1. Days of Prayer & Fasting
2. **PRODUCTS**
3. **Digital Materials**

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

1. **Hardcopy DVDs (Optional)**

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

1. **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.