

THINGS EVERY ZONE HAS TO DO TO HAVE A SUCCESSFUL ZONAL REACHOUT WORLD READ AND EARN CHALLENGE

1. SET UP THE RIGHT STRUCTURE

Without this the **Challenge CANNOT be successful in the zone**. This requires a dedicated Staff Team of at least one to 5 to head the various strategies. At this point the Zonal Pastor has already decided on the number of subscribers he wants to achieve in 3 to 6 months. *(Kindly read the READ and Earn Brochure CAREFULLY for More Details: <https://reachoutworld.org/zones/downloads>)*

WE RECOMMEND: *every zone to have a full-time dedicated team of staff. Multi- tasking is kindly discouraged.*

The full time Staff coordinate the following key strategies:

- a. **STAFF 1: ZONAL MOBILISATION & REACH EXTENDERS ENLISTMENT: HEAD**
 - a. **100%** mobilization of zone to subscribe and get 100 subscribers per month.
 - b. Also enlist 500 Reach Extenders.
 - c. Thus, this individual is to organize the Zonal launch and
 - d. the readers and subscribers conference with a chairman and a committee.
 - e. Also responsible for weekly read and earn 5 mins segment and working with all the churches. Goal 1m subscribers (full time). **Recommended to launch April and May**
- b. **STAFF 2: READ AND EARN CORE TEAM HEAD:** enlist 200 Read and Earn Executives committed to enlist 5000 people through attending diligently by the Read and Earn Academy and applying all strategies.
- c. **STAFF 3: Call Centre Management HEAD-** full time professionally selected and trained team to call good potential data to subscribe. Goal 1million Subscribers. Has to be handled professionally.
(Full time/**Expert Call Centre Consultant- professional ONLY**)
- d. **STAFF 4: EMAIL Engagement Team- HEAD** to engage 10m to 100m data in 3 months. Goal- 1m to 10 million subscribers (may not be full time): **Professional Email Campaign Experts ONLY, may or may not be church members.**
- e. **STAFF 5: Monitoring and Reporting HEAD:** daily weekly feedbacks and reports. Evaluate performance recommend adjustments where necessary. (Full time)

Every Group Church should have at least ONE FULL TIME STAFF dedicated to this Project.

2. **GET 500 Members to Join the Reach Extenders (Aka- Helpers of the Work)**

These are members willing to give 1000 dollars now and by the 7th month have it converted to 3000 copies!!

Also, Members who want to do 1million copies can give 300,000 dollars under this Opportunity and by the 7th month have it converted to ONE MILLION Copies!!!! (Payments can be made within the 3 months in batches).

Mobilize your members to take advantage of the Reach Extenders Opportunity.

WE RECOMMEND: At least 500 members across the zone and at least 20 members to join per Group Church.

3. **TRAINING OF PASTORS/KEY LEADERS ACROSS THE ZONE.**

This is HIGHLY recommended. The training can be physical or virtual but we recommend to be a physical training for maximum results.

Videos and Our Read and Earn Officials Will Work with the Zones for the training. Kindly contact Pastor

Bisi Osademe: pastorbisonline@loveworld360.com or Kingschat @flawless2022

4. **SELECTION OF A 200 READ AND EARN EXECUTIVES**

You can Start with 50 and grow from there.

This teams consist of (but divided and managed independently)

Professional Sales people, Most Active Cell Leaders and Rhapsody influencers, working with a commission. And all members who are willing.

A zone going for 10 million subscribers (gives a potential of 400million copies sponsored-) requires at least 500 to 1000-man team

A Zone going for 2 million subscribers (potential of 80million copies sponsored and above!) requires at least 200 to 400-man Team

A Zone going for One million subscribers (potential of 40million copies sponsored and above!) requires at least 50 to 200-man Team

The Target of each Member in this dedicated team is to get 5000 subscribers within 3 months (1,666 per month).

- Each Group Church to set up a 20 Man Team

- Each Church to get 10 Man-Team.

5. SET UP AN EFFECTIVE EMAIL CAMPAIGN TEAM TO ENGAGE EXTERNAL DATA VIA EMAILS

This constitutes Data from Zonal events, first timers, crusades and you can acquire data from other sources. These data should be compiled working with a professional Email Campaign Specialist via emails and smses.

The potential of this strategy is amazing!!

WE RECOMMEND: Acquisition of at least 10-100million good data, to be engaged 2ce a week for the next 8-12 weeks

6 HAVE A REACHOUT WORLD READ AND EARN CHALLENGE LAUNCH ACROSS THE ZONE: this May. ALSO ORGANIZE RALKIES, CONFERENCES, LUNCHEONS, READ AND EARN MOVIE NIGHT, READ AND EARN CARNIVAL ETC

- Every Member must subscribe to be apart of the Challenge.

- Give them minimum goals this month.

- Celebrate Top performance every Sunday for just 5 minutes.

The Rhapsody Department will send branding materials and videos

We RECOMMED: this is done this May.

7 ORGANIZE A READERS AND SUBSCRIBERS CONFERENCE ACROSS THE ZONE.

This is an opportunity to hit a large number of new subscribers at a go!! This is an event for everybody that has ever read Rhapsody of Realities.

Each zone to mobilize their members and have at least 10million in attendance ONLINE with physical zonal Centers.

- The Focus is to showcase the impact of reading Rhapsody of Realities. Therefore, the testimonies to be showcased are those as a result of READING Rhapsody of Realities.
- The Goal is to have every member to enlist at least 100 people as Subscribers each DURING the week of the Conference. Members are to:
 - Get people to Participate and attend
 - Inspire them about Rhapsody
 - Get them to Sponsor Rhapsody
 - Get others to Join the Read and Earn Challenge!

We Recommend: this is done 2 weeks after the launch and the FULL Read and Earn brochure studied properly on how to organize this event.

GET ACCESS TO THE FULL READ AND EARN BROCHURE HERE:

<https://reachoutworld.org/zones/downloads>