



**WALK
THRU^{THE}
BIBLE[®]**

TAKE A WALK. CHANGE THE WORLD.

Monthly Content Strategy Brief

March 2026 - Shine Your Light

A clear monthly plan your team can follow from decisions to weekly execution.

INFO: Flow: Month -> Theme -> Goals -> Focus -> Products -> Free Resources -> Key dates & moments -> Launching this month -> Weekly cadence map -> Required assets -> Notes

At-a-Glance

What	Decision / Summary
Theme	Shine Your Light
Primary Product Push	One-Year Shine Your Light Devotional - 20% off + Ad push
Primary Free Resource	SMS/Text subscription - 'A Little Light in the Morning / Light up your Day!'
Brand Goals emphasized	Revenue; Community Growth/Engagement; Thought Leadership; Mission Impact; Brand Awareness
Key moments	Mar 8 (Daylight Saving Time); Mar 29 (Palm Sunday); Mar 30-31 (Holy Week carryover)
Launches	Paid ad experiment; Carousel ad post (book shots + offer)

Monthly Focus Statement

In March, we're inviting our audience to **shine their light** - rooted in Scripture and lived out in everyday faith. We'll unpack the Bible's meaning and imagery of light through short teachings, word studies, and encouragement, while pairing each week with a real story of mission impact. We will support this month's focus by (1) promoting the Shine Your Light devotional (including a 20% off push), (2) inviting people into the SMS community 'A Little Light in the Morning' so they receive steady encouragement and a simple next step, and (3) providing deep insight and engaging content regarding the theme of light in the Bible.

1. Theme (Primary Subject / Topic / Focus)

Shine Your Light - exploring light in Scripture and the biblical metaphor of light (meaning, purpose, and practical how-to).

INFO: Choose one primary theme that unifies the month. Let every content piece connect back to it.

2. Goals (Desired Outcomes + Brand Goal Emphasis)

INFO: Write outcomes and tasks you aim to accomplish by the end of the month. Outcomes describe what you want to be true by month-end. Tasks are how you get there.

Brand Goals we're appealing to (and how):

- **Revenue** - Paid ad + organic promo for Shine Your Light (20% off).
- **Community Growth / Engagement** - Drive sign-ups for SMS/text subscriptions.
- **Thought Leadership** - Repurpose 3-4 Michael clips + one Word Study post.
- **Mission Impact** - Spotlight South Africa impact + Ivan's story (evergreen spotlight).
- **Brand Awareness** - Unify the month with a strong theme and repeatable series.

3. Products to Highlight (20% of content supports this)

Products (choose 1 primary + up to 2 supporting)	Notes
1. One-Year Shine Your Light Devotional	Running an ad with a 20% off focus
2.	_____ _____
3.	_____ _____

INFO: Keep the list short so promotion gains momentum. One primary + up to two supporting products.

4. Free Resources to Highlight

Free Resources (choose up to 3)	Notes
1. SMS/Text Subscription	A Little Light in the Morning / Light up your Day! Push
2.	_____ _____
3.	_____ _____

INFO: Choose free resources that match the theme and give a clear next step.

5. Key Dates + Moments (Special Events / Holidays / Launches)

Date	Moment	Where / Channel	Owner
Mar 8	Daylight Saving Time	Social (Sunday Challenge)	N/A
Mar 29	Palm Sunday (start of Holy Week)	Social + Email (if applicable)	N/A
Mar 30-31	Holy Week carryover (Mon/Tue)	Social	N/A

6. Launching This Month (Content Shipping)

Launching This Month (Content Shipping)	Notes
1. Paid Ad Experiment: Shine Your Light devotional (20% off)	
2.	
3.	<hr/> <hr/>

INFO: List what is new or time-bound. If it is always-on content, it belongs in the cadence, not here.

7. Weekly Cadence Map (7 posts/week)

Purpose labels: Engage / Educate / Thought Leadership / Inspire / Celebrate-Story / Promote / Invite

Recommended weekly structure (Can be rearranged to preference):

- Mon - Engage
- Tue - Educate
- Wed - Thought Leadership
- Thu - Inspire
- Fri - Celebrate / Story (Impact)
- Sat - Promote (Product / Revenue)
- Sun - Invite / Community (Challenge / SMS)

INFO: Each week has a mini focus. Keep the purpose consistent by day; rotate topics within the theme.

Week 1 - Introduction to Shine Your Light

Mini Focus: What does it mean to shine your light?

Day	Purpose	Post/Content
Mon - Mar 2, 2026	Engage	Did you know the Bible says 'light' this many times? (curiosity hook) +
Tue - Mar 3, 2026	Educate	Light as guidance, truth, and witness (short teaching)
Wed - Mar 4, 2026	Thought Leadership	Michael clip #1 (short snippet)
Thu - Mar 5, 2026	Inspire	Bible-verse graphic (light theme)

Fri - Mar 6, 2026	Celebrate/Story	Impact story (Ivan or South Africa if ready)
Sat - Mar 7, 2026	Promote	Shine Your Light devotional - 20% off
Sun - Mar 8, 2026	Invite	Sunday Challenge: How can you be a light to someone today? (static)

Week 2 - The Meaning of Light (Word Study + Depth)

Mini Focus: What 'light' means (and why it matters)

Day	Purpose	Post
Mon	Engage	What does 'light' mean to you? (reflection prompt)
Tue	Educate	Word Study: 'light' in the original Hebrew (3-word insight)
Wed	Thought Leadership	Michael clip #2
Thu	Inspire	Theologian quote or Scripture reflection
Fri	Celebrate/Story	Impact story spotlight (weekly)
Sat	Promote	Revenue post (devotional promo or 'Shine' offer/bundle)
Sun	Invite	Free resource promo - SMS: A Little Light in the Morning

Week 3 - Contrast + Clarity (World Says / God Says)

Mini Focus: Darkness vs. light (hope, truth, witness)

Day	Purpose	Post
Mon	Engage	Where do you need light right now? (comment prompt)
Tue	Educate	World says / God says (light theme)
Wed	Thought Leadership	Michael clip #3
Thu	Inspire	Bible verse + short devotional caption
Fri	Celebrate/Story	Impact story spotlight (weekly)
Sat	Promote	Shine Your Light devotional - offer reminder
Sun	Invite	Sunday Challenge (light in action)

Week 4 - Holy Week Lead-In (End of March)

Mini Focus: Jesus as Light (lead into Holy Week)

Day	Purpose	Post
Mon	Engage	Holy Week lead-in question: What does the cross illuminate for you?

Tue	Educate	Short teaching: Light that doesn't go out (tie to Ivan story line)
Wed	Thought Leadership	Michael clip #4
Thu	Inspire	Scripture reflection (Light of the World)
Fri	Celebrate/Story	Impact story spotlight (weekly)
Sat	Promote	Product post (choose best-performing offer)
Sun	Invite	Palm Sunday post + challenge / reflection prompt

Holy Week Carryover (Mar 30-31)

- Holy Monday: Scripture reflection (short)
- Holy Tuesday: Scripture reflection (short)

Required Assets

Graphics / Visuals	<ul style="list-style-type: none"> ● Shine Your Light devotional carousel (book shots + 20% off framing) ● Weekly series templates: Did you know, Word Study, World says/God says, Sunday Challenge, Impact spotlight ● Holy Week end-of-month static set (Palm Sunday + Holy Mon/Tue)
Copy / Writing	<ul style="list-style-type: none"> ● Paid ad copy variants (short + long) ● Captions for each weekly series (repeatable)

	<ul style="list-style-type: none"> ● Blog announcement caption + email blurb
Video / Audio (optional)	<ul style="list-style-type: none"> ● 3-4 Michael video snippets (cut list + captions) ● Ivan story video (edit + caption + quote pull)

9. Notes / Open Loops

- South Africa Impact Report: publish if ready (confirm availability).
- Website/Blog cleanup: remove the two existing video blogs and publish your new blog + email/social announcement.
- Envato/stock: check pricing + options for light/dark/sunlight visuals and report back to Matt.
- April handoff: day after Easter = 'More Than a Book' feature (plan for April).