



Music for the Soul Strategic Plan 2012

Music for the Soul is uniquely poised to take advantage of the trends in technology and the corresponding ways in which people are finding and sharing music.

The plan outlined below takes into consideration video, radio, web presence, and peer-to-peer sharing as ways to expand the reach of our ministry with a heavy dose of new, largely non-paid, marketing.

See The Music (Video)

In our “You Tube” world people today are increasingly used to thinking of music in connection with music videos. Our videos have gone a long way towards increasing our visibility, but because of the expense involved (\$32 to 38k per video) we’ve only been able to create four original music videos.

With the release of our new project “Dignity: Songs and Stories for Caregivers” we will have nearly sixty master recordings. It is our goal to begin the process of having at least one visual created for each audio track in our catalogue.

Accordingly, we plan to pursue an “exchange of value” model where we provide a master recording at no charge to an “amateur” filmmaker (college student, church media staff member, etc.) in return for a music video production. This is a way for us to accelerate the pace at which we create a visual presence for Music for the Soul.

People want to be moved – they don’t want to be sold. Our emphasis with these videos will be to have pieces created that are honest and real; that have passion and creativity.

Once completed, each music video will be tagged in such a way to connect people to Music for the Soul, thereby creating increased exposure for the song through You Tube and other viral visual mediums.

Every one of these pieces will be viewed thousands of times and with each new music video we will have the potential to catch lightning in a jar and reach millions.

Our first such partnership, with Regent University film department, has resulted in a new music video of our song Tell Me What You See.

In addition to creating these music video partnerships we also plan in the next year to create a new professional produced image piece (\$6,000) that will be our “first impression” piece at our site, on Facebook, You Tube, in e-mails, and at live events.

The Hope of Christ is Not for Sale (Web Site)

When people come to our website it is because they or someone they love are at the point of despair. We only have a few seconds to let them know they have come to a place of hope where our primary goal is to provide them with a life-changing, potentially life-saving resource.

Therefore, we want our visitors to be able to download the content they need instantly, if necessary anonymously, and for whatever amount they feel the content is worth.

While we believe that this is a more Christ-like, more ministry driven model, our analysis and research also show that we can have confidence in this model to actually generate more revenue at the site than does our current “store and shopping cart” model.

As part of this transformation we will look to make more of our songs available in a single song format and to give people more flexible menu options with fewer clicks needed to find the help they need.

We will also look to potential re-branding of the logo and to streamlining and minimizing the amount of text at the Music for the Soul website, moving towards more music and more video content.

Soul Care Moments (Radio)

According to our radio consultant Christian radio programmers are always in need of short quality, topical programming pieces that they can plug in and go with at a moment's notice.

We have developed a line of radio spots called Soul Care Moments. They include a brief spoken devotional, an excerpt from a Music for the Soul song, concluding with a brief prayer. Each piece is less than 4:00 in length.

Not to overuse the phrase but Wayne Shepherd, a thirty-year veteran of Christian radio has heard several of the Soul Care Moments we have already produced and said that one of these will catch "lightning in a bottle."

Wayne suggests a CD with 12 Music for the Soul "Soul Care Moments" (\$3,000) be sent to each of the major Christian radio station managers along with a letter with his endorsement to the station.

Five of the twelve pieces are already complete.

These radio spots will give us national exposure, mean that millions more will hear our music and learn of our ministry, and drive increased traffic to our site.

Women's Network (Peer-to-Peer)

More than 75% of the purchases made at the Music for the Soul website are made by women. Women also account for more than 78% of our Song of the Month club members.

Driven by volunteers, we are looking to increase awareness and monthly support for Music for the Soul in 2012 through a peer-to-peer women's network where those who are part of the Music for the Soul family actively share our content and recruit friends and colleagues with those who they think would be interested in our ministry.

Specific rewards and benefits of network participation are under development.

New Staffing

In June 2011 we met with Nashville area business and non-profit consultant Rob Harvey. He identified a critical need for a full time staff person at Music for the Soul to focus on day-to-day operations to free Steve Siler to spend more time on writing, production, and presentation.

These day-to-day operations would include administration, marketing, development, and board recruitment.

As of August 2011 we have two professionals volunteering time to us in their areas of expertise. The first is someone with twenty-four years experience in development. We are met and have strategies in place to begin a development campaign in 2012.

The other is someone with a track record of success is marketing and building organizations. He is helping us implement the plan outlined above as well as having input on a specific marketing plan for our Dignity: Songs and Stories for Caregivers.

While volunteers are appreciated and vital to the success of any non-profit it is vitally important that we add a full-time member to the team so that these areas are concentrated on daily and these efforts coordinated.

New Releases

In January 2012 we will begin promoting our new full length CD project “Dignity: Songs and Stories for Caregivers.”

A follow up CD on grief entitled “Drink Deep: Doing the Difficult Work of Grieving” has been written and will be released later in the year.

Music for the Soul Academies

These are our three day live events at large churches that include a concert, a day of classes and lecturing on ministry in the arts, and integration into the Sunday worship service. Our first of these was successfully mounted in September 2011 in Valencia, California.

Ongoing

We will continue in our ongoing partnerships with churches, para-church ministries, and Christian Counseling Centers to share our Soul Care Kit and all of the existing resources (DVDs, CDs, and Discussion Guides) of Music for the Soul.