

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.
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\$345 (+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.