

PRESENTER COMPANION

Truth Should Survive Monday

Sermon Analyzer + Salt & Light presenter companion



PRESENTATION PROMISE

By the end, the audience will understand the formation gap, see the system working with real ministry examples, know the privacy boundaries, and be able to choose a low-risk next step.

Audience: Preachers, elders, church boards, family-ministry leaders, and prospective ministry partners

Recommended length: 45-55 minutes plus discussion

How to use this guide

This companion is designed for a live, consultative presentation. The words are complete enough to use as written, but the questions matter as much as the script. Pause after each discovery question and let leaders describe the gap in their own language.

Opening discipline

- 1. Do not begin with features. Begin with the pastor's burden: people hear truth on Sunday and still face the same pressure on Monday.
- 2. Ask permission to be direct. Tell the room that the presentation will honor preaching while testing whether the church has a reliable follow-through system.
- 3. Use questions before conclusions. Let leaders name the gap in their own words so the product becomes the answer to a problem they already recognize.

TONE

Press the problem hard. Protect pastoral dignity. Distinguish evidence, illustrative math, theological conviction, and product capability every time.

The consultative sequence

MOVE	WHAT THE AUDIENCE MUST UNDERSTAND
Tension	Sunday truth meets weekday pressure.
Evidence	Participation, connection, planning, and monitoring data clarify the need.
Mechanism	Name pressure, choose a response, rehearse, review, and repair.
Proof	Show exact sermon evidence and one closed formation loop.
Safety	Demonstrate roles, consent, boundaries, and health limits.
Decision	Choose the smallest step that can prove or disprove value.

Word-for-word presentation

Every section below is synchronized with the live /sales presentation: timing, purpose, exact language, room question, live move, and transition.

SLIDE 01 / 27

Truth should survive Monday.

TIMING	PURPOSE
1:30	Open with the ministry outcome, not the software.

SAY IT

I want to begin with one sentence: truth should survive Monday. A sermon can be biblical, sincere, powerful, and memorable in the room, yet still disappear when the listener meets the same argument, craving, fear, schedule, or family pressure two days later.

Sermon Analyzer and Salt & Light form one system around that gap. Sermon Analyzer helps the preacher see what was actually communicated. Salt & Light helps the member turn that truth into one practiced response, reflect honestly, repair what went wrong, and receive human care with permission.

This is not technology replacing ministry. It is technology helping ministry stay present between the moments when people are physically together.

ASK THE ROOM

When does the truth you preach face its hardest test: while people are listening, or after they leave?

BRIDGE

Before I show the system, I want to make a promise about how I will talk about preaching.

SLIDE 02 / 27

This is not an attack on preaching.

TIMING	PURPOSE
1:30	Build trust and remove the fear that the product is grading a preacher's calling.

SAY IT

I am not here to reduce the movement of God to a score, and I am not here to tell a preacher that software understands the Spirit better than a shepherd does. Calling, character, prayer, presence, and pastoral wisdom are not replaceable.

What we can evaluate is observable craft: what the sermon said, what the listener was asked to understand, what resistance was named, what action was made visible, and whether anyone was equipped to follow through.

The hard truth is that a sermon may be biblically faithful and still be behaviorally incomplete. That is not condemnation. It is a coaching opportunity. We keep the preacher's voice, protect the sermon boundary, and make the next move more concrete.

ASK THE ROOM

Would it be useful to separate the sacred calling from the observable communication choices we can actually improve?

BRIDGE

Now let us look at the size of the follow-through problem.

SLIDE 03 / 27

A year has 8,760 hours. The sermon may occupy 39.

TIMING	PURPOSE
2:00	Make the formation gap visible with transparent illustrative math.

SAY IT

Take an idealized member who attends every Sunday and hears one forty-five-minute sermon each week. That is thirty-nine hours of preaching in a year. The exact number will vary by church, and this is not a national estimate. It is transparent, illustrative math.

The ministry question is what carries those thirty-nine hours into the other eight thousand seven hundred twenty-one. The sermon may name forgiveness at 11:15 Sunday morning. The decision to forgive may be tested at 9:07 Monday night. The sermon may teach stewardship, but the purchase happens alone. The sermon may teach patience, but the child's behavior becomes the trigger in the kitchen.

We do not need less preaching. We need a delivery system that helps truth reappear at the moment of pressure.

ASK THE ROOM

What system does your church currently use to reconnect Sunday's truth to a specific pressured moment during the week?

BRIDGE

The challenge grows because the room is no longer the whole relationship.

SLIDE 04 / 27

The church cannot assume the room is the whole relationship.

TIMING	PURPOSE
2:00	Ground the need in current participation patterns without shaming people.

SAY IT

Pew's 2023-24 Religious Landscape Study found that forty percent of U.S. adults participate in religious services at least monthly when in-person and virtual participation are combined. One-third report attending in person at least monthly, while twenty-three percent watch online or on television at least monthly.

Those numbers do not say people are bad. They tell us ministry is operating inside changing schedules, long commutes, fragmented households, digital participation, and uneven midweek attendance. Formation that depends only on everyone being in the same room at the same time will leave gaps.

A digital formation system should never compete with embodied community. It should help a scattered community remember, practice, and reconnect.

ASK THE ROOM

Who in your congregation is spiritually connected to the church but structurally absent from the moments when follow-through normally happens?

BRIDGE

And absence is not the only issue. Human connection itself has become a ministry concern.

SLIDE 05 / 27

People need connection around the content.

TIMING	PURPOSE
2:00	Show why accountable relationships are part of the intervention.

SAY IT

The U.S. Surgeon General's social-connection resources state that social isolation is associated with a twenty-nine percent increased risk of premature mortality. That is a health association, not a product claim, but it makes the pastoral point clear: human connection matters.

A sermon can deliver truth to a room. Discipleship also needs someone who notices, asks, listens, encourages, corrects, and helps a person repair. Salt & Light gives the member control over who may support which part of the journey: a spouse, accountability partner, parent or guardian, assigned elder, or nobody at all for a private entry.

AI can organize reflection and suggest a practice. It cannot become the church. The system must keep pointing people back toward safe, appropriate human care.

ASK THE ROOM

When a member begins to struggle on Tuesday, who knows before the crisis becomes visible on Sunday?

BRIDGE

Let me show you the exact moment where motivation usually breaks.

SLIDE 06 / 27

The sermon is tested at 9:07 PM.

TIMING	PURPOSE
2:00	Create an emotionally concrete weekday scenario.

SAY IT

Imagine a member heard a strong sermon on gentle speech. Monday at 9:07 PM, the same family conflict returns. Their chest tightens. Their private story says, 'They never respect me.' Their practiced habit is to raise their voice, withdraw, or reach for something that numbs the feeling.

At that moment, 'be more like Jesus' is true but incomplete as an instruction. The person needs a response that has already been named and rehearsed: when I feel my chest tighten and hear myself forming the word 'always,' then I will pause, lower my voice, say what I need without accusation, and ask for ten minutes if I cannot stay regulated.

That is where a sermon becomes a formation practice.

ASK THE ROOM

What is the 9:07 PM moment for the people you serve?

BRIDGE

This is the difference between intention and installed practice.

SLIDE 07 / 27

Inspiration starts change. It does not install change by itself.

TIMING	PURPOSE
1:45	Name the intention-action gap without insulting emotional or motivational preaching.

SAY IT

Motivation matters. Emotion can open attention, restore hope, and create willingness. The mistake is expecting willingness to perform the work of planning, rehearsal, monitoring, support, and repair.

A listener may sincerely agree with 'forgive' and still leave without a named person, a first sentence, a time, a boundary, or someone who will ask what happened. Agreement is not yet an action path.

The system asks the professor's question: if the listener says yes to this sermon, what exactly will change in the next twenty-four hours, what resistance will appear, and how will the church help them continue after an imperfect attempt?

ASK THE ROOM

How often can a listener agree with the sermon and still remain unsure what to do next?

BRIDGE

Behavior science gives us a practical structure for closing that gap.

SLIDE 08 / 27

Truth becomes practice through a repeatable loop.

TIMING	PURPOSE
2:15	Explain the behavior-change mechanism in plain language.

SAY IT

The loop has four moves. First, name the pressure: the situation, trigger, body response, inner story, and cost. Second, choose one Jesus-shaped response small enough to perform under that pressure. Third, rehearse the moment in an if-then form. Fourth, review what happened without hiding or shaming, then repair and try again.

A major meta-analysis of implementation intentions reviewed ninety-four independent tests and found a medium-to-large positive effect on goal attainment. The practical idea is simple: good intentions become more actionable when the person specifies when, where, and how they will respond.

We are not importing psychology as a replacement gospel. We are using well-studied tools of attention, planning, and reflection to help people practice what Jesus taught.

ASK THE ROOM

Which part is normally missing in your current discipleship process: naming pressure, choosing a response, rehearsal, or review?

BRIDGE

The loop becomes stronger when progress is recorded rather than merely remembered.

SLIDE 09 / 27

What gets honestly reviewed can be faithfully adjusted.

TIMING	PURPOSE
1:45	Support daily reflection and visible follow-through with evidence.

SAY IT

A meta-analysis of experimental evidence concluded that increasing the frequency of goal-progress monitoring is likely to promote behavior change. The researchers also found larger effects when outcomes were recorded or made public in an appropriate way.

In this system, public never means exposing a private journal. It means the member may choose to record completion, share a limited care signal, or invite an accountability partner to ask a specific question. The private story remains private unless the member grants access.

The nightly reflection is not a performance report. It is an honest learning loop: what happened, what did I feel, what did I tell myself, what did I do, what did it cost, what repair is needed, and what should I rehearse tomorrow?

ASK THE ROOM

What could your members learn if they reviewed the same formation practice for seven days instead of hearing it once?

BRIDGE

Now I want to show what this changes for the preacher.

SLIDE 10 / 27

A professor listened - and stayed specific.

TIMING	PURPOSE
2:30	Demonstrate the core analysis value with sermon-specific evidence.

SAY IT

A useful analysis cannot say, 'Great message, add more application.' It must preserve the preacher's exact words, identify what those words accomplish, explain where the listener may lose the path, and propose a repair that fits this sermon.

The report separates prayer, singing, communion, announcements, and service handoffs from the preaching body so a preacher is not graded for worship content that was never part of the sermon. It then evaluates biblical faithfulness, structure, clarity, listener application, delivery evidence, and formation specificity with an explanation for every score.

The brutal truth should be brutal about the work and gentle with the person: here is what worked, here is what did not, here is the evidence, and here is how to rebuild the move without erasing your voice.

ASK THE ROOM

Would your preaching improve faster if every criticism had to point to exact evidence and a usable repair?

LIVE MOVE

Open the sermon-analysis demo. Show one exact quote, the professor verdict, the repaired move, and the printable report. Do not tour every tab.

BRIDGE

One sermon produces feedback. A sermon library produces ministry intelligence.

SLIDE 11 / 27

One sermon is feedback. A library is intelligence.

TIMING	PURPOSE
2:00	Move from individual analysis to longitudinal coaching value.

SAY IT

Across twenty or fifty sermons, patterns become visible. A preacher may define faith repeatedly but rarely rehearse faith under pressure. Forgiveness may appear often while repair, boundaries, and follow-up are rarely made concrete. Application may be present, yet consistently vague about timing and accountability.

A group report should not manufacture conclusions. Every pattern must preserve links back to the sermons and evidence that produced it. The output can identify strengths to protect, recurring gaps to train, and a suggested sermon series designed to move from truth to practice.

This gives the preacher a development path, the classroom a training curriculum, and the church a clearer answer to the question: what are we repeatedly teaching, and what are we actually equipping people to do?

ASK THE ROOM

If we analyzed your last twenty-four sermons, what pattern do you hope we would find - and what pattern do you fear we might find?

BRIDGE

The library then connects to a larger formation loop.

SLIDE 12 / 27

Two products. One formation loop.

TIMING	PURPOSE
2:15	Explain the integrated architecture clearly.

SAY IT

Sermon Analyzer imports the sermon, protects the sermon boundary, produces evidence-backed review, and reveals patterns across the library. Sermon Studio uses Scripture, research, the preacher's voice, and permitted church-level needs to build the next message with a clearer action path.

Salt & Light carries that message into morning preparation, daily action, time stewardship, family responsibilities, and nightly reflection. With permission, the church may receive de-identified patterns - never a preacher's secret window into private diaries.

The loop is sermon, practice, reflection, care, and a wiser next sermon. The two sites remain distinct enough to serve a preacher or a family independently, yet integrated enough to become a whole-church formation system.

ASK THE ROOM

Which part of this loop do you already do well, and where does information currently fall on the floor?

BRIDGE

Let us walk through the experience from the member's point of view.

SLIDE 13 / 27

Every day answers: what do I practice now?

TIMING	PURPOSE
2:00	Make the daily member journey tangible.

SAY IT

In the morning, the member receives a focused meditation and one practice generated from the active profile, previous reflections, current tasks, and the formation theme. It is not a repetitive inspirational paragraph. It names a likely pressure and a response to rehearse.

During the day, the member can see recurring responsibilities, time commitments, family tasks, relationship practices, health observations, and a Jesus-centered action without navigating a dozen disconnected tools.

At night, the person can type or record what happened. The reflection captures the situation, body response, story, behavior, food or energy context if they choose, impact, repair, gratitude, and support needed. Tomorrow's guidance learns from the pattern without diagnosing the person.

ASK THE ROOM

Would your members benefit more from another general reminder, or from one practice connected to what they reported last night?

BRIDGE

For a household, individual practice must also become visible coordination.

SLIDE 14 / 27

A family needs more than a chore list.

TIMING	PURPOSE
2:00	Show the family CRM and time-management value.

SAY IT

The family workspace assigns multiple daily, weekly, and monthly responsibilities that recur until changed. It supports owners, due times, selected days, status, dependencies, notes, and a shared calendar so the household can see reality instead of holding it in one person's head.

But this is not merely household productivity. A task can carry formation purpose: practice initiative, tell the truth early, serve without being asked, prepare instead of procrastinating, repair after conflict, or protect time with loved ones.

Parents and guardians receive age-appropriate coordination, not automatic access to a child's private inner life. The system separates task visibility, product access, care roles, and sensitive-data consent.

ASK THE ROOM

How much family conflict is really unclear ownership, poor timing, unspoken expectations, or tasks that disappear until somebody is angry?

BRIDGE

The system also recognizes that behavior is affected by the whole life a person is living.

SLIDE 15 / 27

Spiritual formation does not stop at the sanctuary door.

TIMING	PURPOSE
2:00	Explain whole-life coaching while setting medical and privacy boundaries.

SAY IT

Time, sleep, food, stress, movement, relationships, work, money, and environment can shape the conditions in which choices are made. The app helps a person notice those patterns so they can steward the whole life rather than pretend behavior happens in isolation.

Health guidance remains educational. It does not diagnose, prescribe, or replace a licensed clinician. Sensitive rhythms and health information are self-reported, optional, and shared only through explicit, revocable consent. The system should recommend professional or emergency help when the situation exceeds coaching.

The spiritual question is not 'How do I earn worth by optimizing myself?' It is 'How do I steward body, time, relationships, and calling so love becomes easier to practice faithfully?'

ASK THE ROOM

Which whole-life pressure most often sabotages the intentions of the people you serve?

BRIDGE

Whole-life insight only works if people trust the privacy model.

SLIDE 16 / 27

A church role is not a key to somebody's private life.

TIMING	PURPOSE
2:15	Make consent and care boundaries a selling advantage.

SAY IT

Privacy cannot be a paragraph at the bottom of the site. It must shape the data model. A member owns the private profile, journal, and reflection. A spouse, buddy, parent, elder, administrator, or preacher does not receive blanket access because of a relationship title.

The member grants a supported scope, for a clear purpose, to a specific person or role, and can revoke it. An assigned elder may see that follow-up is requested without seeing the entire shadow profile. A church administrator may manage seats and roles without reading sermons or journals. A preacher may receive de-identified patterns without names or raw entries.

Care signals should bring the right human closer while revealing the least information necessary.

ASK THE ROOM

Would your members be more honest if they could see and control exactly who receives each category of information?

BRIDGE

With those boundaries, the church can still learn at a community level.

SLIDE 17 / 27

The preacher sees patterns, not private diaries.

TIMING	PURPOSE
2:00	Show how member formation can inform preaching without surveillance.

SAY IT

A whole-church pulse should answer ministry questions without exposing people. Are many participating members reporting conflict avoidance? Is time pressure preventing family connection? Are people understanding forgiveness but not attempting repair? Are care requests going unanswered? Are formation practices being completed but reflections becoming less honest?

The system aggregates permitted data, applies minimum group thresholds, removes identity, and communicates uncertainty. It does not tell the preacher who wrote a private sentence. It gives a pattern brief the preacher can combine with prayer, Scripture, elder wisdom, local knowledge, and pastoral judgment.

The result is a sermon studio brief aimed at real community barriers while preserving the dignity of the people who disclosed them.

ASK THE ROOM

What would change in sermon planning if you could see a trustworthy, privacy-safe pattern of where people are getting stuck?

BRIDGE

To make that safe, licensing and roles must remain separate.

SLIDE 18 / 27

Payment, product access, role, and consent are four controls.

TIMING	PURPOSE
1:45	Resolve plan and role confusion before it becomes an objection.

SAY IT

A family plan can sponsor up to six Salt & Light accounts without giving every family member Sermon Analyzer. A Preacher Pro license belongs to the licensed preacher. Preacher Pro plus Family adds household Salt & Light seats. A Whole Church workspace can assign preacher seats and formation seats separately.

Inside the workspace, the administrator assigns product access, organizational role, and care assignment. None of those automatically grants private reflection access. Consent remains a fourth control owned by the member.

Covered invitations should bring a family or church member directly under the sponsoring workspace. Marketing invitations are different: they may begin a separate trial. The system must know which path the sender intended.

ASK THE ROOM

Who in your organization needs Sermon Analyzer, who needs Salt & Light, and who needs an administrative or care role without either private workspace?

BRIDGE

All these controls serve one theological outcome.

SLIDE 19 / 27

The goal is not to know more about love. The goal is to become more loving.

TIMING	PURPOSE
1:45	State the theological center and reject pseudoscientific claims.

SAY IT

First John tells us not to love in word alone, but in deed and truth. That is the center of this system. Hear the truth. Rehearse the response. Do the next faithful thing. Reflect honestly. Repair what was damaged. Repeat until the practice becomes more available under pressure.

When I say 'become love,' I am making a theological and behavioral claim, not a scientific claim about invisible frequencies. Love becomes visible in patience, courage, mercy, truth, boundaries, stewardship, service, and repair.

The platform is successful only if the data produces more faithful action and deeper human connection - not merely more screen time, more scores, or more dependence on AI.

ASK THE ROOM

What evidence would convince you that your church is not only teaching love, but becoming more practiced in love?

BRIDGE

That question leads to a measurable but humble impact model.

SLIDE 20 / 27

Measure the rhythm without pretending to measure the soul.

TIMING	PURPOSE
2:00	Define legitimate success measures and reject hidden spiritual scoring.

SAY IT

We do not produce a secret holiness number. We measure observable parts of a formation rhythm: onboarding completion, reflection consistency, concrete practice attempts, repair attempts, task follow-through, care-response time, consent status, sermon application specificity, and member-reported usefulness.

The live calculator shows touchpoint capacity, not guaranteed transformation. One hundred fifty participants can create hundreds of practice opportunities in a week, but volume is not the goal. Quality, honesty, repair, and appropriate human response matter more.

A pilot scorecard should combine product data with interviews. Ask members whether the system helped them recognize pressure earlier, perform a specific action, request support safely, repair harm, and connect the sermon to ordinary life.

ASK THE ROOM

Which three outcomes would your leaders trust enough to evaluate after ninety days?

BRIDGE

The safest way to learn is a disciplined pilot.

SLIDE 21 / 27

Start with one church problem, not every church problem.

TIMING	PURPOSE
2:15	Turn the close into a low-risk, concrete implementation decision.

SAY IT

A strong pilot begins with one formation theme and a willing group, not a forced whole-church rollout. Choose one or two preachers, a care leader, clear consent rules, and a problem such as forgiveness and repair, time stewardship, family responsibility, or faithful speech under pressure.

During days one through thirty, establish the baseline and complete onboarding in stages. During days thirty-one through sixty, run the morning, daily, nightly, family, and elder-care loops. During days sixty-one through ninety, review participation, practice evidence, repairs, care response, sermon specificity, and member interviews.

At the end, continue, adjust, expand, or stop based on evidence. A pilot earns the right to scale.

ASK THE ROOM

What single ministry problem is important enough, specific enough, and measurable enough for your first ninety days?

BRIDGE

Before asking for a decision, we should name the obstacles honestly.

SLIDE 22 / 27

Five obstacles stand between interest and action.

TIMING	PURPOSE
2:00	Use a Zig Ziglar-inspired framework to surface objections ethically.

SAY IT

Zig Ziglar summarized five basic sales obstacles: need, money, hurry, desire, and trust. We should not manipulate people around those obstacles. We should help leaders examine each one honestly.

Need: is there a real follow-through problem? Money: is the value greater than the cost and implementation burden? Hurry: why act now rather than later? Desire: do leaders and members actually want this rhythm? Trust: will the product protect people, tell the truth, and work reliably?

If the answer to one of those questions is no, the right response may be not yet. A durable partnership begins with clarity, not pressure. Our job is to make the need visible, the value relevant, the risk bounded, and the next step reasonable.

ASK THE ROOM

Which of the five obstacles is the real obstacle in this room?

BRIDGE

Let me answer each one in the language a church leader can test.

SLIDE 23 / 27

Do not defeat objections. Diagnose them.

TIMING	PURPOSE
3:00	Give the presenter a consultative response to the main objections.

SAY IT

If the objection is need, analyze a real sermon and map the current follow-through process. If there is no gap, do not force one. If the objection is money, scope a pilot, compare it with the cost of disconnected tools and missed care, and never invent savings. If the objection is hurry, identify the next sermon series or ministry season when the problem will be tested again.

If the objection is desire, ask who would voluntarily use the system and what outcome matters to them. Do not launch by mandate. If the objection is trust, demonstrate sermon boundaries, permissions, role isolation, export, revocation, legal terms, and a real recovery path before asking for sensitive data.

A good answer ends with a question: what evidence would you need to move this concern from no to a small, testable yes?

ASK THE ROOM

What evidence, safeguard, or scope change would make a pilot responsible rather than risky?

BRIDGE

That evidence should be visible before anybody purchases.

SLIDE 24 / 27

Show the work before asking for the commitment.

TIMING	PURPOSE
2:30	Choreograph a focused live demonstration.

SAY IT

The demo should tell one story. First, import or open a sermon and show that prayer, worship, communion, and announcements are outside the graded preaching body. Second, open the professor review and show exact evidence, the consequence for the listener, and one repaired move. Third, show the printable report a preacher can keep or share.

Then switch to Salt & Light. Show the member's morning practice, today's action, nightly reflection, and recurring family responsibility. Show the consent screen before the elder view. End with the de-identified church pulse and the sermon studio brief.

Do not click every feature. Demonstrate one closed loop from sermon to practice to reflection to care to a wiser next sermon.

ASK THE ROOM

Which proof matters most to you: analysis specificity, member usability, privacy controls, or church-level insight?

LIVE MOVE

Use fictional or consented demonstration data. Keep a backup PDF and screenshots ready in case the internet is unavailable.

BRIDGE

Now the audience can choose a plan based on the job they need done.

SLIDE 25 / 27

Buy the job you need - not the biggest package.

TIMING	PURPOSE
1:45	Clarify plan fit and reduce fear of an oversized commitment.

SAY IT

An individual can use private Salt & Light formation for \$9.99 monthly or \$80 annually. A family or accountability group can sponsor up to six accounts for \$19.99 monthly or \$149.99 annually. Preacher Pro serves one preacher with sermon analysis, studio, classroom, and one Salt & Light account. Preacher Pro plus Family adds household formation seats.

Whole Church is scoped around active members, preacher seats, care workflows, onboarding, and support. The point is not to push every prospect upward. The point is to match the plan to the real job and preserve separate access for each person.

Self-service plans include a thirty-day trial. A church conversation should define pilot scope, success measures, roles, and safeguards before final pricing.

ASK THE ROOM

Are you solving for one person, one household, one preacher, or a connected church system?

BRIDGE

With fit established, the close becomes a decision about the next honest step.

SLIDE 26 / 27

The decision is not 'buy everything.' It is 'test the bridge.'

TIMING	PURPOSE
2:00	Use small agreements and a responsible choice architecture.

SAY IT

If you agree that Sunday truth faces weekday pressure, that agreement leads to a second question: is your current follow-through system reliable enough? If not, the third question is whether this platform is worth testing with a real sermon and a willing pilot group.

The next step can be small. Open the analysis demo. Analyze one sermon. Invite one family. Define one ninety-day church pilot. Each step should produce evidence before the commitment grows.

I am not asking you to trust a promise you cannot inspect. I am asking you to identify the gap, examine the safeguards, see the workflow, and choose the smallest next step that can prove or disprove the value.

ASK THE ROOM

Which next step gives you enough evidence without asking you to take more risk than necessary?

BRIDGE

I will close where we began: with what happens after the sermon ends.

SLIDE 27 / 27

Do not preach less. Help truth live longer.

TIMING	PURPOSE
2:00	Close with vision, choice, and a direct call to action.

SAY IT

The church already has truth, prayer, gifted people, lived wisdom, and a mission. What is often missing is a reliable system that carries the sermon into the moment of pressure, turns intention into practice, makes reflection honest, brings the right human closer, and lets what the church is learning strengthen the next sermon.

Sermon Analyzer tells the preacher the truth about the work. Salt & Light helps the member tell the truth about the day. Consent protects the person. Care turns data back into relationship. The sermon studio helps the next message become more specific to the life the congregation is actually living.

Do not preach less. Build the bridge that helps truth live longer. Let us choose one real sermon, one real formation problem, and one responsible next step today.

ASK THE ROOM

Shall we begin with the sermon demo, the Salt & Light week, or a conversation about a ninety-day church pilot?

BRIDGE

Stop speaking. Let the decision-maker answer.

Objection field guide

Welcome objections. They identify the missing proof, safeguard, value, urgency, desire, or trust. Answer the real concern and finish with a discovery question rather than a debate.

OBJECTION 01

"We already have a church app."

That may solve communication, giving, media, or scheduling. The question is whether it connects exact sermon content to a rehearsed daily practice, private reflection, consent-based care, and a privacy-safe next-sermon brief. If your current system does that well, integration may be smarter than replacement.

OBJECTION 02

"AI should not disciple people."

Agreed. AI should organize evidence, ask structured questions, and suggest a practice within strict safeguards. Scripture, conscience, community, pastoral judgment, professional care, and the person's agency remain primary.

OBJECTION 03

"Members will not complete deep onboarding."

The profile is intentionally deep because generic input produces generic coaching. Members can save and return, see why each section matters, and begin receiving limited value before every optional section is complete.

OBJECTION 04

"This feels like surveillance."

It would be surveillance if roles created blanket access. They do not. Private data remains private; sharing is scoped, explicit, revocable, auditable, and limited to the least information necessary.

OBJECTION 05

"We do not have time to implement another system."

Then the pilot must be smaller. Choose one theme, one group, one preacher, one care leader, and three success measures. If the platform does not reduce fragmentation or improve follow-through, do not expand it.

OBJECTION 06

"How can you prove behavior change?"

We can measure observable practice attempts, reflection rhythm, repairs, task follow-through, care response, sermon specificity, and member-reported usefulness. We cannot claim to measure the soul or guarantee transformation.

Closing checklist

- 1. Ask which problem matters most before discussing the plan.
- 2. Confirm who owns the decision, who will use the system, and who must trust the privacy model.
- 3. Choose one next step: demo, one-sermon analysis, family trial, or ninety-day church pilot.
- 4. Set a date and owner for the next step before the meeting ends.
- 5. Send the deck, the companion guide, the selected demo links, and a written summary of safeguards and success measures.

FINAL DISCIPLINE

After asking the closing question, stop speaking. Let the decision-maker answer. Clarify the next step, owner, and date before the meeting ends.

Evidence and source notes

Religious participation: Pew Research Center, Religious service attendance and congregational involvement, February 26, 2025.
<https://www.pewresearch.org/religion/2025/02/26/religious-attendance-and-congregational-involvement/>

Social connection: U.S. Department of Health and Human Services, Social Connection resources and fact cards.
<https://www.hhs.gov/surgeongeneral/reports-and-publications/connection/index.html>

Implementation intentions: Gollwitzer and Sheeran, Implementation Intentions and Goal Achievement: A Meta-analysis of Effects and Processes.
[https://doi.org/10.1016/S0065-2601\(06\)38002-1](https://doi.org/10.1016/S0065-2601(06)38002-1)

Progress monitoring: Harkin et al., Does Monitoring Goal Progress Promote Goal Attainment? A Meta-analysis of the Experimental Evidence.
<https://pubmed.ncbi.nlm.nih.gov/26479070/>

Consultative sales architecture: Ziglar, Five Basic Obstacles and Ziglar Sales Success System. Principles used: need discovery, trust, value alignment, objection navigation, small agreements, and a natural close.
<https://www.ziglar.com/quotes/5-basic-obstacles/>

The 39-hour sermon figure is illustrative math: 52 Sundays multiplied by 45 minutes. It is not presented as a measured national average. Product touchpoint calculations are capacity scenarios, not guaranteed behavior-change outcomes.