



Monthly Content Strategy Brief

April 2026 - More than a Book

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	More than Book
Primary Product Push	Daily Walk Journal/ Bible Studied Simplified Journal Woman's Devotional (April 14- May 10th)
Primary Free Resource	More Than a Book: Five Big Bible Questions (Answered) (+49 Day Bible Reading Challenge)
Brand Goals emphasized	Revenue; Community Growth/Engagement; Thought Leadership; Mission Impact; Brand Awareness
Key moments	Apr 5 Easter boxed out • Apr 6 campaign launch • Sundays = lead magnet / invite • Thursdays = deep insight anchors • 4 weekly Michael videos

Launches	Lead magnet • April banner + intro stack • Theme blog/email support
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Monthly Focus Statement

This month, we are studying why God's Word can be trusted. April should move people from curiosity to confidence, then from confidence to engagement through a connected ecosystem: lead magnet -> More Than a Book -> blog/email -> Daily Walk Journal. At the end of the journey we want to show that the Bible truly is More than a Book

1. Theme (Primary Subject / Topic / Focus)

More than a Book - Under the hood, this month answers one question again and again: Can the Bible be trusted? Every major content piece should help people see that God's Word is true, reliable, authoritative, and still deeply relevant for life today.

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):

1. **Desired outcomes by April 30:** grow confidence-based engagement around the theme; increase More Than a Book page visits, form fills/downloads, Michael video views, and active follower activity; and prove a tighter funnel from social to free resource to paid next step.
2. **Primary KPIs to monitor:** landing-page sessions, form fills/downloads, lead-magnet conversions, Michael video views/watch time, saves/shares/comments, net follows, and attributable Daily Walk Journal purchases.

3. **Operating principle:** repeat what worked in Shine Your Light - curiosity hooks, high-utility assets, deep-insight posts, mission stories, and direct-response comment pathways.

Goal Breakdown:

- **Revenue** - Use a clearer funnel that nudges high-intent downloaders toward the Daily Walk Journal, and track purchases tied to the resource ecosystem.
- **Community Growth / Engagement** - Use question posts, comment-keyword invites, Sunday lead-magnet pushes, and community prompts to increase comments, saves, shares, follows, and downloads.
- **Thought Leadership** - Use teaching clips, word studies, historical/context carousels, and reliability deep-dives to position WTB as a trusted voice in Bible engagement.
- **Mission Impact** - Show why God's Word matters through testimony, pastor/ministry stories, and transformation-centered storytelling that keeps the month from feeling purely academic.
- **Brand Awareness** - Use weekly Michael vertical videos plus shareable 'aha' posts to introduce new audiences to WTB and the More Than a Book landing page.

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

Products (choose 1 primary + up to 2 supporting)	Notes
1. Daily Walk Journal	Primary Paid Next Step. Best Behavioral fit because it helps people respond to trusted scripture with a daily habit
2. Woman's Devotional (April 14- May 10th)	Mother's Day
3.	<hr/> <hr/>

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. More Than a Book: Five Big Bible Questions	Primary free resource. Anchor the month around the study guide + 40-day Bible reading challenge.
2. 5 Reasons God's Word Can Be Trusted	New low-barrier lead magnet. Quick, scannable, saveable, and built for direct-response download/comment promotion.

3. Supporting theme blog	Publish one theme blog (for example, 'Why God's Word Can Be Trusted') to deepen the funnel and improve click-through from social.
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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
Apr 5	Easter Sunday / Holy Week closes. Box out Apr 1-5 from campaign posts.	All channels	Digital Comms / Leadership
Apr 6	Campaign launch: banner, intro post, and theme language go live.	Facebook, Instagram, Website, Email	Digital Comms + Design
Apr 9, 16, 23, 30	Thursday deep-insight anchors (historical / linguistic / reliability).	Facebook / Instagram	N/A

6. Launching This Month (Content Shipping)

Launching This Month (Content Shipping)	Notes
1. April banner + kickoff stack	Monthly banner, intro caption, and cover visual introducing 'More Than a Book' and the line: God's Word can be trusted.
2. New low-barrier lead magnet	Create and launch '5 Reasons God's Word Can Be Trusted' with landing page, form, thank-you flow, and social promo.
3. Theme blog + email support	Supporting blog + email that send readers back to More Than a Book.

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 - Concluding Holy Week

Mini Focus: Holy Week

Day	Purpose	Post/Content
Wed - Apr 1, 2026	Holy Week	Holy Week
Thur - Apr 2, 2026	Holy Week	Holy Week
Fri - Apr 3, 2026	Good Friday	Good Friday post
Sat - Apr 4, 2026	Holy Week	Filler
Sun - Apr 5, 2026	Easter	Easter Related

Week 2 - What is the Bible

Mini Focus: What is the Bible? More than a book; God's self-revelation; one unified story.

Day	Purpose	Post
Mon - Apr 6, 2026	Engage	Theme Intro: This Month we are studying Why God's Word can be trusted: Invite people to follow along
Tues - Apr 7, 2026	Educate	Carousel: What is the bible Four Quick truths - Library,

		Revelation, one story, Living Word. CTA: Save/Share
Wed - Apr 8, 2026	Inspire	Michael video # 1: I needed to hear from my God Warm invitation into the study and challenge
Thu - Apr 9, 2026	Thought Leadership	WOW post: '66 books. 40 authors. 1 story.' Show how that strengthens trust in Scripture.
Fri - Apr 10, 2026	Celebrate-Story	Mission story or testimony showing how Scripture changes a life.
Sat - Apr 11, 2026	Promote	Daily Walk Journal feature: 'Give trusted Scripture room to shape your days.'
Sun - Apr 12, 2026	Invite	Lead magnet launch: '5 Reasons God's Word Can Be Trusted.' Use the comment keyword or download CTA.

Week 3 - April 13-19

Mini Focus: Session 2 - Where did we get the Bible from? Composition, circulation, canon, and confidence.

Day	Purpose	Post
Mon - Apr 13, 2026	Engage	Question post: 'What is your biggest question about how we got the Bible?'

Tues - Apr 14, 2026	Educate	Timeline carousel: composition -> circulation -> canon. Keep it clear and warm. Woman's Devotional
Wed - Apr 15, 2026	Inspire	Michael video #2: 'The Bible did not fall from the sky in leather.' History + providence.
Thur - Apr 16, 2026	Thought Leadership	Deep insight: How can 66 books across centuries still tell one story?
Fri - Apr 17, 2026	Celebrate-Story	Story post: testimony, podcast clip, or mission narrative about someone clinging to God's Word.
Sat - Apr 18, 2026	Promote	Daily Walk Bible or companion-resource promoted to the 40-day plan.
Sun - Apr 19, 2026	Invite	Invite to Session 2 + full study guide. Encourage people to continue the challenge.

Week 4 - April 20-26

Mini Focus: Session 3 - What does the Bible say about itself? God's Word, trustworthy, necessary, and clear.

Day	Purpose	Post
Mon - Apr 20, 2026	Engage	Fill-in-the-blank prompt: 'God's Word is ____.'

Tue - Apr 21, 2026	Educate	Carousel: '4 Claims the Bible Makes About Itself' - God's Word, trustworthy, necessary, clear.
Wed - Apr 22, 2026	Inspire	Michael video #3: 'All Scripture is God-breathed.' Not just words on a page.
Thur - Apr 23, 2026	Thought Leadership	Word study/deep insight on 'God-breathed' or 'Your Word is truth.'
Fri - Apr 24, 2026	Celebrate-Story	Story or community testimony: how God's Word sustained or corrected someone.
Sat - Apr 25, 2026	Promote	Daily Walk Journal post: turn trust in Scripture into a daily rhythm.
Sun - Apr 26, 2026	Invite	Final invite: download More Than a Book + join the 40-day challenge.

Week 5 - April 27-30 (+ May 1-3 buffer)

Mini Focus: Sessions 4-5 - Is the Bible reliable and authoritative? Still true. Still speaking. Still relevant.

Day	Purpose	Post
Mon - Apr 27, 2026	Engage	Poll/question: Which objection do you hear most about the Bible
Tue - Apr 28, 2026	Educate	Reliability carousel: manuscripts, consistency, eyewitness/historical support.
Wed - Apr 29, 2026	Inspire	Michael video #4: this is not a made-up story; this is reliable and true.
Thur - Apr 30, 2026	Thought Leadership	Month-end anchor: John 17:17 / 'Your Word is truth.' Recap and invite continued engagement.
Thur - Apr 30, 2026	Celebrate-Story	Optional overflow: recap, comment screenshots, or testimony pulled from the month.

Required Assets

Graphics / Visuals	<ul style="list-style-type: none">• Square banner, Cover treatment, and simple template system for intro, question, and quote posts• Product creative for Daily Walk
Copy / Writing	<ul style="list-style-type: none">• Lead Magnet PDF• Landing Page/ Download Funnel• Supporting blog
Video / Audio (optional)	<ul style="list-style-type: none">• One video per week, edited for captions and paired with a concise post angle

9. Notes / Open Loops

- Choose the final lead-magnet keyword for direct-response comments (TRUTH, WORD, or BIBLE) and make sure moderation/delivery workflow is ready.
- Confirm the blog title and publish date, then match the email sent to the strongest invite day.
- Refine the success page so the next step is unmistakable: full study first, blog second, journal third.
- Make sure tracking is clean before launch: landing-page sessions, form fills, downloads, purchases, video views, saves/shares/comments, and net follows.