

# 21Days of Prayer & Fasting

## A. PRODUCTS

### 1. Digital Materials

During this season we plan to do an aggressive marketing of daily sermons that will be distributed via email to clients.

### 2. Hardcopy DVDs (Optional)

We plan to produce well packaged 100 copies of each sermon, that will be distributed at IOC, zones and online market.

## B. MARKETING

For us to create a demand for both physical and digital daily sermons during the 21 days, we will expire live sermons on Facebook and YouTube. We replace the full sermon with a 10-minute promo video with full details as to how people can purchase the full sermon and options available.

We plan to boost the promos on Facebook, giving us a potential reach of **17 000 people** per day if we work with a daily budget of **US\$10**. If we manage to have **10%** of targeted reach of 17 000 people making an order we will be looking at potential revenue of **\$1700** per sermon.

## C. COST

| LABOUR                  |        |                |  |
|-------------------------|--------|----------------|--|
|                         | QTY    | COST (ZW)      |  |
| Video Editor            | 1      | \$15           | Create DvD and short sermon promo.                         |
| Graphic Designing       | 1      | \$15           | Design sleeves and online banners                          |
| Production Labour       | 1      | \$100          | Sleeve, Surface print and duplication for total 100 copies |
| EQUIPMENT               |        |                |  |
| Livestream modem hire   | 1      | \$160          | Charged per week   |
| Gloss Paper             | 100    | \$25           | Sleeve cover paper   |
| Blank DVDs              | 100    | \$44           |  |
| FACEBOOK BOOSTING COSTS |        |                |  |
|                         | # DAYS | COST/DAY (USD) | TOTAL COST   |
| Boosting cost           | 21     | 10USD          | 210USD   |

**INITIAL CAPITAL ZW\$360 (+210USD)**

Finance needed to produce day 2 sermon and onwards, will come from revenue generated from sales of the first sermon.

## Conclusion

We intend to use the 21 days season as a test run to the effectiveness of the strategy and highlight areas needing adjusting.