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Developing the HB System for Evangelism

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3/6/79

DEVELOPING THE HB SYSTEM FOR EVANGELISM

The system is the series of communications, experiences, relationships that are necessary to take a person from the level of their perceived needs to acceptance of the Christian message and on-going growth in a fellowship.

- 1. Outline preliminary version of this series of communications.
- 2. Working from existing XXXX A/T life course...produce a rough scripts and have LBS record.
- 3. Provide LBS with speaking epportunities to combine manks popular helping materials with the flow of the outlined objectives.
- 4. Each communication while giving practical significant help wilk at the same time move a person step by step closer to wom an intelligent decision about changing his life.
- 5. A person going through this system of communications should be viewed by us and them as a single process. The helping and the followup teaching are all of one piece.
- 6. A This will help us to start positioning the experience as a whole. If you attend sessions here's what it'll do for you. Must sell the benefit of the whole package rather than grabbing people here and there for specific topics. It may be that after the restructuring that more topics will be covered each night. A rapid-fire ranging over the problems and possibilities of overyday life.
- 7. This new approach and positioning calls for a new name for this experience. It needs to carry a strong benefit.
- 8. As a result of #3 recording LBS in special speaking situations we should be able to develop an exciting RXX A/T system.
- 9. AXXMAKNXMAXXMAXXXMEXAX XMAXMAXXXXMAMMAXX We will take this XXX A/T system through a series of evaluations and to see if it is achieving the stated objectives.
- 10. Greg Ress and, The Lowell Group, Tem D. wikk and others can help with the evaluation and construction of an effective A/T system.
- 11. During the time we are developing the A/T system we will be screen testing some film translations of this material.
- 12. When the A/T system reaches proved capability we will be ready to translate this process to film.

- 13. Before we even begin the development of the A/T system we need to outline a production schedule that carries the project through all the way to the filming.
- 14. Even though we are menths away from filming need to centact A/V agency to get a concept of production costs so we can do budget and to get some concept of capabilities, what final product might look like.

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- 15. Need to determine what elective materials i.e. existence of God etc. that will supplement the flow of outline in#1. Farm out these assignments imms as soon as we can get clarity on what we need.
- 16. HB SYSTEM POSSIBLE APPLICATIONS
 - a. LBB personal appearanne + film+ relationship process=DC
 - b. dm + cable+print workbeeks+relationship process=DC
 - c. advertising+film series+relationship process=DC
 - d. personal selling +in home film presentation+relationship process=DC
- 17. As this whele process unfelds need to at the same time be developing materials to train people for using the system in xxxx its various applications.