

WOW

Every visionary has had them! Those times when they have a fantastic idea that may dramatically impact their team. We call them **WOW** moments! They come from God and are to be treasured.

Sometimes leaders need an trusted, seasoned voices from outside of the organization to serve as a catalyst in bringing some **WOW** ideas to the table.

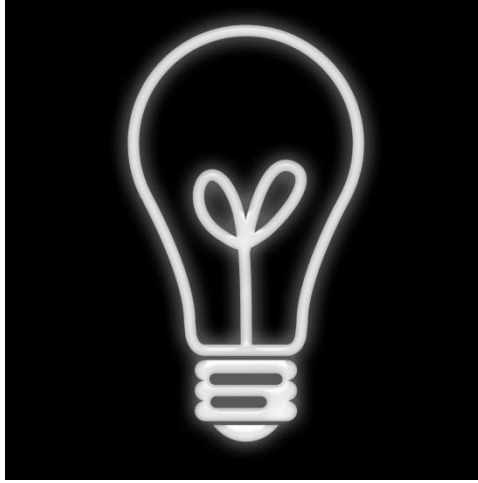
At *B+W* we love **WOW** ideas. We have been trusted to take the catalyst role and we have developed a time tested, proven, analytical approach to this process that has worked very effectively the smallest to the largest of ministries.

PulsePoint
MinistryReview

BLACK  WHITE
STRATEGY

Fresh Perspective For Visionary Leaders

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NOW!

The PulsePoint Review is a powerful tool that helps you measure your efforts against a “best-in-class” analysis. In this process many potential **WOW** ideas are cultivated in the garden of review. The process normally takes less than 60 days, culminating with a reveal of the research findings and detailed expert recommendations. *The PulsePoint* is a easy, affordable and effective way to get some **WOW NOW!**

PulsePoint MinistryReview

The PulsePoint Review is a comprehensive research study that reviews the ministry’s mission, vision casting, distribution, customer service and implementation systems. We take a current “ministry pulse” by doing a communications audit.

- This audit looks at value of target market messaging, calls to action, program production value and fulfillment.
- We also evaluate the ministry branding and marketing position. We measure the perceived mission and vision as well as the look and feel of the marketing.
- Another focus of *The PulsePoint* is a media distribution analysis that looks at your media outlets and gives you a fair market value for the airtime and production costs. We also review the offers for their effectiveness.
- This leads us to an analysis of your contact reports from telephone and internet activities with a view to provide accurate cost analysis.
- Finally, we provide you with a list of recommendations for both rapid deployment and long term implementation.

PulsePoint Research Methodology

1. Take current ministry pulse with internal and external surveys and polls.
2. Programming Audit Review
 - a. Target Audience: Who are you trying to reach?
 - b. Messaging: What do you want to tell them?
 - c. Action: What do you want them to do?
 - d. Production Value: How do you position the message?
 - e. How well do you deliver your promise?
3. Branding and Marketing
 - a. Perceived Mission and Vision
 - b. Look and feel
4. Distribution Analysis
5. Costs
 - a. Production
 - b. Distribution
 - c. Airtime
6. Offers
 - a. Product
 - b. Name Acquisition
7. Contact Report
8. CRM/List Analysis
9. Recommendations

Introducing **The Virtual PulsePoint Review**

Rapidly discover
ways to improve
your broadcast!

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