

DEVELOPING A SERIES

A GUIDEBOOK FOR
PLANNING, BRANDING,
AND MARKETING AN
EFFECTIVE SERMON SERIES

PLANNING SHEET

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Use the following questions to plan out your sermon series. You might bring these questions to your Pastor or Teaching Team to help them think through their part and let them know what you're looking for when it comes to branding/marketing.

What is our main purpose for doing this sermon series?

What is our "end game" for this series? (Knowledge? Action? Other?)

Visual Themes / Sermon Title Options:

1.

2.

3.

4.

(Choose one of the above four options.)

Chosen Visual Theme/Sermon Title (From Page 1): _____

What are the feelings and ideas that go along with this theme?

Number of weeks/installments within the series: _____

Weekly Topic/Illustration Breakdown (add more weeks on reverse if needed):

Week 1:

Week 2:

Week 3:

Week 4:

Week 5:

Week 6:

Week 7:

Week 8:

Week 9:

Week 10:

Series Logo Ideas/Input:

1.

2.

3.

4.

Are these logo ideas: *Identifiable?* *Distinct?* *Emotional?* *Focused?*

Preferred Marketing / Promotional Elements:

PRINT:

- Mailout (Target Audience?)*
- Invite Cards*
- Bulletin Design*
- Sermon Packaging*
- External Print Advertisement*

DIGITAL:

- Bumper / Intro Video*
- Screen Graphics (Still Backgrounds)*
- Internal Signage (Format?)*
- External Signage / Banners*
- Facebook / Twitter Ads*
- Special Website / Webpage*
- Online / Viral Video*

OTHER:

- Stage Design*
- Radio Commercial*
- TV Commercial*
- Hashtag*
- Special Giveaway*