

■ THE BUSINESS APOSTLE BLUEPRINT

A 12-Month Roadmap for Content, Impact & Influence — Faith + Strategy

By James Ikimat

■ FOUNDATION: WHO YOU ARE & WHAT YOU CARRY

Pillar	Guiding Question	Output
Purpose	What message has God entrusted me with?	Your Kingdom Message/Theme
Identity	Who am I sent to? (Entrepreneurs? Pastors? Professionals?)	Target Audience
Assignment	What transformation do I bring?	Signature Framework (e.g., “7 Streams of Kingdom
Spiritual Anchor	What Scripture defines my mandate?	Core Verse + Daily Declaration

■ MONTH 1–2: BUILD THE MESSAGE & FRAMEWORK

Objective: Define your content foundation so your voice is clear, consistent, and credible.

- Your Signature Message (e.g., Faith-Based Entrepreneurship & Wealth)
- Your Core Framework (e.g., “The Kingdom CEO Model” or “Prophetic Productivity System”) - 10 Core Content Topics (mini-module titles)
- 3 Brand Identity Pillars (e.g., Bold Faith, Excellence, Strategy)

Scripture Foundation: “Write the vision, make it plain...” — Habakkuk 2:2

■ MONTH 3–4: CONTENT CREATION MACHINE

Day	Task
Monday	Batch 3 YouTube video scripts or Instagram carousels
Tuesday	Record videos (phone + mic is enough!)
Wednesday	Clip 5 short reels (30–60 sec nuggets)
Thursday	Write 1 email newsletter or blog post
Friday	Go Live on Facebook, Instagram, or LinkedIn

Content Types You Must Create:

- Short Reels: Bold truths (Bible + Business) to attract attention
- Long-Form YouTube Teaching (10–15 mins)
- Weekly Email Devotional: “The Kingdom CEO Dispatch”
- Mini-eBook or Devotional (approx. 30 pages)

■ MONTH 5–6: BUILD YOUR PLATFORM & PRODUCTS

Tier	Product	Price
Free	Reels, Devotions, YouTube	\$0

Entry	Mini eBook / PDF Devotional	\$7–47
Core	6-Week Group Coaching Program	\$197–497
Premium	1:1 Mentorship / Inner Circle	\$997–2997

Also set up:

- Website + Landing Page + Email List
- Lead Magnet: “The 7 Laws of Kingdom Wealth” or “5 AM Prophet Morning System”
- Payment system (PayPal/Stripe/M-Pesa)

■ MONTH 7–9: AMPLIFY & SCALE

Now your message must multiply:

- Podcast (“Faith, Wealth & Influence”)
- LinkedIn Articles + Email Newsletter Growth
- Collaborations with pastors, authors, business leaders
- Speak on small platforms: churches, business fellowships, Zoom summits

Scripture Anchor: “Your gift will make room for you...” — Proverbs 18:16

■ MONTH 10–12: AUTHOR, EVENTS & GLOBAL VOICE

- Publish your first book or devotional
- Host your first virtual or physical Kingdom Business Masterclass
- Build your team (Virtual assistant, editor, content repurposer)
- Plan your signature annual conference or retreat

Segment	Description
Worship & Prayer	10–15 mins

Teaching Session	Your Core Framework
Business Strategy Session	Wealth, Influence, Systems
Prophetic/Prayer Activation	Marketplace Anointing

■ 12-MONTH AT-A-GLANCE

Month	Focus
1–2	Identity, Message, Framework
3–4	Content Creation & Social Presence
5–6	First Products & Digital Platform
7–8	Collaborations, Podcast, Email List
9	Group Coaching, Speaking Opportunities
10	Book Writing, Event Planning
11	Launch Book / Run Masterclass
12	Review, Scale, Automate, Multiply

■ DAILY RHYTHM (FAITH + EXECUTION)

Time	Focus
4:30–5:30 AM	Prayer, Word, Journaling – download heaven's ideas
6:00–9:00 AM	Deep work – write, record, create
12:00 PM	Midday prayer/reflection
8:00 PM	Study thinkers (Oyedepo, Sharma, Myron, Wayne Malcolm)

■ DECLARATION

“I am a voice to nations. My content carries fire and transformation. Kings will come to the brightness of my rising.”