## #INYWAROFART



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# "Hope is not a strategy." - Chris Lema











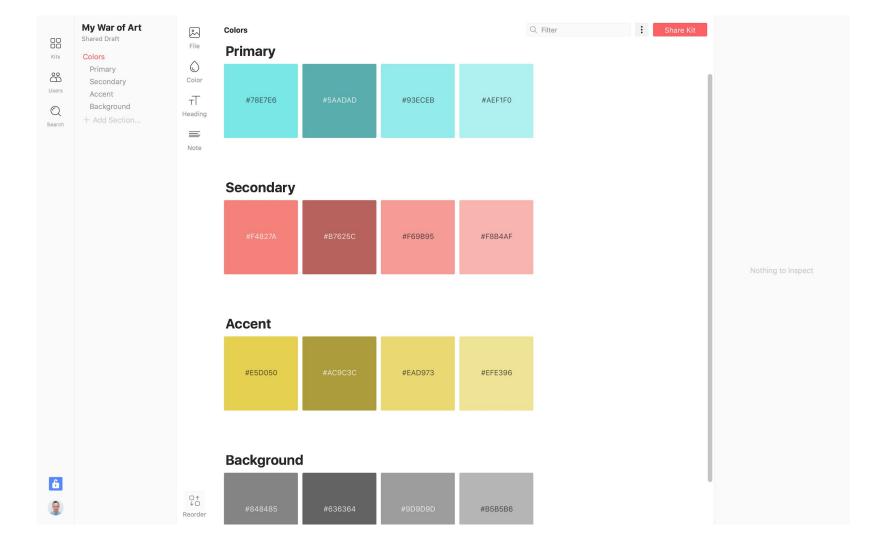
# **BRANDING Defining Your Values**



(\$210,000,000)



(\$5)







⇒ 90 percent of design is typography. And the other 90 percent is whitespace. #yearindesign

10:17 AM - 23 Dec 2015



ARTICLE

### 3 of the Worst Ways Small Businesses Waste Money on Marketing



DONALD MILLER

y

in



For years, I threw tons of money at marketing that never really worked.

In one of my previous businesses, we redesigned our website, cranked out brochures, and went to tradeshows — always hoping that whatever we tried next would FINALLY



₱ PODCASTS

How to Structure Your Business Finances to Maximize Profit

INTERVIEW WITH MIKE MICHALOWICZ

How to Build an Online Community for Your Customers

INTERVIEW WITH GINA BIANCHINI











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Myriad Pro 24px	THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
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### The quick brown fox jumps over the lazy dog.

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## PLATFORM Positioning Your Values





BLOG V ABOUT STORE AUDIO VIDEO GIVE CONTACT

START LEARNING

## The Teachings of Messiah Yeshua in a Jewish Context

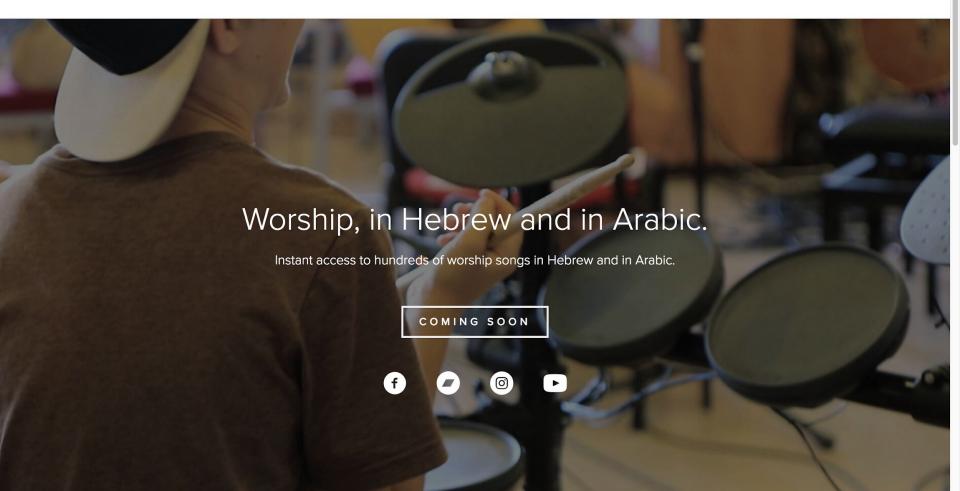
Netivyah is an Israeli non-profit organization that teaches God's Word and helps those in need.

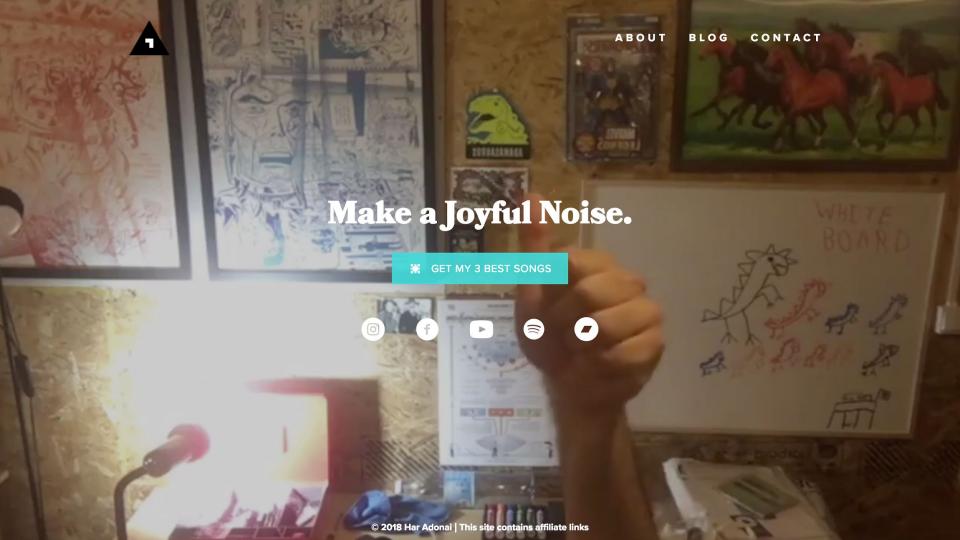
START LEARNING

**⊙ W**ATCH VIDEO













etivyah in Hebrew means "the Way of the Lord." "The Way" was one of the names by which the early community of believers was known in the Brit Chadashah (New Testament). Paul says: "... According to the Way which they call 'sectarian,' I do serve the God of our fathers, believing everything that is accordance with the Torah, and that is written in the Prophets" (Acts 24:14). As followers of "the Way," we believe in the God of Israel, the God of Avraham, Yitzchak, and Ya'akov. We try to be faithful to God's law (the Torah) and to the rest of Scripture – the Prophets and the Writings. We believe that the Messiah promised in God's word is Yeshua (Jesus), the one who "saves His people from their sins" (Matt 1:21).

### FIRST CENTURY JEWISH MESSIANIC FAITH IN TWENTY-FIRST CENTURY JERUSALEM

Netivyah is a twenty-first century heir of this first century community. Its primary goals are to equip believers to present the good news of the Messiah to Jews and to provide messianic Jewish believers with the opportunity to live and worship in a manner similar to that of first century believers. Netivyah also endeavors to restore the Jewish roots of the New Testament as well as to demonstrate faithful and biblically appropriate

### Offering excellence in preschool education through a Biblically-based, Montessori inspired learning environment

ittle Hearts Preschool is located in the heart of Jerusalem, a unique and diverse city that is home to many faiths, nationalities and cultures. The children that attend our preschool reflect this diversity, but without the stigmas often associated with this region. Here, within the walls of our preschool, we embrace our differences by creating a community of acceptance as we work, play, and learn together. This is motivated by our biblically based beliefs and desire to create a community of Jews, Arabs and the Nations together in the Messiah.

Our excellent academic pedagogy together with the unity among our children and their families has generated a 250% increase in enrollment at Little Hearts Preschool since its formation in the 2011 – 2012 school year. We use a Montessori-inspired curriculum that sets the tone of our preschool as



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### Marketing for Ministries

Emails, Fecebook posts, YouTube videos - am I westing my time? Why am I not getting the results I went?

Just because you can do something, doesn't mean you should. Just because you can upload a video to YouTube, or send out an email to announce an event, doesn't mean that you're doing the right thing at the right time.

Ask yourself this - is the thing I'm doing right you the next step in my ministry reaching people? If not, what should I be doing?

That's where I come in. I want to help you find the next step in your online

If you have a ministry, if you're thinking of starting a ministry, or if you're doing something that's a ministry but you don't call it a ministry - I want to help you. doing it for 12 years. Websites, product launches, events, email and social campaigns - I've done 'em. I've helped numerous ministries reach people. And I learned a thing or two along the way.

strategy for your message, and then find the next short-term goal to help you achieve that strategy.

This helps you get clear on the value you have to offer, communicate it to others, and inspire them to act.

I want to teach you everything I know about online strategy. So sign up for my email list below and I'll give you my best tips on online strategy week by week.

### Why ministries?

Ministries tend to involve more people than small businesses. More people means more differences between people. More gaps to bridge. That's not a bad thing, but it can be hard. It's especially hard when you're trying to find the post. right thing to be doing, but people are pulling on you in different directions. I'm here to help you identify the gaps you need to address now.

### Will this work for a business too?

Yes. This process is driven by value. If you have value to offer people, then Marketing for Ministries is for you.

### Will this work for my art?

Absolutely. I've seen artists time and time again slave over their craft, without pursuing an overall strategy to reach people when the art is done. If you're an artist, I want to make it as easy as possible for you to learn the next step you

### Why the "M" word?

Marketing, Not all ministries like to use the term. But marketing is about value. If you have value to offer the world, then it's your responsibility to market that value. Not all value is monetary. You may not be offering people a chance to make or save money, you may be offering them a change. A change in their lives, a change in their communities, a change in the world. You still gotta market it. You still gotta get the word out.

### But it's so complicated!

and see them take action, it is a complex process. Not a complicated one, I'm here to help you breek down every part of that complex process to the next simple action. I'm here to make reaching people online easier for you. Whether it be working on your logo, building your website, or sending out an email, I want to help you do the next right thing.

### Do I need to hire a

### designer/developer/copywriter/administrator?

Maybe, that all depends on where you are at and where you want to get to. But hiring people is not as easy as it sounds, and I'm here to help you with that too

### Will this cost me money?

Nope. Just sign up to my mailing list, and I'll share with you what I know. People book consultation sessions with me to learn this stuff. I want to share it with you

Sign up below and check your inbox for new tips from me every week

### Sign up now

I recently went over all the songs I recorded over the years, and I picked out my three favorite ones. These are songs that I love both because of how they were written and how they were recorded. I think they're great songs that sound good, too.

Get them for free by signing up below:

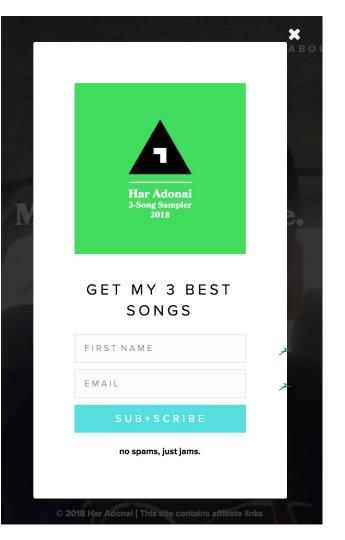


### GET MY 3 BEST SONGS





SUBSCRIE	E
Email	
First Name	







### Registration

- Enrallment will only be complete once our affices confirm availability for your child and a 500 shekel registration fee has been paid.
- \* Contact us here to arrange a tour of our facilities Sundays Thursdays.
- \* Contact us here for a price list for each age range.

Enrollment Information	on	
Days attending *		
3 days (infants and toddlers on)	yī .	
S days		
Extended care		
We have optional extended ours daily between 14-0	1-19:90;	
i would like extended care for m	y child.	
Student Information		
Name *		
First	Last	
	· ·	-
Date of birth *		
SK SK		
Gender *		
Day		
Girl Girl		
Does your child have an Isra	seli ID number?*	
A "rouder setur" number.		
(ii) Yes		
⊚ No		
Has your child previously at	ttended a preschool?*	
Yes		
O No		
Family Information		

### **Netivyah Group Booking Form**

The size of the group *	
3-10	~
Country of origin *	
AD - Andorra	~
On what date would you like to visit? *	
Please add any comments about that date:	
	,
First Name *	,
First Name *	2
First Name *	2
First Name *	,
Group leader contact information  First Name*  Last Name*  Email*	,

Language \*





### STRATEGY

Communicating Your Values

## Showing Up

"I write only when inspiration strikes. Fortunately it strikes every morning at nine o'clock sharp." - W. Somerset Maugham









### CONTENT





EMAIL
Permission-based
marketing



CONSISTENCY
Once a week
minimum



SEO
Drive traffic to
your site and
build authority



SOCIAL MEDIA
Go where your people
are and show up
accordingly

## Growing Your Audience

## Launches