

# Your Mission: Your Message



*It's Your Time*

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# YOUR MISSION: YOUR MESSAGE

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## YOUR MISSION: YOUR MESSAGE

Do you have a desire to be a part of God's answer in the earth today?

Do you have a message burning in your heart?

It might be concerning your desire for youth to know the truth. Or a word for women, encouraging them to continue their journey with zeal. Or it could be aimed at men, or couples, or singles, or pastors or...you get the point.

Who do you find yourself drawn to? Which group draws compassion from you?

Everyone has a special message, and a special place of influence. And everyone has a special method of delivering that message. Do you like crowds or one-on-one interactions? Would you prefer to write your message or to speak it? Or both? There are many ways to accomplish your purpose, and some of these ways are geared especially for you.

Today we have a tremendous opportunity to deliver our message – in our desired way and to our desired audience. The internet and wireless media provide us with an opportunity never before seen by mankind. There is a new world available to all of us.

The new media brought to us by that alternate universe known as the “digital world,” is waiting for your debut. Well, actually, it isn't waiting, it's forging ahead. But it's inviting all who choose, to enter this new world and discover an effectiveness never before realized.

If you have never taken your message to the internet or to other digital methods of delivery, you are in for some pleasant surprises. And if you are there already, operating in this new world, let me encourage you to take the next step forward.

This report is designed to help you in your journey. I will be sharing seven very important steps in getting your internet presence up and running, and productive – even making money to provide extra income.

I hope that you at least take a look. You may be surprised at the opportunities available.

So let's get started.



*Let's get Some  
Perspective*

## FIRST, LET'S GET SOME PERSPECTIVE

"Times they are a-changin'." Bob Dylan made that phrase popular during the 60's. It may have been true in that season, but it has never been truer than today.

When I say that, you might think that I am talking about the negative changes in our society, with its lawlessness and its rebellion against God and His Word. But that's not what I am talking about. I am talking about some good changes. In fact I believe the changes I'm talking about are gifts from God . Changes to help us navigate the waters of our current society, throwing out life boats to all who will pay attention.

So what are these gifts? Let's take a little trek back through history, and I think that we will see God's new gifts with more perspective. Throughout the centuries, God has inspired creativity to flow through the minds of men so that inventions could elevate their lives – bringing comfort and opportunity.

1450 was one of those significant moments for western civilization. Prior to that date, messages were hard to deliver – whether those messages were political, religious, or of newsworthy events. Every message had to be written by hand and even carried by a courier to reach its appointed destination.

In 1450, Johannes Gutenberg revolutionized the world with his invention of the printing press. No longer was the

sending of messages so time-consuming. Now books and other writings could be mass produced and distributed with greater ease. Yet the sending of these written materials was still difficult – with couriers on foot, horseback, or in wagons doing the job. The manuscripts could be written, but they were still expensive and hard to come by. Only the elite and educated could benefit from this revolution.

Fast forward a few hundred years, and we see a century which brought more dramatic changes than ever in history. As the nineteenth century turned over to the twentieth, transportation began to come of age. Trains, automobiles, and airplanes introduced incredible opportunities for people to get from one place to another quite quickly – and for the written materials to get from one place to another, as well. Books, magazines, and newspapers gained in popularity.

People could read the messages, but couldn't hear them. So the inventions which surrounded the ability to transmit sound came on the scene. The telephone, phonographs, and the radio again changed the way people lived. Most of us have seen pictures of a family gathered around a huge radio as they heard President Roosevelt tell the nation that we were at war. Or as they listened to Orson Wells deliver his drama. So the message could now be heard.

Soon to come was the introduction of *seeing* the speakers as well. Motion pictures, and then television, transformed society. Even to this day these two inventions are significant in molding the thoughts of people throughout

the world. Sometimes influencing for good – and sometimes influencing for evil.

Well, the last of the twentieth century introduced the most amazing discovery of all times. The computer. At first, it was cumbersome and slow – as businesses (and only the largest, at that) had equipment rooms the size of small houses in order to hold the necessary machinery. Yet, as we all know, that too has changed.

Today we are still in the middle of a technological revolution. With the introduction of the internet , the cell phone, and much smaller computer devices, we have access to information from around the world at our fingertips. The most remote parts of the world are available to us in a moment any time, day or night.

When you stop for a moment and think about it, this is truly amazing!

*We can clearly see that God Himself has been behind this revolution and it is so important for us to "get this right." God has given us an opportunity to reach mankind in an unprecedented way. I want to be a part of His great plan, and I realize that it's up to me to take that opportunity.*

Now all of these inventions throughout the generations have been conveniences which were neither good nor bad in themselves. At every juncture of advancement, there have been some who used the new means of reaching people in a godly way and others in an ungodly way. The

same presses which could print tawdry novels, could also print the Bible. The television, which could send pornography to your home, could also allow you to participate in a world-wide revival event.

I remember years ago hearing some Christian leaders lament the fact that Christian groups had not embraced the television soon enough. When TV first came out, many Christians thought that it was a tool for evil, and shunned it altogether. Years later, some leaders thought how different society could have been if the leaders had embraced the technology immediately – bringing God’s message and good Christian programming to the world from the start.

Today, something similar is here. There are those who sit back and see the newer technologies as only evil. They just want their people to stay away from the devices.

I see something different. I believe that we have an unprecedented opportunity – given to us by God – to deliver His message of hope to all the world. Not even radio or television had the ability to go into all the world. The internet does. Even the most remote villages around the world are being targeted for some form of internet service.

The internet is more effective than any invention in history when we use it well. And not only is it effective, it’s surprisingly inexpensive.

Publishing books is expensive. Running radio or television programs can go into the millions.

The cost of getting your message online can be almost nothing.

What a powerful blessing we have at our fingertips!

So let's do it! Join me in a mission to impact the world with the gospel of Jesus Christ and the good life which goes with it.

In the following pages, I will deliver 7 steps to getting your own ministry online. I sincerely hope you gain great benefit from the information.

Step One



*What Do You  
Want to  
Accomplish?*

## STEP 1: DECIDE WHAT YOU WANT TO ACCOMPLISH?

Do you remember the story about the confused general? He jumped on his horse and rode off in all directions.

I've been there, so I understand that general. Confusion and more confusion, which results in going in circles, accomplishing nothing.

That's not the way we want to go, so this first step is very important.

You must do some soul searching and prayer. There are thousands of things you can be doing, but you can't do them all. So what do *you* want to accomplish? What is *your* part in God's big plan?

I would suggest that you get a notebook, find a quiet spot, and start writing every idea that comes to mind. (Some people call this "brainstorming.")

Write down the people groups you feel most drawn to. Men, women, children, youth, singles, couples.

Are there special problems which stir your compassion more? Alcoholism and drug addiction? Abused children? Burned out ministers?

Is your compassion more toward unbelievers, new believers, or to seasoned ministers?

At this point, don't stop the process of your thinking. If it comes to mind, write it down. Try to list at least 50 ideas.

When you feel that your list is complete, prioritize your ideas. It's important to prayerfully consider your thoughts and allow God to bring to light your special mission. As you spend some time here, some of your ideas will leap out to you as your priorities.

When you know your mission, you will be better able to do the following steps.

**One note here. Your mission will be changing as you go. Over time, you will be refining, mastering, and adding to your plan. What you are attempting to do here is to *start* your mission, so your strongest drive is what you are looking for.**

Step Two



*How Will You  
Do This?*

## STEP #2 HOW WILL YOU DO THIS?

You have an idea about what your message is, now you need to decide how you are going to get your message to the people.

Do you like to write? If so, you might start with a blog. (A short message posted on the computer). You could write a post once a week or more often, delivering teachings or exhortations to your following.

You could start with Medium.com, a platform for writers which has been very successful. You could write posts there without even having a blog.

Or maybe you want to publish e-books and Kindle editions.

Do you prefer speaking? Well you can deliver your talks on "podcasts" (similar to radio addresses), which others can listen to on their computers or smart phones. (This is especially effective for younger, busier people, who like to listen as they go about their business).

Would you rather deliver your messages with video? Very inexpensive applications are available for that. You could aim for a YouTube channel to reach your audience.

Maybe you don't see yourself as delivering a message as your first priority. Maybe you want to finance the gospel by selling your products or those of others as an affiliate marketer. This idea of "marketplace ministry," is gaining in popularity throughout the Christian world. There are those

whose desire is primarily financial, but who want to impact their audience with Christian motivational thoughts on a regular basis...and want to pour finances into God's Kingdom.

There are many means of accomplishing your goals, and you will discover and be adding others as you go. You will probably incorporate several means as your ministry or business develops. It's always better to start with one, however, so that you can focus and develop this one completely. Then later, you may add another means.

Step Three



*Establish  
Home Base*

## STEP #3 ESTABLISH YOUR HOME BASE

So you have your primary audience and you have your primary means of delivery. Now you need to establish your home base.

What do I mean? You need to have your spot online where people can go to read your blog, hear or see your message, or purchase your products. That base is usually your website. (You can start writing with Medium.com and add your website later).

If you are just starting out, the idea of a website may scare you, but it's much easier than you think.

Several years ago, this would have been expensive. Unless you were a "techie," you would need to hire a web designer to accomplish this. And you would have to pay someone to keep it going, making the necessary changes. To put anything on your site would require understanding and implementing "computer code." It was difficult and time-consuming. And, needless to say, very costly.

Today it's entirely different. WordPress came on the scene a few years ago, and changed everything. This is free website software, which is incredibly easy to install and maintain. (Believe me, if I can do it, anyone can).

First you will need to obtain a domain name, which is your address on the internet. When people want to reach you, they will be able to type the name you choose in the URL

bar at the top of the screen. You may want to choose your own name or the name of your ministry.

Next you go to a domain website. (GoDaddy is a good, reliable one). You check to see if that name is available, and purchase it for a year. ( about \$7-\$17).

Now you have to register with a server. (This is the service which houses your domain on the web). I have a complete bias on this one. Over the years, I have tried several hosting services, and one stands out to me.

Momwebshost (momwebs.com) This service costs about \$5 a month for one site. Later you may have several domains registered for \$10 a month.

I was with a larger server for a few years. I liked their service, but I had to purchase a very expensive security service to keep my site from being infiltrated. (The larger servers have more hackers trying to get to your sites).

At Momwebs.com the customer service is excellent. You submit a request and it is answered very quickly.

Now you are ready to upload WordPress to your site. There is a C-Panel at your momwebs site, and from there you can click on the icons to upload WordPress.org. There are tons of "themes" you can put on your site for free.

These themes are formats for your information. They are the design of your site which make itYou can try several and see what you like.

One thing that I would recommend is that you look for themes which do well on mobile devices. (These are called responsive themes). There are some which look beautiful on your computer, but quite odd on a smart phone. There are others which adapt to the two devices. Since there are many who use their smart phones or pads exclusively, this is an important consideration.

You will find information with each theme, showing how to add your header, pages, posts and photos. Also there are tons of "plugins" which you can add to your site.

These are addons which can help your site work just the way you want. If you add too many, you will slow it down, but there are several you want to add. You can add audio and video, social media share buttons, advertisements, and links to other sites. You will discover the ones you like as you go along.

So what would cost several thousand dollars a few years ago, can now be obtained for less than \$80 a year. With this small fee, you may be reached from anywhere in the world by your followers just typing your domain name into the URL bar.

This is so exciting to me!

P.S. If this seems confusing, don't worry. There are many places online which can help you with the guidance you need.

Step Four



*Your Message*



## STEP #4 YOUR MESSAGE

Now that you have your site up and running, it's time to start your messages. On a WordPress site, there are pages and posts. The pages stay put on your site and are tabbed across the top or down the side. These are things like About, Mission, Store, and other items you might want there permanently.

The posts are your writings, audios, or videos which you will add often – hopefully one or two times a week. These are often seen on the front page when someone goes to your site. Or when someone clicks on the “Blog” listed at the top of your site. When a new post is added, it goes to the front, and the older ones move down the page. Eventually they are added to your archives.

It's time to experiment. Don't feel like anything is etched in stone, because everything, including your theme, can be changed quickly. As with any mission, you are just beginning, and you will learn as you go. You will see what works and what doesn't for you.

You have already decided who you want to minister to, so you will tailor your message to them.

There is much help out there. One of my favorite tools are the private label rights (plr) materials available. These are possible blog posts which can be purchased for a low price, tweaked, and posted at your site. If you feel that writing

frequent posts is too much for you to do alone, these materials are great for you to try.

Think of yourself as having a staff of writers. They submit articles to you, and you change them any way you see fit. Then you put your name on them. (They are yours).

I offer some Christian PLR at [ChristianBloggersInternational.com](https://ChristianBloggersInternational.com).

Or you can ask someone to do a "guest" blog. This is actually a great idea which widens your sphere of influence. The people who follow your guest may have the opportunity to learn about you.

If you want to do audio instead of, or along with, writing, there are several inexpensive tools available. You need a good microphone (not the one which is on your computer). The best ones are headsets, which screen out some of the air noise, and allow for a better sound. A good one may be purchased for about \$35.

Or you can pay a little more and get a Yeti or something similar, which has a terrific sound.

Now it's time to record. Audacity.com has a free version of software which allows you to record, and even edit, your recording. Then you can add this to your post with one of the WordPress plugins. (Blueberry is a great podcast plugin).

What about video? Facebook and Zoom are two free services which will allow you to record video- with either your headshot or a power point slideshow making your teaching available. Again, a WordPress plugin will attach this to your site. (As an added bonus, facebook automatically adds your recording to YouTube. Your message is getting out there)!

An important note: don't wait for perfection before you start. You will grow as you go. There will always be many revisions to your methods and techniques as you go along. Think how far behind Microsoft would be if they had waited for Windows 10 before they launched their software. Any worthwhile project changes as new ideas surface, and new techniques become available.

Continuous improvement will be a way of life.

So as you add these things, you are off and running!

## Step Five



*Connect With  
Your Audience*

## STEP #5 CONNECT TO YOUR AUDIENCE

You've heard the question, "When a tree falls in the forest and no one is there to hear it, does it make a sound?" Do you know the answer? Some are surprised that the answer is "no." The definition of the word "sound" is a sound wave hitting an eardrum. So the tree does send out sound waves, but they don't actually make a sound, because there is no ear to hear them.

So you want to make a sound, not just send out sound waves. You want others to "hear" what you are saying and be encouraged or illuminated by it.

This part of your project will be a major part of your mission and will continue throughout your endeavor. You will be reaching out to others.

One of the major ways that you will reach out is to set up an e-mail list, so that you will be able to let others know about your posts. There will be plugins which will allow you to put a sign up bar in the side bar of your site. You can start there. There are more complicated, more effective services available, but you will probably not start with them.

You will also want to set up pages with Facebook and Twitter in order to link them back to your site. You will then be able to send out messages on these two platforms with a link to your site. You also might want to set up pages with LinkedIn, Pinterest, and Instagram. Also the

newer platforms like MeWe.com and Gab.com/ All of these are easy to use and free. Just go to the sites and follow the instructions available.

At a later date, you may even want to advertise on Facebook, Google, or Bing. I would probably hold off on that until later. You are starting out, and trying to keep expenses down during your learning curve.

Word of mouth is also a good thing. Ask your friends and family to spread the word.

Step Six



*Connect With  
Your Peers*

## STEP #6 CONNECT WITH YOUR PEERS

No man is an island, and you certainly can't be when you are online. There are others out there with your same mission, and believe me, there is room enough for all of you. We are talking about spreading God's Word, love, and encouragement to thousands – and maybe even millions of people. So competition is something we should put out of our minds.

When you have a following and your friend has a following, you can each be enhanced by working together. You will both gain new influence.

One way to work together is to have "guest" bloggers. You can write for them, and they for you – with links back to your site, of course. Another way is something called "joint ventures." You and a JV partner could have a project together, perhaps a webinar or teleseminar. (Special, larger scale, video or audio events scheduled to be heard at a particular time).

Or you might even want to have a "summit." In one of these, several people are contributors over a period of days or weeks. With special focus, these events may be like a conference. Often summits have Facebook or Twitter groups where the participants can share with each other, just as you might meet other attendees at a conference.

All of these platforms involve networking. "If one can put a thousand to flight, two can put ten thousand." The whole is

bigger than the sum of the parts, and everyone's business gets a boost.

Another way of networking is to find a forum which appeals to you. There are groups online in which there can be back and forth dialogue – exchanging ideas and information. These groups are especially beneficial as you get to know others who are pursuing similar goals. You can Google “forums” and find some groups which might interest you. They are categorized for your benefit.

Also the Facebook or MeWe groups are places to connect and grow.

There are many ways to do it, but connecting is essential. You will only be enhanced in your efforts as you work with others.

Step Seven



*Continue  
To Learn*

## STEP #7 CONTINUE TO LEARN

As with any worthwhile endeavor, the most successful people commit to becoming a lifelong learner. Even if you have been doing this for awhile, you don't know it all – and neither do I. That's why it's so important to be open to new ideas and discoveries.

That's true with any endeavor, but especially in the technological world. This world is rapidly changing. There are new ways of doing things, new devices, and new habits of those who are using them.

For instance, most people – especially the young – are moving away from staying in front of their desktop computers and are using pads or phones as they are on the go. Now your website may be reached on these mobile devices, so it's a good idea to gear your site to be adaptable to that format.

Another behavioral change is in digital books. Kindles, Nooks, and other digital readers have been increasing in popularity with lightening speed. This trend makes it easier than ever before to get published. Now may be the time to write that book you've been planning.

As other new technology comes out, you will have many new opportunities. As I have been ministering online, I have seen again and again new technologies become available which have created less expensive or more effective options for doing things. For instance, in order to

conduct webinars, many people have used expensive services.

Now Youtube has become a free option. Also Zoom calls have become quite popular. Up to ten people can be featured on these webinars, but unlimited numbers can join in to watch and listen.

People are constantly creating new software which allows for greater ease of use, and greater reach. It's important to continue to learn and grow in your effectiveness.

As you continue your mission online, you will find many who can mentor you and help you to grow. I have been involved with several terrific groups, and have learned from each of them. David Perdew, Connie Ragen Green, Jeff Herring, Sean Mize, and Angela Wills are a few of mentors who have taught me lots – and brought encouragement along the way. You will be amazed at what you can learn through these people, as they share what works and what doesn't.



# *Some Final Thoughts*

## FINAL THOUGHTS

We've covered a lot of ground, and it could be easy to get overwhelmed, especially if you are just getting started. Take a deep breath, and realize that it is one step at a time – and that's always the way it will be.

It's like building a house. You lay your foundation first, and then you build up the walls. The finishing touches will come last. And if you are like most people, you will be changing things around as long as you live there. You may add a room, or re-do one. You add some furniture, or take some away. Continuous improvement is the key.

So starting with step one, take it with faith and confidence, and do it!

One of my favorite poems is by Ogden Nash.

The centipede was happy quite,  
Until a frog, in fun, said, "Say, which leg comes after  
which?"  
After which,  
He lay distracted in the ditch  
Considering how to run.

It's important to do your planning, but there comes a time when you need to *start*. If you just think and think and think forever, you will never accomplish your goals. It's better to start somewhere, and revise as you go.

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There is a world out there needing to hear what you have to say. You have the message, and you have the means. Let's get going and impact the world!

Forever Upward!

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*“Let’s Take Your Message to Your World”*

Check us out.

May you fulfill your destiny as an Ambassador for Christ.

*Suellen Estes*