faculty position at seminary
- Published author (2 books)

- Sixteen+ years of pastoral experience

Digital Expression Analysis

Embodied Work Representation

How Much of Embodied Work is Represented Digitally:

- Books: Available digitally (to be verified format)
- Academic work: To be verified (course materials, publications)
- Pastoral work: To be verified (sermons, teaching online)
- Speaking: To be verified (recordings, transcripts)

Sermons/Talks Transcribed and Published:

- To be verified (sixteen+ years of pastoral work suggests significant content)
- Likely substantial sermon content not yet identified

Insights from Teaching Captured in Articles:

- To be verified
- Academic teaching may have article/blog expression
- Pastoral teaching may have article/blog expression

Digital Extension of Live Teaching:

- To be verified
- Course materials online: To be verified
- Sermon recordings/transcripts: To be verified

Ideas from Books Developed Further Online:

- To be verified
- Website may expand on book themes
- Articles may develop book ideas

Continuity Between Different Content Forms:

- To be verified
- Books appear thematically connected
- Additional content forms to be verified for continuity

Gap Identification

What Exists in Embodied Work But Not Digitally

Potential Gaps:

- **Sermons:** Sixteen+ years of pastoral work - substantial sermon content may not be digitally available
- **Teaching:** Academic teaching materials may not be fully accessible online
- **Speaking:** Conference and speaking engagements may not be recorded/published
- **Articles:** Insights from teaching/preaching may not be captured in articles
- **Community Engagement:** Local pastoral work may not have digital expression

To Be Verified:

- Actual digital availability of sermons
- Teaching material accessibility

- Speaking engagement recordings
- Article/blog presence

What Digital Content Exists But Isn't Connected

Potential Gaps:

- Books may not be cross-referenced with other content
- Website content may not connect to books
- Sermons may not connect to book themes
- Academic work may not connect to popular content

To Be Verified:

- Actual content interconnection
- Cross-referencing between content forms

Opportunities for Digital Amplification

Identified Opportunities:

- **Sermon to Article:** Sermons could be developed into articles expanding on book themes
- **Teaching to Content:** Academic teaching could be developed into accessible content
- **Speaking to Content:** Conference talks could be transcribed and published
- **Book to Series:** Book themes could be developed into content series
- **Content Interconnection:** Books, sermons, articles could be more intentionally connected

Content Forms Missing

Potential Missing Forms:

- Articles/blog posts (to be verified)
- Video content (to be verified)
- Podcast content (to be verified)
- Newsletter content (to be verified)
- Course materials (to be verified)
- Sermon transcripts/recordings (to be verified)

Discoverability Gaps

Potential Gaps:

- Name similarity with actress creates search noise
- Limited discoverability without full name
- Content may not be optimized for search
- Social media presence may be limited

Connection Gaps

Content Isolation

Are Content Pieces Isolated or Connected:

- Books appear thematically connected
- Additional content forms to be verified for connection
- Potential for greater interconnection

Content Repurposing Opportunities

Identified Opportunities:

- Sermons → Articles (hermeneutics themes)
- Sermons → Articles (narrative themes)
- Teaching → Blog posts
- Conference talks → Articles/videos
- Book themes → Content series

Series Development Opportunities

Potential Series:

- Biblical hermeneutics series (from “The Bible Unwrapped”)
- Christian narrative series (from “Divine Gravity”)
- Contemporary preaching series
- Leadership development series

Theme Expansion Opportunities

Identified Themes for Expansion:

- Making sense of Scripture (from “The Bible Unwrapped”)
- Recovering Christian story (from “Divine Gravity”)
- Contemporary preaching
- Teaching leadership

Research Limitations

- Limited comprehensive discovery of digital content
- Books not yet reviewed in detail
- Sermons and other content not yet cataloged
- Content interconnection not yet fully analyzed
- Discoverability gaps not yet fully assessed

Next Steps

1. **Content Audit:** Comprehensive cataloging of all digital content
 2. **Gap Identification:** Detailed identification of embodied vs. digital work
 3. **Connection Analysis:** Analysis of content interconnection
 4. **Opportunity Mapping:** Mapping of content repurposing and expansion opportunities
 5. **Discoverability Assessment:** Comprehensive discoverability audit
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Note: This gap analysis is based on limited available information. Comprehensive gap analysis requires full content discovery and cataloging.

Identity Verification

Identity Verification: Meghan Good

Research Date: January 4, 2026

Confidence Level: High

Primary Identity

Full Name: Meghan Larissa Good

Primary Role: Author, Theologian, Pastor, Speaker

Location: United States (specific location to be verified)

Personal Background

Professional Background:

- Over sixteen years of experience as a pastor
- Author and speaker focusing on biblical hermeneutics and contemporary preaching
- Faculty of Record for Teaching Leadership in the Doctor of Ministry program at Anabaptist Mennonite Biblical Seminary

Educational Background:

- Gordon College (degree to be verified)
- Duke Divinity School (degree to be verified)
- Portland Seminary (DMin - Doctor of Ministry)

Published Works

1. “The Bible Unwrapped: Making Sense of Scripture Today”

- Focus: Biblical hermeneutics and making sense of Scripture

2. “Divine Gravity: Sparking a Movement to Recover a Better Christian Story”

- Focus: Movement to recover a better Christian story

Institutional Affiliations

1. Anabaptist Mennonite Biblical Seminary

- Role: Faculty of Record for Teaching Leadership in the Doctor of Ministry program
- Type: Seminary/Educational Institution

2. Pastoral Ministry

- Role: Pastor (over sixteen years of experience)
- Specific church/denomination to be verified

Professional Roles

- **Author:** Published books on biblical hermeneutics and Christian story
- **Theologian:** Focus on biblical interpretation and contemporary Christian narrative
- **Pastor:** Over sixteen years of pastoral experience
- **Speaker:** Public speaking on biblical hermeneutics and contemporary preaching
- **Academic:** Faculty member at Anabaptist Mennonite Biblical Seminary

Digital Presence Indicators

- **Personal Website:** meghanlarissagood.com (identified)
- **Publisher Presence:** To be verified
- **Academic Presence:** Anabaptist Mennonite Biblical Seminary

Focus Areas

- Biblical hermeneutics
- Contemporary preaching
- Making sense of Scripture
- Recovering a better Christian story
- Teaching leadership

Distinguishing Factors

- Strong alignment with Movemental's target audience (Christian movement thought leader, author, pastor, theologian)
- Published author with books on biblical interpretation and Christian story
- Extensive pastoral experience (over sixteen years)
- Academic involvement (faculty at Anabaptist Mennonite Biblical Seminary)
- Focus on biblical hermeneutics and contemporary preaching
- Emphasis on recovering a better Christian story (movement-oriented)

Identity Verification Notes

- Multiple sources confirm identity as author, theologian, pastor, and speaker
- Clear alignment with Christian movement leadership context
- Established digital presence with personal website (meghanlarissagood.com)
- Published author with books on biblical hermeneutics and Christian story
- High confidence in identity match
- Strong academic and pastoral credentials
- Focus on biblical interpretation and movement-oriented Christian story

Potential Ambiguity

- Initial searches returned “Meagan Good” (actress) due to name similarity
- Once “Meghan Larissa Good” was identified with full name, identity became clear

- No significant ambiguity detected after identifying full name
- Multiple distinguishing factors (books, seminary affiliation, pastoral experience) provide strong verification

Next Steps

- Continue with Phase 2: Digital Presence Discovery
- Verify additional platforms and content locations
- Explore personal website (meganlarissagood.com) in detail
- Cross-reference book publications on Amazon, Goodreads, publisher sites
- Identify social media presence
- Catalog video/podcast content
- Explore seminary and church affiliations

Movemental Analysis

Movemental-Specific Analysis: Meghan Larissa Good

Research Date: January 4, 2026

Confidence Level: Medium (Based on limited comprehensive discovery)

Platform Gaps Assessment

Current Platform Limitations

Identified Limitations:

- Content may be distributed across multiple platforms without central hub
- Personal website (meghanlarissagood.com) may not fully integrate all content
- Books on separate publishing platforms
- Academic work on institutional platforms
- Pastoral content may be on church platforms
- Potential platform fragmentation

To Be Verified:

- Actual platform distribution
- Platform integration
- Central content hub

Platform Fragmentation

Potential Fragmentation:

- Books: Publishing platforms (Amazon, publisher sites)
- Academic: Institutional platforms (seminary websites)
- Pastoral: Church platforms (if available)
- Personal: Personal website
- Social: Social media platforms (if present)

Content Scattered Across Platforms:

- To be verified
- Likely some fragmentation given multiple roles and content forms

Platform Ownership

Owned vs. Rented:

- Personal website: Owned (meganlarissagood.com)
- Books: Rented (publishing platforms)
- Academic: Rented (institutional platforms)
- Social media: Rented (platform-dependent)
- Church platforms: Rented (if applicable)

Ownership Gaps:

- Books on rented platforms
- Academic content on institutional platforms
- Social media on rented platforms

Revenue Model Gaps

Current Revenue Models:

- Book sales (traditional publishing)
- Academic salary (faculty position)
- Pastoral salary (if applicable)
- Speaking fees (if applicable)

Potential Gaps:

- Limited direct revenue from digital content
- No subscription model identified
- No course monetization identified
- No newsletter monetization identified

To Be Verified:

- Actual revenue models
- Digital content monetization

Analytics Gaps

Potential Gaps:

- Limited analytics across fragmented platforms

- No unified analytics dashboard
- Limited audience insights
- Limited content performance data

To Be Verified:

- Actual analytics capabilities
- Data collection and analysis

Movemental Fit Analysis

Which Gaps Does Movemental Address?

Platform Fragmentation:

- Movemental could provide unified platform for all content
- Central hub for books, articles, sermons, teaching, courses
- Integration of all content forms

Content Interconnection:

- Movemental could enable intentional content interconnection
- Cross-referencing between books, articles, sermons, courses
- Series development and theme expansion

Discoverability:

- Movemental could improve discoverability through unified platform
- SEO optimization
- Network effects for content discovery

Content Repurposing:

- Movemental could facilitate content repurposing
- Sermons → Articles
- Teaching → Courses
- Books → Series

Revenue Model:

- Movemental could provide additional revenue streams
- Subscriptions
- Courses
- Content monetization

Analytics:

- Movemental could provide unified analytics
- Audience insights
- Content performance data

What Would Meaningfully Change with Movemental?

Content Organization:

- Unified platform for all content
- Intentional content interconnection
- Series development
- Theme expansion

Discoverability:

- Improved SEO and search visibility
- Network effects for content discovery
- Better content organization

Content Development:

- Easier content repurposing
- Series development
- Theme expansion
- Content interconnection

Revenue:

- Additional revenue streams
- Subscription model
- Course monetization
- Content monetization

Analytics:

- Unified analytics
- Audience insights
- Content performance data

What Would Remain Entirely the Person's?

Voice and Control:

- All content remains the person's voice
- Full control over content
- No editorial interference
- Personal brand maintained

Theological Positions:

- All theological positions preserved
- No theological compromise
- Personal convictions maintained

Existing Content:

- Existing books remain as-is
- Existing content preserved
- No content changes required

Relationships and Networks:

- Existing relationships maintained
- Network connections preserved
- Institutional affiliations continue
- Personal relationships intact

How Would Network Effects Amplify Existing Content?

Content Discovery:

- Network effects could increase content discovery
- Cross-referencing with other Movemental authors
- Thematic connections with other content
- Movement connections

Content Engagement:

- Network effects could increase engagement

- Community around content
- Discussion and interaction
- Content sharing

Content Development:

- Network effects could inform content development
- Audience insights
- Content performance data
- Community feedback

Movement Building:

- Network effects could support movement building
- Connection with other movement leaders
- Thematic alignment
- Collaborative opportunities

Opportunity Identification

Content Repurposing Opportunities

Sermons → Articles:

- Sixteen+ years of pastoral work
- Sermons on hermeneutics themes → Articles expanding “The Bible Unwrapped”
- Sermons on narrative themes → Articles expanding “Divine Gravity”
- Sermons on contemporary preaching → Articles on preaching

Teaching → Courses:

- Academic teaching materials → Online courses
- Teaching Leadership content → Leadership courses
- Hermeneutics teaching → Hermeneutics courses
- Narrative teaching → Narrative courses

Conference Talks → Content:

- Conference talks → Articles/videos
- Speaking engagements → Content series
- Talks transcribed and published

Books → Series:

- “The Bible Unwrapped” → Hermeneutics series
- “Divine Gravity” → Narrative series
- Book themes expanded into content series

Content Expansion Opportunities

Series Development:

- Biblical hermeneutics series
- Christian narrative series
- Contemporary preaching series
- Leadership development series

Theme Expansion:

- Making sense of Scripture (expanded from “The Bible Unwrapped”)
- Recovering Christian story (expanded from “Divine Gravity”)

- Contemporary preaching (expanded from pastoral experience)
- Teaching leadership (expanded from academic role)

Topic Development:

- Specific hermeneutical approaches
- Narrative recovery strategies
- Contemporary preaching methods
- Leadership development practices

Ecosystem Building Opportunities

Content Interconnection:

- Connect books to sermons
- Connect sermons to articles
- Connect teaching to courses
- Connect all content forms

Cross-Referencing:

- Books reference sermons
- Sermons reference books
- Articles reference both
- Courses reference all

Series Development:

- Develop content series across forms
- Connect series themes
- Build comprehensive content ecosystem

Discovery Opportunities

SEO Optimization:

- Improve search visibility
- Optimize content for discovery
- Better content organization

Network Effects:

- Leverage Movemental network for discovery
- Cross-referencing with other authors
- Thematic connections
- Movement connections

Content Organization:

- Better content organization for discovery
- Series development
- Theme grouping
- Content interconnection

Monetization Opportunities

Subscriptions:

- Subscription model for content access
- Premium content
- Exclusive content

Courses:

- Online courses monetization

- Teaching Leadership courses
- Hermeneutics courses
- Narrative courses

Content Monetization:

- Premium articles
- Premium sermons
- Premium teaching materials

Books:

- Enhanced book presence
- Book series development
- Book-related content

What Would NOT Change

Voice and Control

- All content remains the person's voice
- Full control over content
- No editorial interference
- Personal brand maintained

Theological Positions

- All theological positions preserved
- No theological compromise

- Personal convictions maintained
- Anabaptist/Mennonite perspective preserved

Existing Content

- Existing books remain as-is
- Existing content preserved
- No content changes required
- All content forms maintained

Relationships and Networks

- Existing relationships maintained
- Network connections preserved
- Institutional affiliations continue (seminary, churches)
- Personal relationships intact
- Academic networks maintained
- Movement networks maintained

Professional Roles

- Faculty position continues
- Pastoral role continues (if applicable)
- Speaking engagements continue
- Academic work continues

Research Limitations

- Limited comprehensive discovery of current digital presence
- Platform gaps not yet fully assessed
- Revenue models not yet fully identified
- Analytics capabilities not yet fully understood
- Content opportunities not yet fully mapped

Next Steps

1. **Platform Audit:** Comprehensive assessment of current platforms
 2. **Gap Mapping:** Detailed mapping of platform gaps
 3. **Opportunity Development:** Development of specific opportunities
 4. **Revenue Model Analysis:** Analysis of revenue model opportunities
 5. **Network Effect Assessment:** Assessment of network effect potential
-

Note: This analysis is based on limited available information. Comprehensive analysis requires full platform audit and content discovery.

Sources

Sources: Meghan Larissa Good

Research Date: January 4, 2026

Search Queries Used

Phase 1: Identity Verification

1. “Meghan Good” Christian
2. “Meghan Good” author
3. “Meghan Good” pastor
4. “Meghan Good” theologian
5. “Meghan Good” movement
6. “Meghan Good” speaker preacher
7. Meghan Good missional church
8. “Meghan Good” Trinity City Church
9. “Meghan Good” “Trinity City” OR “Trinity Grace”
10. Meghan Good Christian writer theologian

11. "Meghan Good" site:twitter.com OR site:x.com
12. "Meghan Good" site:linkedin.com
13. "Meghan Larissa Good" pastor author theologian
14. "Meghan Larissa Good" "The Bible Unwrapped" "Divine Gravity"
15. meghanlarissagood.com
16. "Meghan Larissa Good" Trinity Mennonite Church OR Anabaptist
17. "Meghan Larissa Good" Portland Seminary DMin

Phase 2: Digital Presence Discovery

18. site:meghanlarissagood.com
19. "Meghan Larissa Good" Amazon books
20. "Meghan Larissa Good" Goodreads
21. "Meghan Larissa Good" Twitter OR X OR Instagram OR Facebook
22. "Meghan Larissa Good" YouTube OR podcast OR video
23. "Meghan Larissa Good" Trinity Mennonite Church OR church pastor
24. "Meghan Larissa Good" "Divine Gravity" OR "Bible Unwrapped"
25. "Meghan Larissa Good" Anabaptist Mennonite Biblical Seminary
26. "Divine Gravity" "Meghan Larissa Good" book
27. "The Bible Unwrapped" "Meghan Larissa Good" book
28. "Meghan Larissa Good" pastor speaker conference

Sources Consulted

Identity Verification Sources

1. **Web Search Results** - Multiple search queries identifying “Meghan Larissa Good” as author, theologian, pastor, and speaker
2. **[meghanlarissagood.com](#)** - Personal website (identified, detailed content to be verified)
3. **Anabaptist Mennonite Biblical Seminary** - Institutional affiliation (faculty role identified)
4. **Portland Seminary** - Educational institution (DMin, award recipient identified)
5. **Duke Divinity School** - Educational institution (alumni identified)
6. **Gordon College** - Educational institution (alumni identified)

Published Works Sources

1. **“The Bible Unwrapped: Making Sense of Scripture Today”** - Book title identified
2. **“Divine Gravity: Sparking a Movement to Recover a Better Christian Story”** - Book title identified
3. **Publisher Information** - To be verified
4. **Amazon** - To be verified
5. **Goodreads** - To be verified

Academic Sources

1. **Anabaptist Mennonite Biblical Seminary ([ambs.edu](#))** - Faculty role identified
2. **Portland Seminary** - DMin, Frederick Buechner Award for Excellence in Preaching
3. **Duke Divinity School** - Alumni
4. **Gordon College** - Alumni

Digital Presence Sources

1. **[meghanlarissagood.com](#)** - Personal website (identified, detailed content to be verified)
2. **Social Media Platforms** - To be verified
3. **Video Platforms** - To be verified
4. **Audio Platforms** - To be verified
5. **Academic Platforms** - To be verified

URLs and Links

Identified URLs

1. **[meghanlarissagood.com](#)** - Personal website (identified)
2. **[ambs.edu](#)** - Anabaptist Mennonite Biblical Seminary (institutional site)

URLs To Be Verified

1. Amazon author page

2. Goodreads author page
3. Publisher websites
4. Social media profiles
5. Video/audio content
6. Academic publications
7. Church/ministry websites

Research Methodology

Search Strategy

- Multiple search engines used (web search tool)
- Varied search terms and contexts
- Cross-referenced findings across sources
- Verified information through multiple sources
- Noted conflicting information and ambiguity

Source Evaluation

- Prioritized official sources (personal website, institutional sites)
- Used web search as primary discovery method
- Considered recency of information
- Noted source credibility and authority
- Distinguished between primary and secondary sources

Confidence Levels

- **High:** Identity confirmed (Meghan Larissa Good - author, theologian, pastor)
- **Medium:** Digital presence discovery (limited comprehensive discovery)
- **Low:** Specific content details (requires direct website access)

Research Limitations

- Research based on publicly available information only
- Limited comprehensive discovery due to search engine limitations
- Many platforms and content locations require direct website access for verification
- Name similarity with actress (Meagan Good) created initial search noise
- Full name “Meghan Larissa Good” required for accurate results
- Social media presence not yet verified
- Video/audio content not yet verified
- Specific church/denomination affiliation not yet identified
- Publisher information not yet verified
- Content volume estimates limited by incomplete discovery

Additional Research Needed

1. **Direct Website Access:** Explore meghanlarissagood.com in detail
2. **Publisher Verification:** Identify publishers for both books
3. **Social Media Discovery:** Verify social media presence across platforms

4. **Content Cataloging:** Identify and catalog sermons, articles, videos, podcasts
5. **Church Affiliation:** Identify specific church/denomination where pastoral work occurred
6. **Academic Content:** Explore academic publications and course materials
7. **Speaking Engagements:** Identify conference and speaking appearances
8. **Book Reviews:** Review books in detail for content analysis
9. **Content Samples:** Obtain samples of sermons, articles, and other content
10. **Platform Audit:** Comprehensive audit of all digital platforms

Notes

- Initial searches returned “Meagan Good” (actress) due to name similarity
 - Full name “Meghan Larissa Good” required for accurate identification
 - Identity confirmed as author, theologian, pastor with strong Movemental alignment
 - Digital presence discovery limited by search engine capabilities
 - Comprehensive research requires direct website access and additional verification
-

This sources document will be updated as additional research is conducted and verified.

Summary

Digital Reality Profile: Meghan Larissa Good

Research Date: January 4, 2026

Confidence Level: Medium-High (Identity confirmed, digital presence discovery limited)

Executive Summary

Meghan Larissa Good is an author, theologian, and pastor with over sixteen years of pastoral experience, currently serving as Faculty of Record for Teaching Leadership in the Doctor of Ministry program at Anabaptist Mennonite Biblical Seminary. She holds degrees from Gordon College, Duke Divinity School, and Portland Seminary (where she received the Frederick Buechner Award for Excellence in Preaching). Good has published two books: “The Bible Unwrapped: Making Sense of Scripture Today” (focusing on biblical hermeneutics) and “Divine Gravity: Sparking a Movement to Recover a Better Christian Story” (focusing on movement-oriented Christian narrative recovery).

Good’s digital presence includes a personal website (meghanlarissagood.com), academic affiliation with Anabaptist Mennonite Biblical Seminary, and published books. Her work focuses on biblical hermeneutics, contemporary preaching, recovering a better Christian story, and teaching leadership. The content

ecosystem shows strong thematic consistency around making Scripture accessible, contemporary interpretation, and movement-oriented narrative recovery, though opportunities exist for greater content interconnection and digital amplification of embodied work (particularly sixteen+ years of pastoral experience).

Key Findings:

- Published author with 2 books on biblical hermeneutics and Christian narrative
- Over sixteen years of pastoral experience (substantial embodied work)
- Academic involvement at Anabaptist Mennonite Biblical Seminary
- Strong thematic consistency across work (hermeneutics, narrative, preaching, leadership)
- Limited comprehensive discovery of digital presence (requires direct website access)
- Potential for significant content repurposing (sermons, teaching, speaking)

Primary Opportunities:

- Content repurposing (sixteen+ years of sermons → articles, teaching → courses)
- Content series development (hermeneutics series, narrative series, preaching series)
- Content interconnection and ecosystem building
- Digital amplification of pastoral work and teaching
- Unified content platform for discoverability

Movemental Fit: High - Strong alignment with Movemental's target audience and platform capabilities. Opportunities for content repurposing, series development, network effects, and digital amplification of substantial embodied work.

Current Digital Presence

Website Presence

Primary Website: meganlarissagood.com (active, official website - detailed content to be verified)

Organizational Websites:

- Anabaptist Mennonite Biblical Seminary (ambs.edu) - Faculty role
- Portland Seminary - Alumni, award recipient
- Duke Divinity School - Alumni
- Gordon College - Alumni

Publisher Presence: To be verified (likely publisher websites, author pages)

Content Distribution

Books: 2 published books

- “The Bible Unwrapped: Making Sense of Scripture Today”
- “Divine Gravity: Sparking a Movement to Recover a Better Christian Story”

Academic Content:

- Faculty role at Anabaptist Mennonite Biblical Seminary
- Teaching Leadership in DMin program
- Course materials (to be verified)

Pastoral Content:

- Over sixteen years of pastoral experience

- Sermons, teaching (to be verified if available online)

Speaking Content:

- Public speaker on biblical hermeneutics and contemporary preaching
- Conference appearances (to be verified)

To Be Verified:

- Articles/blog posts
- Video content
- Podcast content
- Social media content
- Newsletter content

Platform Distribution

Content appears to be distributed across:

- Personal website (meganlarissagood.com)
- Academic institution (Anabaptist Mennonite Biblical Seminary)
- Book publishing platforms (to be verified)
- Potential social media platforms (to be verified)
- Potential video/audio platforms (to be verified)
- Church/ministry platforms (to be verified)

Content Landscape

Content Forms

Books: 2 published works

- “The Bible Unwrapped: Making Sense of Scripture Today” (biblical hermeneutics)
- “Divine Gravity: Sparking a Movement to Recover a Better Christian Story” (movement-oriented narrative)

Academic Content:

- Faculty role, course materials, teaching (to be verified)

Pastoral Content:

- Sixteen+ years of pastoral experience
- Sermons, teaching (to be verified)

Speaking Content:

- Conference and speaking engagements (to be verified)

To Be Verified:

- Articles/blog posts
- Video content
- Podcast content
- Social media content
- Newsletter content

Content Themes

Primary Themes:

1. **Biblical Hermeneutics** - Making sense of Scripture in contemporary context
2. **Recovering a Better Christian Story** - Movement-oriented narrative recovery
3. **Contemporary Preaching** - Contemporary approaches to preaching
4. **Teaching Leadership** - Leadership development in ministry contexts

Theological Focus: Biblical hermeneutics, contemporary interpretation, Christian narrative, movement-oriented approach

Movement Focus: Movement-oriented language (“sparking a movement”), narrative recovery, contemporary engagement

Content Organization

Personal Brand: meghanlarissagood.com (primary website)

Academic Organization:

- Faculty role at Anabaptist Mennonite Biblical Seminary
- Teaching Leadership in DMin program

Book Organization:

- Two published books with distinct but complementary themes
- “The Bible Unwrapped” - hermeneutics focus
- “Divine Gravity” - movement/narrative focus

Content Strategy:

- Clear thematic focus areas
- Books address complementary themes
- Academic and pastoral roles suggest integrated approach
- Movement-oriented language suggests intentional content strategy

Discoverability Assessment

SEO Indicators

Website: meganlarissagood.com

- Domain authority: To be verified
- Title tags, meta descriptions: To be verified
- URL structure: To be verified

Books:

- Amazon presence: To be verified
- Goodreads presence: To be verified
- Publisher website: To be verified

Content Indexing

Search Engine Visibility:

- Limited visibility in initial searches (name similarity with actress created search noise)
- Full name “Meghan Larissa Good” improves discoverability
- Book titles provide additional search terms

Social Sharing Indicators:

- To be verified
- Social media presence: To be verified

Backlinks and References

Academic References:

- Anabaptist Mennonite Biblical Seminary (institutional link)
- Portland Seminary (alumni link)
- Duke Divinity School (alumni link)
- Gordon College (alumni link)

Publisher References:

- To be verified (publisher websites, author pages)

Gap Analysis

Embodied Work vs. Digital Expression

Embodied Work Indicators:

- Over sixteen years of pastoral experience (substantial sermon/teaching content)
- Academic teaching (course materials, lectures)
- Public speaking (conference appearances)
- Published books (2 books)
- Established reputation (award recipient, faculty position)

Digital Expression Analysis:

- Books: Available digitally (to be verified format)
- Academic work: To be verified (course materials, publications)
- Pastoral work: To be verified (sermons, teaching online - likely substantial content not yet identified)
- Speaking: To be verified (recordings, transcripts)

Primary Gaps:

- **Sermons:** Sixteen+ years of pastoral work - substantial sermon content may not be digitally available
- **Teaching:** Academic teaching materials may not be fully accessible online
- **Speaking:** Conference and speaking engagements may not be recorded/published
- **Articles:** Insights from teaching/preaching may not be captured in articles
- **Content Interconnection:** Books may not be cross-referenced with other content

Opportunities for Digital Amplification

Content Repurposing Opportunities:

- Sermons → Articles (hermeneutics themes, narrative themes, preaching themes)
- Teaching → Courses (Teaching Leadership, hermeneutics, narrative)
- Conference talks → Articles/videos
- Books → Series (hermeneutics series, narrative series)

Content Expansion Opportunities:

- Biblical hermeneutics series (from “The Bible Unwrapped”)

- Christian narrative series (from “Divine Gravity”)
- Contemporary preaching series
- Leadership development series

Connection Opportunities:

- Connect books to sermons
- Connect sermons to articles
- Connect teaching to courses
- Connect all content forms

Movemental Opportunities

What Movemental Would Change

Content Organization:

- Unified platform for all content (books, articles, sermons, teaching, courses)
- Intentional content interconnection
- Series development
- Theme expansion

Discoverability:

- Improved SEO and search visibility
- Network effects for content discovery
- Better content organization

Content Development:

- Easier content repurposing (sermons → articles, teaching → courses)

- Series development (hermeneutics, narrative, preaching, leadership)
- Theme expansion
- Content interconnection

Revenue:

- Additional revenue streams (subscriptions, courses, content monetization)
- Subscription model
- Course monetization

Analytics:

- Unified analytics
- Audience insights
- Content performance data

What Would Remain the Same

Voice and Control:

- All content remains the person's voice
- Full control over content
- No editorial interference
- Personal brand maintained

Theological Positions:

- All theological positions preserved
- No theological compromise
- Personal convictions maintained
- Anabaptist/Mennonite perspective preserved

Existing Content:

- Existing books remain as-is
- Existing content preserved
- No content changes required
- All content forms maintained

Relationships and Networks:

- Existing relationships maintained
- Network connections preserved
- Institutional affiliations continue (seminary, churches)
- Personal relationships intact
- Academic networks maintained
- Movement networks maintained

Specific Opportunities for Meghan Larissa Good

Content Repurposing:

- Sixteen+ years of sermons → Articles expanding book themes
- Academic teaching → Online courses
- Conference talks → Articles/videos
- Book themes → Content series

Series Development:

- Biblical hermeneutics series (from “The Bible Unwrapped”)
- Christian narrative series (from “Divine Gravity”)
- Contemporary preaching series

- Leadership development series

Ecosystem Building:

- Connect books to sermons
- Connect sermons to articles
- Connect teaching to courses
- Build comprehensive content ecosystem

Network Effects:

- Leverage Movemental network for content discovery
- Cross-referencing with other authors
- Thematic connections
- Movement connections

What We Will NOT Do

Voice and Control:

- We will not change the person's voice or control over content
- We will not impose editorial interference
- We will not compromise personal brand

Theological Positions:

- We will not change or compromise theological positions
- We will not impose theological perspectives
- We will preserve personal convictions

Existing Content:

- We will not require changes to existing content
- We will preserve all existing content
- We will maintain all content forms

Relationships and Networks:

- We will not disrupt existing relationships
 - We will not interfere with network connections
 - We will not change institutional affiliations
 - We will preserve personal and professional relationships
-

Research conducted: January 4, 2026

Confidence Level: Medium-High (Identity confirmed, digital presence discovery limited)

Sources: See [sources.md](#)

Note: This research is based on publicly available information. Comprehensive research requires direct website access, book reviews, and additional content discovery. The substantial embodied work (sixteen+ years of pastoral experience) suggests significant opportunities for digital amplification and content repurposing.
