

Jeff Vanderstelt - 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 become gospel-fluent disciples who make more disciples. You lead, write, and form leaders in gospel-centered discipleship, missional communities, and everyday discipleship.

I see your work at Saturate, where you serve as Executive Director, and at Doxa Church in Bellevue, Washington, where you serve as Lead Teaching Pastor. Your books—including “Saturate: Being Disciples of Jesus in the Everyday Stuff of Life,” “Gospel Fluency,” and “Making Space”—along with your role as Founding Leader of the Soma Family of Churches and your coaching work with Tin Man Ministries, are anchored at jeffvanderstelt.com.

I notice you return to the connection between gospel and practice: how gospel fluency shapes daily living, how missional communities form disciples, how leadership health enables multiplication. Your work exists in church services where you teach, across your personal website and social media, in your published books, through Saturate training materials, at Doxa Church where you lead, in

coaching sessions where you serve, through the Soma Family of Churches network.

What tends to get lost is continuity. Sermon insights may not become articles beyond what you already write. Training materials may not become accessible content. Coaching wisdom 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 pastors and movement leaders 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: Jeff Vanderstelt

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes

Based on published works and institutional roles, Jeff Vanderstelt's content focuses on:

1. Gospel-Centered Discipleship

- "Saturate: Being Disciples of Jesus in the Everyday Stuff of Life"
- Focus on everyday discipleship
- Discipleship in ordinary life contexts
- Being saturated with the gospel

2. Gospel Fluency

- "Gospel Fluency" (book)

- Speaking the gospel into everyday life
- Understanding and applying the gospel
- Gospel-centered thinking and communication

3. Missional Communities

- Soma Family of Churches leadership
- Director of Missional Communities at Doxa Church
- Creating communities on mission
- Gospel-centered, missional community life

4. Everyday Discipleship & Mission

- “Making Space” (book)
- Discipleship in everyday contexts
- Making space for mission in daily life
- Practical approaches to missional living

5. Leadership Health & Recovery

- Tin Man Ministries coaching
- Emotional, relational, and spiritual health in leadership
- Creating safe spaces for leaders
- Leadership recovery and health

6. Church Planting & Multiplication

- Soma Family of Churches (multi-expression, church-planting church)
- C2C Network Advisory Board
- Church planting training and support
- Reproducing churches and communities

Theological Focus Areas

- **Gospel-Centered Theology:** Emphasis on the gospel as central to all of life
- **Missional Theology:** Focus on being sent into the world
- **Discipleship Theology:** Making disciples who make disciples
- **Community Theology:** Gospel-centered community life
- **Practical Application:** Accessible, practitioner-focused content

Movement Focus

- **Gospel-Centered Movement:** Churches and communities centered on the gospel
- **Missional Movement:** Communities on mission in everyday life
- **Discipleship Movement:** Making disciples in everyday contexts
- **Church Planting Movement:** Multi-expression, reproducing churches
- **Leader Health Movement:** Healthy, emotionally and spiritually whole leaders

Recurring Topics

- Gospel fluency and gospel-centered living
- Everyday discipleship
- Missional communities
- Making space for mission
- Leadership health and recovery
- Church planting and multiplication
- Practical discipleship
- Gospel application to daily life

Content Organization Analysis

Personal Website (jeffvanderstelt.com)

Structure:

- Personal website with book information
- Speaking/training information
- Social media integration
- To be verified: Blog presence, content organization

Organization Approach:

- Personal brand focused
- Book-centric content organization (likely)
- Speaking/training information
- Social media integration

Institutional Content Distribution

Doxa Church:

- Local church structure
- Likely organized by: sermon series, topics, missional communities
- Sermon/teaching library (to be verified)
- Missional communities resources

Saturate Organization:

- Organization-focused structure
- Training/equipping resources

- Content distribution for discipleship equipping
- Resource library (to be verified)

Soma Family of Churches:

- Network/family structure
- Multi-expression church network resources
- Church planting resources
- Network support content

Tin Man Ministries:

- Coaching organization structure
- Leadership/recovery resources
- Coaching services information

Content Strategy Assessment

Appears to have:

- Clear personal brand (jeffvanderstelt.com)
- Institutional backing (church, organization, network, coaching)
- Book-driven content strategy
- Training/equipping focus through Saturate
- Local teaching platform through Doxa Church
- Network/movement platform through Soma
- Leadership/coaching platform through Tin Man

Content Forms:

- Books (3+ published works)
- Sermons/teaching (Doxa Church)

- Training/equipping resources (Saturate)
- Network resources (Soma)
- Coaching content (Tin Man)
- Social media content
- Conference talks/presentations (to be verified)

Content Series Potential:

- Book series (discipleship, gospel fluency, missional living)
- Sermon series (through Doxa Church)
- Training series (through Saturate)
- Blog series (to be analyzed if present)
- Conference talk series (to be verified)

Content Interconnection

Cross-References:

- Books likely reference and support institutional work
- Training resources likely reference book content
- Sermons may reference book themes
- Network resources may reference books and training
- Coaching may reference leadership and health themes

Ecosystem Connectivity:

- Personal brand (jeffvanderstelt.com) connects to:
 - Doxa Church
 - Saturate Organization
 - Soma Family of Churches

- Tin Man Ministries
- Books support movement work
- Movement work provides content for books
- Training provides equipping platform
- Church provides teaching platform
- Network provides movement platform
- Coaching provides leadership health platform

Voice & Style Analysis

Writing Style

Based on book titles and descriptions:

- **Accessible:** Practitioner-focused, not overly academic
- **Practical:** Action-oriented, “how-to” approach to discipleship
- **Gospel-Centered:** Clear focus on the gospel as central
- **Everyday-Focused:** Emphasis on everyday life and contexts
- **Community-Oriented:** Focus on community and relationships

Tone and Approach

- **Pastoral:** Caring, supportive approach
- **Practical:** Real-world application emphasis
- **Gospel-Focused:** Clear gospel-centered perspective
- **Encouraging:** Empowering approach to discipleship
- **Health-Focused:** Emphasis on emotional, relational, spiritual health

Theological Positioning

Observable characteristics:

- **Gospel-Centered:** Central focus on the gospel
- **Missional:** Emphasis on being sent
- **Discipleship-Focused:** Making disciples who make disciples
- **Community-Oriented:** Emphasis on gospel-centered community
- **Evangelical:** Within evangelical Christian tradition
- **Practitioner-Oriented:** For church leaders and practitioners

Audience Level

- **Primary:** Church leaders, pastors, church planters, discipleship practitioners
- **Secondary:** Lay leaders, community leaders, small group leaders
- **Level:** Popular/practitioner (not primarily academic)
- **Accessibility:** Accessible to general Christian audience

Discoverability Assessment

SEO Indicators

Personal Website:

- Clean URL structure (jeffvanderstelt.com)
- Clear page titles (to be verified)
- Social media integration
- Book promotion (likely good internal linking)

To Be Assessed:

- Meta descriptions
- Title tag optimization
- URL structure depth
- Internal linking strategy

Content Indexing

Likely Well-Indexed:

- Personal website (jeffvanderstelt.com)
- Book titles and author pages
- Conference/speaking pages
- Institutional websites

Search Visibility:

- Name searches likely return multiple results
- Book titles searchable
- Organization/network association provides visibility
- Institutional websites provide authority

Social Sharing Indicators

- Social media links present on website
- Twitter/X active (@JeffVanderstelt)
- Instagram active (@JeffVanderstelt)
- Book promotion likely includes social sharing

Backlinks and References

Likely Sources:

- Publisher websites
- Conference/speaking websites
- Church websites (Doxa, Soma network)
- Organization websites (Saturate, Tin Man)
- Book retailer sites (Amazon, etc.)
- Other church leaders and authors

Domain Authority Indicators

- Personal domain (jeffvanderstelt.com) - owned
- Institutional backing provides authority
- Multiple published books
- Organization leadership role (Saturate)
- Network/movement leadership role (Soma)
- Church leadership role (Doxa)
- Established presence (published books)

Ecosystem Analysis

Content Ecosystem Structure

Personal Brand Layer:

- jeffvanderstelt.com (personal website)

- Books (3+ published works)
- Social media presence (Twitter/X, Instagram)
- Blog content (to be verified)

Institutional Layer:

- Doxa Church (sermons, teaching, missional communities)
- Saturate Organization (training, equipping resources)
- Soma Family of Churches (network resources)
- Tin Man Ministries (coaching, leadership health resources)

Interconnection:

- Personal brand supported by institutional work
- Institutional work provides content for personal brand
- Books draw from and support movement work
- Training provides equipping and content distribution platform
- Church provides teaching and sermon platform
- Network provides movement and connection platform
- Coaching provides leadership health platform

Content Cross-References

Likely Connections:

- Books reference movement principles
- Training resources reference book content
- Sermons may reference book themes
- Network resources may reference books and training
- Coaching may reference leadership and health themes

- Blog (if present) may reference books, sermons, and training

Connections to Other Authors/Leaders

Network Connections:

- Soma Family of Churches (connects to network of churches)
- C2C Network (connects to church planters globally)
- Saturate Organization (connects to discipleship practitioners)
- Tin Man Ministries (connects to leaders in recovery/health)
- Conference/speaking circuit (connects to various leaders)

To Be Verified:

- Co-authors or collaborators
- Speaking/teaching partnerships
- Movement partnerships

Institutional Partnerships

- **Doxa Church:** Local church, replanted from Mars Hill Church (2015)
- **Saturate Organization:** Discipleship equipping organization
- **Soma Family of Churches:** Multi-expression church network
- **Tin Man Ministries:** Leadership/coaching organization
- **C2C Network:** Church planting network (Advisory Board)
- **Publishers:** To be verified

Community Engagement

Likely Present:

- Church community (Doxa Church)
- Network engagement (Soma Family of Churches)
- Training engagement (Saturate Organization)
- Coaching engagement (Tin Man Ministries)
- Social media engagement (Twitter/X, Instagram)
- Book readership

To Be Assessed:

- Blog comments/engagement (if present)
- Social media engagement levels
- Newsletter subscribers (if present)
- Course/training participants (through Saturate)
- Conference/speaking engagement

Content Gaps (Initial Observations)

Potential Gaps to Explore

1. Content Repurposing:

- Are sermons transcribed and published as articles?
- Are training materials developed into blog posts?
- Are book concepts expanded in other formats?
- Are conference talks developed into resources?

2. Content Series Development:

- Are blog posts organized into series? (if blog present)

- Are themes developed across multiple content forms?
- Are there opportunities for deeper series development?
- Are training resources organized into series?

3. Content Discoverability:

- How are sermons/talks discoverable?
- How are training resources discoverable?
- Are blog posts optimized for search? (if present)
- Are there content hubs or resource pages?

4. Content Interconnection:

- Are content pieces clearly linked?
- Are themes developed across platforms?
- Is there a clear content journey for readers?
- Are training resources connected to books and sermons?

5. Content Form Gaps:

- Newsletter presence (to be verified)
- Podcast presence (to be verified)
- Video content organization (to be verified)
- Course/training platform organization (to be verified)

Notes

- Strong thematic consistency across books and institutional work
- Clear focus on gospel-centered discipleship and missional communities
- Personal brand well-integrated with institutional presence

- Multiple content distribution channels
 - Established authority through books, organization, network, and church leadership
 - Unique combination of roles creates comprehensive content ecosystem
 - Focus on equipping and training suggests substantial educational content
 - Recent engagement with leadership health (Tin Man) adds dimension to content
 - Church replanting experience (Doxa from Mars Hill) provides unique context
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Digital Presence Discovery

Digital Presence Discovery: Jeff Vanderstelt

Research Date: January 4, 2026

Website Presence

Primary Website

- jeffvanderstelt.com
 - Status: Active (confirmed through search results)

- Purpose: Personal brand, content distribution, book promotion
- Structure: To be verified (includes book information, speaking engagements)
- Content: Book information, speaking/training content
- Social Media Links: Twitter/X, Instagram

Institutional Websites

- **Saturate Organization Website**

- Organization website (exact URL to be verified)
- Equipping disciples resources
- Training materials and content
- Movement resources

- **Doxa Church** (Bellevue, Washington)

- Church website (exact URL to be verified)
- Sermons/teaching content
- Missional communities resources
- Church leadership content

- **Soma Family of Churches**

- Network/family of churches website
- Multi-expression church network
- Church planting resources
- Network content and resources

- **Tin Man Ministries**

- Coaching organization website

- Leadership and recovery resources
- Coaching services information

Social Media Platforms

Confirmed Active Presence

- **Twitter/X:** @JeffVanderstelt
 - Status: Active (confirmed through search results)
 - Platform type: Text-based content, engagement
 - Linked from personal website
- **Instagram:** @JeffVanderstelt
 - Status: Active (confirmed through search results)
 - Platform type: Visual content, personal updates
 - Linked from personal website

To Be Verified

- Facebook profile/page
- LinkedIn profile
- YouTube channel(s) - personal vs. institutional
- TikTok or other emerging platforms

Publishing Platforms

Books

- **Multiple Published Books:** 3+ books published
- **Publishers:** To be verified
- **Amazon Author Page:** To be verified
- **Goodreads:** To be verified

Known Publications

1. “Saturate: Being Disciples of Jesus in the Everyday Stuff of Life”
2. “Gospel Fluency”
3. “Making Space”

Content Forms Discovered

Books

- 3+ published books on discipleship and gospel-centered living
- Focus areas: Gospel fluency, everyday discipleship, missional communities

To Be Discovered

- Blog content (on personal website or institutional sites)
- Sermons/talks (audio, video, transcripts) - likely on Doxa Church website

- Conference talks/presentations - through speaking engagements
- Courses/training materials - through Saturate organization
- Podcasts (as host or guest)
- Video content (YouTube, Vimeo, institutional)
- Newsletter content
- Social media content volume and engagement
- Training/equipping resources through Saturate

Platform Distribution

Confirmed Platforms

1. Personal website (jeffvanderstelt.com) - Active
2. Twitter/X (@JeffVanderstelt) - Active
3. Instagram (@JeffVanderstelt) - Active

Platforms to Verify

- Blogging platforms: Personal blog (if present on jeffvanderstelt.com or elsewhere)
- Video platforms: YouTube, Vimeo (personal or institutional channels)
- Audio platforms: Podcasts (Apple Podcasts, Spotify) - as host or guest
- Course platforms: Teachable, Thinkific, institutional LMS (through Saturate)
- Newsletter platforms: Mailchimp, ConvertKit, Substack
- Academic platforms: Not likely applicable
- Ministry platforms:

- Doxa Church website (sermons, teaching)
- Saturate organization website (training, resources)
- Soma Family of Churches website (network resources)
- Tin Man Ministries website (coaching resources)

Content Volume Assessment

Known Content

- **Books:** 3+ published books
- **Social Media:** Active Twitter/X and Instagram presence
- **Institutional Content:**
 - Sermons/teaching (Doxa Church)
 - Training/equipping resources (Saturate)
 - Network resources (Soma Family of Churches)
 - Coaching content (Tin Man Ministries)

To Be Assessed

- Number of published blog posts/articles (if present)
- Number of sermon/talk series (Doxa Church)
- Video content volume (sermons, conference talks, training)
- Podcast episodes (as host or guest appearances)
- Training/equipping content volume (Saturate)
- Content frequency/recency
- Newsletter subscription base (if applicable)

- Social media engagement metrics

Content Discovery Notes

Personal Website (jeffvanderstelt.com)

- Active personal website
- Book promotion focus
- Speaking/training information
- Social media integration

Institutional Content

- **Doxa Church:** Local church with likely sermon/teaching library
- **Saturate:** Organization focused on equipping - likely extensive training/equipping resources
- **Soma Family of Churches:** Network of churches with resources and content
- **Tin Man Ministries:** Coaching organization with leadership/recovery resources

Content Ecosystem

- Personal brand (jeffvanderstelt.com) connects to institutional platforms
- Books support and are supported by institutional work
- Saturate organization provides training/equipping platform
- Doxa Church provides local teaching/sermon platform

- Soma network provides movement/network platform
- Tin Man provides leadership/coaching platform

Discovery Status

Status: Initial discovery complete, deeper investigation needed

Confidence: Medium-High (core platforms identified, content volume to be assessed)

Next Steps

1. Analyze content on jeffvanderstelt.com (structure, blog presence, content types)
2. Verify and catalog sermon/teaching content on Doxa Church website
3. Explore Saturate organization website for training/equipping resources
4. Catalog content on Soma Family of Churches network
5. Search for YouTube channel(s) - personal or institutional
6. Search for podcast appearances or hosting
7. Verify book listings on Amazon and Goodreads
8. Check for newsletter presence (Mailchimp, ConvertKit, Substack)
9. Identify any course or training materials (through Saturate or other platforms)
10. Assess social media engagement and content volume
11. Explore Tin Man Ministries content and resources

Notes

- Established digital presence with personal website and active social media
 - Strong institutional backing (church, organization, network, coaching)
 - Multiple content distribution channels
 - Books provide significant content volume
 - Institutional platforms likely contain extensive teaching/training/sermon content
 - Personal brand well-integrated with institutional presence
 - Unique combination of roles creates multiple content distribution points
 - Focus on equipping and training suggests substantial educational/training content
 - Recent engagement with leadership health (Tin Man) may have additional content
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Gap Analysis

Gap Analysis: Jeff Vanderstelt

Research Date: January 4, 2026

Embodied Work Indicators

Teaching/Speaking Engagements

1. Doxa Church (Bellevue, Washington)

- Lead Teaching Pastor
- Director of Missional Communities
- Regular weekly teaching/sermons (inferred from pastoral role)
- Teaching in missional community contexts
- Volume: Cannot assess (no website/sermon library discovered yet)
- Years: Since 2015 (replanted from Mars Hill Church)

2. Saturate Organization

- Executive Director / Visionary Leader
- Training and equipping engagements
- Conference/event speaking
- Training workshops and events
- Volume: Cannot assess (training content to be discovered)

3. Conference Speaking

- Various conference presentations
- Speaking engagements (referenced in search results)
- Training events
- Volume: Cannot assess (conference talks to be discovered)

4. Soma Family of Churches

- Founding Leader / Apostolic Movement Leader

- Network leadership and training
- Church planting training
- Movement gatherings
- Volume: Cannot assess (network content to be discovered)

5. Tin Man Ministries

- Coach
- Leadership and recovery workshops
- Coaching sessions
- Training events
- Volume: Cannot assess (coaching content to be discovered)

Pastoral/Ministry Roles

- **Doxa Church:** Lead Teaching Pastor, Director of Missional Communities
 - Replanted church (2015) from Mars Hill Church
 - Focus on gospel-centered community
 - Missional communities emphasis
 - Years: Since 2015 (approximately 10+ years)
- **Soma Family of Churches:** Founding Leader / Apostolic Movement Leader
 - Multi-expression, church-planting church network
 - Years: Duration to be verified

Institutional Affiliations

- **Doxa Church:** Lead Teaching Pastor, Director of Missional Communities (since 2015)
- **Saturate Organization:** Executive Director / Visionary Leader
- **Soma Family of Churches:** Founding Leader / Apostolic Movement Leader
- **Tin Man Ministries:** Coach (since 2020)
- **C2C Network:** Advisory Board Member
- **Educational:** Calvin College (B.A. Business), Western Theological Seminary (M.A. Theology and Biblical Studies)

Movement/Network Participation

- **Soma Family of Churches:** Multi-expression, church-planting church network
- **Saturate Movement:** Discipleship equipping movement
- **C2C Network:** Church planting network
- **Tin Man Ministries:** Leadership health and recovery movement
- **Gospel-Centered Movement:** Significant voice in gospel-centered discipleship
- **Missional Movement:** Emphasis on missional communities

Book Publications

3+ Published Books:

1. "Saturate: Being Disciples of Jesus in the Everyday Stuff of Life"
2. "Gospel Fluency"

3. “Making Space”

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

Established Reputation/Recognition

- Published author (3+ books)
- Organization leadership (Saturate)
- Network/movement leadership (Soma Family of Churches)
- Church leadership (Doxa Church)
- Coaching role (Tin Man Ministries)
- Established thought leader in gospel-centered discipleship and missional communities
- Church replanting experience (replanted Doxa from Mars Hill Church)

Digital Expression Analysis

How Much of Embodied Work is Represented Digitally?

Well Represented:

- **Books:** All 3+ books available digitally (print and digital formats assumed)
- **Personal Website:** jeffvanderstelt.com exists with book and speaking information
- **Social Media:** Active Twitter/X and Instagram presence

Partially Represented (To Be Assessed):

- **Sermons/Teaching:** Doxa Church website (to be verified for sermon library, transcripts, video)
- **Training/Equipping Resources:** Saturate organization website (to be verified for training materials, courses, resources)
- **Conference Talks:** Speaking engagements (to be verified for recorded talks, transcripts)
- **Network Resources:** Soma Family of Churches (to be verified for network content, resources)

Potentially Under-Represented:

- **Blog Content:** Personal blog (to be verified if present)
- **Video Content:** YouTube/Vimeo channels (to be verified)
- **Podcast Content:** Podcast appearances or hosting (to be verified)
- **Newsletter Content:** Newsletter presence (to be verified)
- **Training Materials:** Structured courses or training programs (to be verified)

Digital Content Forms Present

Confirmed:

- Personal website (jeffvanderstelt.com)
- Books (digital formats)
- Social media (Twitter/X, Instagram)

To Be Verified:

- Blog posts/articles
- Sermons (audio, video, transcripts)
- Training/equipping resources

- Conference talks/presentations
- Video content (YouTube, Vimeo)
- Podcast appearances/hosting
- Newsletter content
- Course/training materials
- Network resources

Content Organization and Interconnection

Appears to Have:

- Personal website with book information
- Institutional websites (Doxa, Saturate, Soma, Tin Man)
- Social media presence

To Be Assessed:

- Content organization across platforms
- Content interconnection between platforms
- Content series development
- Content discoverability
- Content repurposing

Gap Identification

What Exists in Embodied Work but May Not Be Fully Represented Digitally?

1. Sermons and Teaching

- Weekly teaching at Doxa Church (10+ years since 2015)
- Estimated hundreds of sermons/talks
- Teaching in missional community contexts
- **Potential Gap:** Sermons may not be fully transcribed, published as articles, or organized for digital discovery

2. Training and Equipping Content

- Extensive training through Saturate organization
- Conference/event training
- Workshops and equipping events
- **Potential Gap:** Training materials may not be fully digitized, organized, or accessible online

3. Conference Talks and Presentations

- Various conference speaking engagements
- Presentations and talks
- **Potential Gap:** Conference talks may not be recorded, transcribed, or published online

4. Network/Movement Content

- Leadership and training through Soma Family of Churches

- Church planting training
- Movement resources
- **Potential Gap:** Network content may not be centralized or easily discoverable

5. Coaching and Leadership Health Content

- Coaching through Tin Man Ministries (since 2020)
- Leadership health workshops
- Recovery and health content
- **Potential Gap:** Coaching content may not be published or shared beyond participants

6. Content Repurposing Opportunities

- Sermons could become articles or blog posts
- Training materials could become courses or resources
- Conference talks could become articles or resources
- Book concepts could be expanded in other formats

Content Discovery and Organization Gaps

1. Content Scattered Across Platforms

- Personal website
- Doxa Church website
- Saturate organization website
- Soma network resources
- Tin Man Ministries
- Social media platforms

- **Gap:** No unified content hub or discovery mechanism

2. Content Interconnection Gaps

- Books, sermons, training, and network resources may not be clearly linked
- Themes may exist but not be unified across platforms
- Content journey for readers may not be clear

3. Content Series Development Gaps

- Sermon series may not be organized or promoted as series
- Training series may not be developed
- Book themes may not be expanded into series
- Blog series (if present) may not be developed

4. Content Discoverability Gaps

- Sermons may not be optimized for search
- Training resources may not be easily discoverable
- Content may not be cross-referenced or linked
- SEO optimization may be limited

Digital Amplification Opportunities

1. Content Repurposing

- Sermons → Articles/blog posts
- Training materials → Courses/resources
- Conference talks → Articles/resources
- Book concepts → Expanded content formats

2. Content Expansion

- Sermon series development
- Training series development
- Blog series development (if blog present)
- Video series development

3. Content Interconnection

- Linking books, sermons, and training
- Creating content hubs or resource pages
- Developing content journeys
- Cross-referencing themes across platforms

4. Content Discovery

- SEO optimization
- Content organization and categorization
- Search functionality
- Content recommendation systems

Connection Gaps

Content Isolation

Potential Issues:

- Content pieces may exist in isolation
- Books, sermons, training may not be connected
- Platforms may not reference each other
- Themes may exist but not be unified

Content Repurposing Opportunities

Potential Opportunities:

- Sermons could be repurposed as articles
- Training materials could be repurposed as courses
- Conference talks could be repurposed as resources
- Book concepts could be expanded in multiple formats

Series Development Opportunities

Potential Opportunities:

- Sermon series could be developed and promoted
- Training series could be developed
- Blog series could be developed (if blog present)
- Video series could be developed

Theme Expansion Opportunities

Potential Opportunities:

- Gospel fluency themes could be expanded
- Missional community themes could be expanded
- Leadership health themes could be expanded
- Everyday discipleship themes could be expanded

Notes

- Significant embodied work through teaching, training, and leadership
 - Established author with published books
 - Multiple institutional roles provide extensive teaching/training opportunities
 - Content volume likely substantial but digital representation to be verified
 - Focus on equipping and training suggests substantial educational content
 - Recent engagement with leadership health adds dimension to content
 - Church replanting experience provides unique context and content
 - Multiple platforms may create content fragmentation
 - Opportunities exist for content repurposing, interconnection, and amplification
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Identity Verification

Identity Verification: Jeff Vanderstelt

Research Date: January 4, 2026

Confidence Level: High

Note on Spelling

Input Received: “Jeff Vanderstett”

Correct Spelling: “Jeff Vanderstelt” (verified through multiple sources)

Proceeding with: Jeff Vanderstelt

Primary Identity

Full Name: Jeff Vanderstelt

Primary Role: Executive Director of Saturate, Founding Leader of Soma Family of Churches, Lead Teaching Pastor at Doxa Church

Location: Bellevue/Redmond, Washington area

Institutional Affiliations

1. Saturate

- Role: Executive Director / Visionary Leader
- Type: Organization dedicated to equipping disciples of Jesus to make more disciples
- Focus: Gospel-centered and missional living

2. Soma Family of Churches

- Role: Founding Leader / Apostolic Movement Leader
- Type: Family of churches / Multi-expression, church-planting church network
- Founded: Soma Tacoma (founding leader)

- Focus: Gospel-centered, missional communities

3. Doxa Church (Bellevue, Washington)

- Role: Lead Teaching Pastor / Director of Missional Communities
- Type: Local church (replanted in 2015 from Mars Hill Church)
- Location: Bellevue, Washington
- Focus: Gospel-centered community

4. Tin Man Ministries

- Role: Coach
- Type: Ministry focused on creating safe spaces for leaders and couples
- Focus: Emotional, relational, and spiritual health in leadership
- Engagement: Began journey in 2019, joined as coach in 2020

5. C2C Network

- Role: Member of Advisory Board
- Type: Church planting network
- Focus: Supporting church planting globally

Published Works

Jeff Vanderstelt has authored multiple books:

- 1. “Saturate: Being Disciples of Jesus in the Everyday Stuff of Life”**
- 2. “Gospel Fluency”**
- 3. “Making Space”**

Focus Areas: Discipleship, gospel-centered living, missional communities, gospel fluency, everyday discipleship

Professional Roles

- **Executive Director / Visionary Leader:** Saturate - Equipping disciples organization
- **Founding Leader / Apostolic Movement Leader:** Soma Family of Churches - Multi-expression church-planting network
- **Lead Teaching Pastor:** Doxa Church (Bellevue, Washington) - Replanted from Mars Hill Church (2015)
- **Director of Missional Communities:** Doxa Church
- **Coach:** Tin Man Ministries - Leader and couple coaching
- **Advisory Board Member:** C2C Network - Church planting support
- **Author:** Published author of 3+ books
- **Speaker:** Conference and event speaker, trainer
- **Consultant:** Church planting and leadership consulting

Digital Presence Indicators

- **Personal Website:** jeffvanderstelt.com (active)
- **Twitter/X:** @JeffVanderstelt (active)
- **Instagram:** @JeffVanderstelt (active)
- **Institutional Websites:**
 - Saturate organization website
 - Doxa Church website

- Soma Family of Churches network
- Tin Man Ministries website

Educational Background

- **Bachelor of Arts:** Business, Calvin College
- **Master of Arts:** Theology and Biblical Studies, Western Theological Seminary

Personal Information

- **Location:** Redmond, Washington (resides with family)
- **Family:** Married to Jayne; three children: Haylee, Caleb, and Maggie

Distinguishing Factors

- Strong alignment with Movemental's target audience (Christian movement thought leaders, pastors, authors)
- Established author with multiple published books on discipleship and gospel-centered living
- Leadership role in significant church movement (Soma Family of Churches)
- Organization leadership (Saturate - equipping disciples organization)
- Multi-site church leadership experience (Doxa Church, Soma network)
- Focus on gospel fluency and missional communities

- Recent engagement with leadership health and recovery (Tin Man Ministries since 2019/2020)
- Church replanting experience (replanted Doxa Church from Mars Hill Church in 2015)
- Business background (BA in Business from Calvin College)

Identity Verification Notes

- Multiple sources confirm identity as pastor, author, and movement leader
- Clear alignment with Christian movement leadership context
- Established digital presence with personal website (jeffvanderstelt.com)
- Published author with multiple books on discipleship and gospel-centered living
- High confidence in identity match
- Unique combination of roles (Saturate, Soma, Doxa, Tin Man) provides strong verification
- Connection to Mars Hill Church replanting provides additional verification context

Potential Ambiguity

- No significant ambiguity detected in initial research
- Name spelling variation noted (Vanderstett vs. Vanderstelt) but context-specific searches clearly identify the correct individual
- Multiple institutional affiliations provide strong verification

- Unique role combination (Saturate, Soma, Doxa) clearly identifies the correct person

Next Steps

- Continue with Phase 2: Digital Presence Discovery
 - Verify additional platforms and content locations
 - Cross-reference book publications on Amazon, Goodreads, publisher sites
 - Explore Saturate organization website and resources
 - Investigate Doxa Church website for sermon/teaching content
 - Explore Soma Family of Churches network presence
-

Movemental Analysis

Movemental-Specific Analysis: Jeff Vanderstelt

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

Personal Website (jeffvanderstelt.com):

- Personal website present with book and speaking information
- To be verified: Blog presence, content organization, subscription/newsletter integration
- Book promotion focus (likely)
- May lack unified content hub
- May not have course/training platform integration

Institutional Platforms:

- Doxa Church: Church website (sermons, teaching)
- Saturate Organization: Organization website (training, equipping resources)
- Soma Family of Churches: Network website (network resources)
- Tin Man Ministries: Coaching organization website

Limitations:

- Content scattered across multiple platforms
- No unified content hub visible
- Potential discoverability challenges
- May lack content interconnection
- Platform fragmentation across personal and institutional sites

Platform Fragmentation

Content Scattered Across:

- Personal website (jeffvanderstelt.com)
- Doxa Church website
- Saturate organization website
- Soma Family of Churches network
- Tin Man Ministries website
- Social media platforms (Twitter/X, Instagram)
- Book platforms (Amazon, publishers)

Fragmentation Impact:

- Readers may not discover all content
- Content pieces may not be connected
- Themes may exist but not be unified
- No single entry point for all content
- Content journey may be unclear

Platform Ownership

Owned Platforms:

- jeffvanderstelt.com (personal domain - owned)
- Institutional websites (likely owned)

Rented Platforms:

- Social media (Twitter/X, Instagram)
- Book platforms (Amazon, publishers)

- Potential course platforms (if used)
- Potential newsletter platforms (if used)

Ownership Considerations:

- Personal website provides owned platform
- Social media provides reach but limited control
- Books provide owned content but distributed through publishers
- Institutional platforms provide owned spaces but separate from personal brand

Revenue Model Gaps

Current Revenue Models:

- Book sales (through publishers)
- Conference/speaking (fees)
- Church salary (Doxa Church)
- Organization salary (Saturate)
- Coaching fees (Tin Man Ministries)

Potential Gaps:

- No direct subscription model visible
- No course/training revenue model visible (Saturate training may be free or fee-based - to be verified)
- No newsletter monetization visible
- Limited direct-to-audience revenue
- Revenue tied to institutional roles rather than personal brand

Analytics Gaps

Potential Analytics Limitations:

- May not have unified analytics across platforms
- May not track content journey across platforms
- May not have audience insights across content forms
- May not measure content impact effectively
- Platform fragmentation makes analytics challenging

Movemental Fit Analysis

Which Gaps Does Movemental Specifically Address?

Platform Fragmentation:

- Movemental could provide unified content hub
- Single entry point for all content
- Content interconnection across forms
- Unified discovery experience

Content Interconnection:

- Movemental could connect books, sermons, training, and network resources
- Cross-reference themes across content forms
- Create content journeys for readers
- Link related content pieces

Content Discoverability:

- Movemental could improve SEO and search functionality
- Content organization and categorization
- Content recommendation systems
- Network effects for discovery

Content Repurposing:

- Movemental could facilitate sermon-to-article repurposing
- Training-to-course development
- Conference-talk-to-resource conversion
- Book-concept expansion

Content Series Development:

- Movemental could support sermon series development
- Training series organization
- Blog series development
- Video series organization

Revenue Model:

- Movemental could provide subscription options
- Course/training monetization
- Newsletter monetization
- Direct-to-audience revenue

What Would Meaningfully Change with Movemental?

Content Hub:

- Unified content hub for all content forms
- Single entry point for books, sermons, training, and resources
- Content interconnection and cross-referencing
- Clear content journey for readers

Content Organization:

- Better content organization and categorization
- Series development and promotion
- Theme-based content organization
- Content recommendation and discovery

Content Amplification:

- Network effects for content discovery
- Content repurposing and expansion opportunities
- Cross-platform content promotion
- Audience growth through network

Revenue Opportunities:

- Subscription options for premium content
- Course/training monetization
- Newsletter monetization
- Direct-to-audience revenue streams

Analytics and Insights:

- Unified analytics across content forms
- Content journey tracking
- Audience insights across platforms
- Content impact measurement

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

Personal Voice and Control:

- All content remains Jeff Vanderstelt's voice and control
- Theological positions preserved
- Content decisions remain with the author
- Publishing and distribution control maintained

Existing Content:

- Books remain as published
- Existing sermons and teaching remain
- Training materials remain
- Network resources remain

Institutional Relationships:

- Doxa Church role and relationship
- Saturate organization role and relationship
- Soma Family of Churches network relationship
- Tin Man Ministries coaching role
- C2C Network Advisory Board role

Theological Positioning:

- Gospel-centered theology preserved
- Missional theology preserved
- Discipleship focus preserved
- Community emphasis preserved

Personal Brand:

- Personal website (jeffvanderstelt.com) remains
- Social media presence remains
- Book publications remain
- Speaking engagements remain

Opportunity Identification

Content Repurposing Opportunities

1. Sermons → Articles/Blog Posts

- Weekly sermons at Doxa Church could be transcribed and published as articles
- Sermon series could become article series
- Key teachings could be expanded into articles
- Volume: 10+ years of weekly teaching (estimated 500+ sermons)

2. Training Materials → Courses/Resources

- Saturate training materials could be developed into structured courses
- Training workshops could become online courses
- Equipping resources could be organized into course series

- Volume: Extensive training through Saturate organization

3. Conference Talks → Articles/Resources

- Conference presentations could be transcribed and published
- Key talks could be expanded into resources
- Speaking content could be repurposed
- Volume: Various conference speaking engagements

4. Book Concepts → Expanded Content

- Book themes could be expanded into articles, courses, or resources
- Book concepts could be developed further
- Book content could be repurposed in multiple formats
- Volume: 3+ published books with expandable themes

Content Expansion Opportunities

1. Sermon Series Development

- Organize sermons into thematic series
- Promote series as cohesive content
- Create series landing pages
- Develop series-based resources

2. Training Series Development

- Organize training materials into structured series
- Create training pathways
- Develop progressive training programs
- Organize by topic or theme

3. Blog Series Development (if blog present)

- Develop thematic blog series
- Create series-based content
- Promote series as cohesive content
- Organize blog content into series

4. Video Series Development

- Create video series from sermon content
- Develop training video series
- Organize video content into series
- Create video-based courses

Ecosystem Building Opportunities

1. Content Interconnection

- Link books, sermons, and training
- Create content hubs or resource pages
- Develop content journeys
- Cross-reference themes across platforms

2. Theme-Based Organization

- Organize content by themes (gospel fluency, missional communities, etc.)
- Create theme-based content hubs
- Develop theme-based content journeys
- Cross-reference related themes

3. Content Recommendation

- Recommend related content across forms
- Suggest next steps in content journey
- Connect readers to related resources
- Create content pathways

4. Network Effects

- Leverage network for content discovery
- Connect with other authors and leaders
- Cross-promote related content
- Build audience through network

Discovery Opportunities

1. SEO Optimization

- Optimize content for search
- Improve discoverability
- Content indexing and organization
- Search functionality

2. Content Organization

- Better categorization
- Series organization
- Theme-based organization
- Content recommendation systems

3. Network Effects

- Discovery through network connections
- Cross-promotion opportunities

- Audience growth through network
- Content amplification through network

Monetization Opportunities

1. Subscription Options

- Premium content subscriptions
- Course/training subscriptions
- Newsletter subscriptions
- Exclusive content access

2. Course/Training Monetization

- Structured course offerings
- Training program monetization
- Certification programs
- Premium training content

3. Newsletter Monetization

- Newsletter subscriptions
- Premium newsletter content
- Newsletter-based courses
- Newsletter advertising

4. Direct-to-Audience Revenue

- Reduce dependence on publishers
- Direct audience relationships
- Subscription-based revenue
- Course/training revenue

What We Will NOT Do

Content Control

- Movemental will not change content ownership
- Movemental will not modify content without permission
- Movemental will not control publishing decisions
- Movemental will not alter theological positions

Institutional Relationships

- Movemental will not replace institutional relationships
- Movemental will not interfere with church, organization, or network roles
- Movemental will not change coaching or advisory roles
- Movemental will not alter existing partnerships

Personal Brand

- Movemental will not replace personal website
- Movemental will not replace social media presence
- Movemental will not replace book publications
- Movemental will not replace speaking engagements

Content Format

- Movemental will not require content format changes
- Movemental will not force content structure changes

- Movemental will not mandate content organization
- Movemental will not require content repurposing

Network Effect Potential

Discovery Amplification

Current State:

- Content discovery limited to existing platforms
- Limited cross-platform promotion
- Fragmented audience across platforms

With Movemental:

- Network effects for content discovery
- Cross-promotion through network
- Audience growth through network connections
- Content amplification through network

Audience Growth

Current State:

- Audience segmented across platforms
- Limited audience growth mechanisms
- Dependent on individual platform algorithms

With Movemental:

- Network-driven audience growth
- Cross-audience discovery
- Recommendation-driven growth
- Network-based promotion

Content Amplification

Current State:

- Content promotion limited to individual platforms
- Limited cross-platform promotion
- Dependent on platform algorithms

With Movemental:

- Network-based content amplification
- Cross-platform promotion
- Recommendation-driven amplification
- Network effects for reach

Notes

- Strong fit for Movemental platform
- Significant content volume and variety
- Clear opportunities for content repurposing and expansion
- Platform fragmentation creates clear need for unified hub
- Multiple institutional roles provide diverse content sources
- Established author and leader with strong foundation

- Network effects could significantly amplify content and audience
 - Revenue opportunities through subscriptions and courses
 - Content control and voice preserved
 - Institutional relationships and roles maintained
-

Sources

Sources: Jeff Vanderstelt Research

Research Date: January 4, 2026

Agent Version: Digital Reality Agent v1.0

Note on Spelling

Input Received: “Jeff Vanderstett”

Correct Spelling: “Jeff Vanderstelt” (verified through multiple sources)

Research Conducted For: Jeff Vanderstelt

Search Queries Used

Phase 1: Identity Verification

1. “Jeff Vanderstett” Christian
2. “Jeff Vanderstett” author pastor
3. “Jeff Vanderstett” theologian preacher
4. “Jeff Vanderstett” movement speaker
5. “Jeff Vanderstelt” Christian (after discovering correct spelling)
6. “Jeff Vanderstelt” author pastor
7. “Jeff Vanderstelt” Saturate books author
8. “Jeff Vanderstelt” Doxa Church Bellevue Washington
9. site:jeffvanderstelt.com
10. “Jeff Vanderstelt” YouTube podcast videos sermons
11. “Jeff Vanderstelt” Twitter Instagram social media
12. “Saturate” Jeff Vanderstelt website organization
13. “Jeff Vanderstelt” “Gospel Fluency” “Making Space” books Amazon
14. Soma Family of Churches Soma Tacoma Jeff Vanderstelt

Sources Consulted

Websites

- jeffvanderstelt.com (personal website - referenced in search results)

- tinmanministries.org (referenced in search results - Tin Man Ministries coaching role)
- exponential.org (referenced in search results - Exponential Conference profile)
- cbn.com (referenced in search results - Christian Broadcasting Network profile)
- preaching.com (referenced in search results - preaching.com contributor profile)
- glxa.org (referenced in search results - Global Leadership Exchange Academy profile)
- songtime.com (referenced in search results - Songtime radio profile)

Social Media

- Twitter/X: @JeffVanderstelt (referenced in search results)
- Instagram: @JeffVanderstelt (referenced in search results)

Institutional Websites (Referenced but URLs to be Verified)

- Doxa Church website (Bellevue, Washington)
- Saturate organization website
- Soma Family of Churches network website
- Tin Man Ministries website
- C2C Network website

Search Engines Used

- Google (primary)

- Additional engines to be used: Bing, DuckDuckGo (for diversity)

Information Sources

Identity Verification

- Personal website (jeffvanderstelt.com)
- Search engine results referencing:
 - Doxa Church affiliation (Bellevue, Washington)
 - Saturate organization leadership
 - Soma Family of Churches leadership
 - Tin Man Ministries coaching role
 - C2C Network Advisory Board role
 - Published books (Saturate, Gospel Fluency, Making Space)

Published Works

- “Saturate: Being Disciples of Jesus in the Everyday Stuff of Life”
- “Gospel Fluency”
- “Making Space”

Institutional Roles

- Executive Director / Visionary Leader: Saturate
- Founding Leader / Apostolic Movement Leader: Soma Family of Churches
- Lead Teaching Pastor: Doxa Church (Bellevue, Washington)
- Director of Missional Communities: Doxa Church

- Coach: Tin Man Ministries (since 2020)
- Advisory Board Member: C2C Network

Educational Background

- Bachelor of Arts: Business, Calvin College
- Master of Arts: Theology and Biblical Studies, Western Theological Seminary

Personal Information

- Location: Redmond, Washington (resides with family)
- Family: Married to Jayne; three children: Haylee, Caleb, and Maggie

Research Methodology

- Used context-specific search terms aligned with Movemental's target audience
- Focused on Christian movement leadership context
- Cross-referenced multiple search results
- Noted spelling variation (Vanderstett vs. Vanderstelt) and verified correct spelling
- Documented all sources consulted
- Maintained respect for publicly available information only

Research Limitations

1. **Initial Research Phase:** This represents comprehensive initial research. Further investigation could include:

- Detailed website content analysis (jeffvanderstelt.com structure, blog presence, content volume)
 - Complete sermon/teaching catalog from Doxa Church website
 - Complete training/equipping resource catalog from Saturate organization website
 - Complete network resource catalog from Soma Family of Churches website
 - Social media engagement metrics
 - Newsletter presence verification
 - Video/podcast presence verification
2. **Content Volume:** Specific counts for sermons, training resources, blog posts, and other content forms to be verified through direct platform access
 3. **Platform-Specific Details:** Some platform-specific features and analytics not accessible without direct access
 4. **Institutional Website URLs:** Some institutional website URLs need to be verified (Doxa Church, Saturate organization, Soma Family of Churches, Tin Man Ministries)
 5. **Spelling Variation:** Input spelling “Jeff Vanderstett” corrected to “Jeff Vanderstelt” based on verified sources - this correction should be noted to the user

Next Steps for Source Verification

1. Direct website visits to verify content:
 - jeffvanderstelt.com (structure, blog presence, content types)
 - Doxa Church website (sermon library, teaching content)

- Saturate organization website (training resources, equipping content)
- Soma Family of Churches website (network resources)
- Tin Man Ministries website (coaching resources)

2. Platform-specific searches:

- YouTube channel(s) - personal or institutional
- Podcast directories (Apple Podcasts, Spotify) - as host or guest
- Book retailer sites (Amazon, Goodreads) - book listings and author pages

3. Social media platform exploration:

- Twitter/X (@JeffVanderstelt) - content volume and engagement
- Instagram (@JeffVanderstelt) - content volume and engagement
- Facebook profile/page (if present)

4. Cross-referencing:

- Publisher websites
- Conference/speaking websites
- Other church/network/organization websites

5. Content verification:

- Blog post count and themes (if blog present)
- Sermon/talk count and organization
- Training resource count and organization
- Video/podcast content verification

Research Methodology Notes

- Used context-specific search terms aligned with Movemental's target audience
- Focused on Christian movement leadership context
- Cross-referenced multiple search results
- Noted spelling variation and verified correct spelling
- Documented all sources consulted
- Maintained respect for publicly available information only
- Followed agent constraints and boundaries
- Only publicly available information used
- All sources documented for transparency
- Respectful approach maintained throughout

Notes

- Research conducted in accordance with agent constraints
- Only publicly available information used
- All sources documented for transparency
- Respectful approach maintained throughout
- Spelling variation noted and corrected based on verified sources
- Research represents comprehensive initial phase - deeper investigation needed for complete analysis
- Institutional website URLs need verification
- Content volume metrics need verification through direct platform access

Summary

Digital Reality Profile: Jeff Vanderstelt

Research Date: January 4, 2026

Confidence Level: High

Note on Spelling

Input Received: “Jeff Vanderstett”

Correct Spelling: “Jeff Vanderstelt” (verified through multiple sources)

Research Conducted For: Jeff Vanderstelt

Executive Summary

Jeff Vanderstelt is a prominent Christian movement leader, author, and pastor with a significant digital presence spanning personal and institutional platforms. As the Executive Director of Saturate, Founding Leader of the Soma Family of Churches, and Lead Teaching Pastor at Doxa Church (Bellevue, Washington), Vanderstelt has established himself as a key voice in gospel-centered discipleship and missional communities.

His digital presence includes a personal website (jeffvanderstelt.com), 3+ published books, active social media presence (Twitter/X and Instagram), and extensive institutional content through Doxa Church, Saturate Organization, Soma Family of Churches, and Tin Man Ministries.

Vanderstelt's content consistently focuses on gospel-centered discipleship, gospel fluency, missional communities, everyday discipleship, and leadership health. His work demonstrates strong alignment with Movemental's target audience of Christian movement thought leaders, authors, preachers, and practitioners.

Primary Opportunities: Content repurposing (sermons and training into articles and courses), content interconnection across platforms, unified content hub, content series development, and network amplification through Movemental's platform.

Current Digital Presence

Personal Brand

jeffvanderstelt.com: Personal website (active)

- Book promotion and information
- Speaking/training information
- Social media integration (Twitter/X, Instagram)

Social Media:

- Twitter/X: @JeffVanderstelt (active)
- Instagram: @JeffVanderstelt (active)

Published Works

3+ Books Published:

1. “Saturate: Being Disciples of Jesus in the Everyday Stuff of Life”
2. “Gospel Fluency”
3. “Making Space”

Institutional Platforms

Doxa Church (Bellevue, Washington):

- Local church (replanted from Mars Hill Church in 2015)
- Lead Teaching Pastor role
- Director of Missional Communities
- Likely contains sermon/teaching library (to be verified)

Saturate Organization:

- Executive Director / Visionary Leader role
- Organization dedicated to equipping disciples of Jesus
- Training and equipping resources (to be verified)

Soma Family of Churches:

- Founding Leader / Apostolic Movement Leader role
- Multi-expression, church-planting church network
- Network resources and content (to be verified)

Tin Man Ministries:

- Coach role (since 2020)
- Leadership health and recovery focus

- Coaching resources (to be verified)

C2C Network:

- Advisory Board Member
- Church planting network support

Content Landscape

Content Forms

- **Books:** 3+ published works on discipleship and gospel-centered living
- **Sermons/Teaching:** Through Doxa Church (volume to be assessed)
- **Training/Equipping Resources:** Through Saturate Organization (volume to be assessed)
- **Network Resources:** Through Soma Family of Churches (volume to be assessed)
- **Coaching Content:** Through Tin Man Ministries (volume to be assessed)
- **Social Media:** Active Twitter/X and Instagram presence
- **Conference Talks:** Through speaking engagements (volume to be assessed)

Content Themes

Primary Themes:

1. **Gospel-Centered Discipleship:** Being disciples of Jesus in everyday life
2. **Gospel Fluency:** Speaking the gospel into everyday life
3. **Missional Communities:** Creating gospel-centered communities on mission

4. **Everyday Discipleship:** Making space for mission in daily life
5. **Leadership Health:** Emotional, relational, and spiritual health in leadership
6. **Church Planting:** Multi-expression, reproducing churches

Theological Focus: Gospel-centered theology, missional theology, discipleship theology, community theology, practical application

Movement Focus: Gospel-centered movement, missional movement, discipleship movement, church planting movement, leader health movement

Content Organization

Personal Website: Structure to be verified (includes book information, speaking/training information)

Institutional Content: Distributed across Doxa Church, Saturate Organization, Soma Family of Churches, and Tin Man Ministries websites

Content Strategy: Book-driven with training/equipping focus through Saturate, supported by institutional platforms (church, network, coaching)

Discoverability Assessment

SEO Indicators

- Personal domain (jeffvanderstelt.com) - owned
- Clean URL structure (to be verified)
- Clear page titles (to be verified)
- Social media integration

- Book promotion (likely good internal linking)

Content Indexing

- Personal website likely well-indexed
- Book titles and author pages searchable
- Organization/network association provides visibility
- Institutional websites provide authority

Social Sharing Indicators

- Social media links present on website
- Twitter/X active (@JeffVanderstelt)
- Instagram active (@JeffVanderstelt)
- Book promotion likely includes social sharing

Domain Authority Indicators

- Personal domain (jeffvanderstelt.com) - owned
- Institutional backing provides authority (church, organization, network, coaching)
- Multiple published books
- Organization leadership role (Saturate)
- Network/movement leadership role (Soma)
- Church leadership role (Doxa)
- Established presence (published books)

Gap Analysis

Embodied Work vs. Digital Expression

Well Represented:

- Books available digitally (print and digital formats)
- Personal website with book and speaking information
- Active social media presence

Partially Represented (To Be Assessed):

- Sermons/teaching (Doxa Church website - to be verified for sermon library, transcripts, video)
- Training/equipping resources (Saturate organization website - to be verified)
- Conference talks (to be verified for recorded talks, transcripts)
- Network resources (Soma Family of Churches - to be verified)

Potential Gaps:

- Content scattered across multiple platforms (no unified hub)
- Content interconnection may be limited
- Content repurposing opportunities (sermons → articles, training → courses)
- Content series development opportunities
- Content discoverability challenges
- Revenue model gaps (no direct subscription model visible)

Opportunities for Digital Amplification

1. Content Repurposing:

- Sermons → Articles/blog posts (10+ years of weekly teaching, estimated 500+ sermons)
- Training materials → Courses/resources (extensive training through Saturate)
- Conference talks → Articles/resources
- Book concepts → Expanded content formats

2. Content Interconnection:

- Link books, sermons, and training
- Create content hubs or resource pages
- Develop content journeys
- Cross-reference themes across platforms

3. Content Series Development:

- Sermon series organization and promotion
- Training series development
- Blog series development (if blog present)
- Video series development

4. Content Discovery:

- SEO optimization
- Content organization and categorization
- Search functionality
- Content recommendation systems

Movemental Opportunities

What Would Change with Movemental?

Unified Content Hub:

- Single entry point for all content forms (books, sermons, training, resources)
- Content interconnection and cross-referencing
- Clear content journey for readers
- Better content organization and categorization

Content Amplification:

- Network effects for content discovery
- Content repurposing and expansion opportunities
- Cross-platform content promotion
- Audience growth through network

Revenue Opportunities:

- Subscription options for premium content
- Course/training monetization
- Newsletter monetization
- Direct-to-audience revenue streams

Analytics and Insights:

- Unified analytics across content forms
- Content journey tracking
- Audience insights across platforms
- Content impact measurement

What Would Remain the Same?

Personal Voice and Control:

- All content remains Jeff Vanderstelt's voice and control
- Theological positions preserved
- Content decisions remain with the author
- Publishing and distribution control maintained

Existing Content:

- Books remain as published
- Existing sermons and teaching remain
- Training materials remain
- Network resources remain

Institutional Relationships:

- Doxa Church role and relationship
- Saturate organization role and relationship
- Soma Family of Churches network relationship
- Tin Man Ministries coaching role
- C2C Network Advisory Board role

Personal Brand:

- Personal website (jeffvanderstelt.com) remains
- Social media presence remains
- Book publications remain
- Speaking engagements remain

Specific Opportunities for Jeff Vanderstelt

1. Content Repurposing:

- Transform 10+ years of weekly sermons into articles and blog posts
- Develop Saturate training materials into structured courses
- Convert conference talks into resources
- Expand book themes into multiple content formats

2. Content Series Development:

- Organize sermons into thematic series
- Create training pathways and progressive programs
- Develop content series around gospel fluency, missional communities, leadership health

3. Content Interconnection:

- Connect books, sermons, and training materials
- Create theme-based content hubs
- Develop content journeys for readers
- Cross-reference related content

4. Network Effects:

- Leverage network for content discovery
- Connect with other authors and leaders
- Cross-promote related content
- Build audience through network connections

5. Revenue Model Enhancement:

- Subscription options for premium content

- Course/training monetization
- Direct-to-audience revenue streams
- Reduced dependence on traditional publishers

What We Will NOT Do

- Movemental will not change content ownership or control
- Movemental will not modify content without permission
- Movemental will not interfere with institutional relationships or roles
- Movemental will not replace personal website or social media presence
- Movemental will not alter theological positions
- Movemental will not require content format or structure changes
- Movemental will not mandate content repurposing or organization

Network Effect Potential

Discovery Amplification

- Network effects for content discovery
- Cross-promotion through network connections
- Audience growth through network
- Content amplification through network effects

Audience Growth

- Network-driven audience growth

- Cross-audience discovery
- Recommendation-driven growth
- Network-based promotion

Content Amplification

- Network-based content amplification
- Cross-platform promotion
- Recommendation-driven amplification
- Network effects for reach

Research conducted: January 4, 2026

Confidence Level: High

Sources: See [sources.md](#)

Note: Input spelling “Jeff Vanderstett” corrected to “Jeff Vanderstelt” based on verified sources
