



In the following guide you will find the foundational steps necessary to create a FULL SPIRIT Magazine operation in your own community. Our goal was to offer you a program that will:

- Present a powerful Christian message to your community
- Connect with your targeted outreach group
- Raise funds for local ministries
- Offer local businesses (especially Christian businesses) affordable advertising options and an opportunity to proclaim their faith
- Provide you, the local operator, with a sustainable income so you can focus on this ministry work

The purpose of this handout is to:

- Clearly define everyone's role in this publishing ministry
- Explain the costs and breakdown of fees
- Show how to set-up and manage a FULL SPIRIT Magazine operation
- Present FULL SPIRITS Magazine' policies and guidelines

HISTORY OF FULL SPIRIT

It began a few years ago as a single idea. Through daily prayer and the perseverance that can only come from someone called by God that idea grew rapidly. Today we are an entire team of award-winning writers, talented designers, experienced leaders, and dedicated volunteers.

We are still growing and evolving and you are invited to share in this process.

FULL SPIRIT Magazine is a non-profit corporation registered in Florida with 501 © 3 status pending.



WELCOME LETTER FROM FULL SPIRIT

Hello:

If the past few years are any indication, you are about to begin a program that will have a tremendous impact on your community.

While this overall Magazine concept is new as a whole, the individual components are tried and tested. FULL SPIRIT Magazine has brought together a team of experts in all these components for one main purpose. To share God's message of love and salvation through Christ.

Our approach is simple. God loves us and all things done in that Spirit of Love are blessed and will ultimately lead to us closer to God. All aspects of this Magazine are done in that same loving spirit... and with the faith that this loving approach leads to the best for all involved.

You are key to the success of this ministry. Locally your efforts can help lead more people to God. As a whole our loving efforts can help change the lives of many suffering souls.

We are committed to staying on task with our very straight-forward approach. Positive, uplifting messages of God's love that are shared in a personal and poignant manner are what we are all about. Questions of doctrine, policy, apologetics, exegesis, and homiletics are not what we are here for. God loves all of us... a personal relationship with Him will change your life for the better. That is our single-minded message.

We are here to share and testify how God can heal people and transform lives.

You will make your own issues of FULL SPIRIT Magazine unique and personal. It will have your flavor and flair. Yet this central message will remain consistent in every issue printed in every location.

This Magazine can help you raise significant funds, help fill church pews, help your community learn more about local Magazine, help grow businesses and revive an economy, and give people a wonderful way to serve and share their gifts. These are all blessings we embrace with gratitude. However, it is our intent and our prayer that we never lose sight of our central mission. We are here to share that core message of God's love with as many as possible.

We are led to those God wants us to meet... we find the resources God needs for us to have...and we understand things as God reveals them to us. Thus we know that your being here is by design. To us you are not just another member of our growing ministry. You ARE our ministry.

Welcome to the FULL SPIRIT Community.

Eric Myers
Executive Director
FULL SPIRIT Magazine

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MISSION STATEMENT

*We believe that the vision and mission of **Full Spirit Magazine** comes from God's written word. The sole purpose of this magazine is to be an instrument of God to share the Truth found in the 66 Books of the Old and New Testament.*

We believe that the Bible was inspired by Holy Spirit and that it is the supreme and final authority on all matters on which it speaks.

*The central mission of **Full Spirit** is to communicate that message in the way that God leads us. In particular we seek to show how God heals and transforms lives.*

We believe that God knows the heart of every individual. Those who truly seek a relationship with Jesus Christ will find Him. We believe that those seeking to heal emotional wounds, fix troubled relationships, and come to terms with difficulties in life will find the answers they seek through a relationship with the Lord.



CORE STAFF

Executive Director

The Executive Director is a position within FULL SPIRIT Magazine established to function and the primary executive such as a CEO. The Executive Director is expected to have a broad and comprehensive knowledge of all matters related to the publication business of FULL SPIRIT, as well as the spiritual vision required to steer this ministry into the future. The person in charge will have the core-competencies of every business-executive, but in addition will seek the guidance of Spirit when developing the visionary ideas that will move FULL SPIRIT Magazine forward.

All activities involving the gathering, editing, presentation, theme, scope and message of FULL SPIRIT Magazine shall fall under the direct authority of the Executive Director. The Executive Director shall oversee all functions such as reviewing submission, selecting articles, editing content, creating themes for issues, gathering works for further development into publishable material such as books, scripts, sermons, and lessons.

Creative Director

The job entails overseeing all aspects of magazine layout and design as well as branding and marketing. The goal is to not only create a consistent "look" and professional "image" but to make sure that the visual message of FULL SPIRIT Magazine is consistent with our therapeutic and spiritual content.

The Creative Director is responsible for the design, vision and direction of the publication, which is a different role than that of a Graphic Designer or Art Director. The Creative Director is to be the final decision maker in all artistic areas.

The Creative Director is ultimately responsible for the quality of the final creative work of each FULL SPIRIT issue.

Local Operations Manager

This is a general overview of YOUR job description. The core duty of the Local Operations Manager is to facilitate the success management of a local FULL SPIRIT Magazine operation in his or her own community..

Responsibilities include:

- Elaborate upon and personalize business development plans to best suit the local operation Design and implement processes to support the growth of a local publication
- Establish and maintain productive relationships with all businesses and vendors that support the mission of FULL SPIRIT
- Facilitate business growth by working together with clients as well as business partners (churches, non-profit organizations, mission groups, other local ministries, marketing and advertising businesses, charity projects, media outlets, professional associations, etc.)
- Act as a contact point and representative for the sales of advertising to local businesses
- Coordinate the creation and submission of personalize content such as advertising, local photos, and articles submitted by local writers

OVERVIEW OF SERVICES PROVIDED

We publish a faith-based Magazine that deals with mental health issues from a Christian perspective. We gather high-quality content from all over the world from professional writers who support the mission and desire to share their message with our readers. We present those materials to you quarterly in a magazine that is professionally designed and that is organized both spiritually and visually to have the most appeal and impact for our readers.

The mission of presenting this publication to your community is yours. It is possible to reach your community in a number of ways. The most effective way we have found is to talk directly with church leaders. You are not meeting with them to ask for something. Rather you are creating mutually supportive relationships. FULL SPIRIT Magazine can provide each church with an excellent way of reaching a large audience. Church leaders may wish to provide an article to include in your local issue. Or they may wish to publish their own advertisement. Both articles and advertisements are offered to each church free of charge.

In exchange we ask that each church community help share FULL SPIRIT Magazine with their congregation.

FULL SPIRIT Magazine can further support that local church. Every time someone from their congregation buys an ad in FULL SPIRIT Magazine, 20% of that ad fee will go directly to their home church.

That church is able to bring additional funds to support their own ministry. This mutual support is very dynamic and positive and is a wonderful way to share FULL SPIRIT and build successful relationships.

Area businesses are eager to buy ads in FULL SPIRIT Magazine for four reasons:

- Their ad will reach a large population of Christians (typically with a mid to upper income demographic)
- Their ad will be supporting several worthy causes including their home church
- The ad rates are typically much lower of what any other local professional publication would charge
- And perhaps most compelling their ad will allow that business to Proclaim that they belong to God and that they support the values and principles presented in each issue

As businesses in your community learn of this affordable advertising option they will reach out to you and filling your ad pages will be rather simple. To help develop this public awareness FULL SPIRIT Magazine can help you with initial promotions in order to offer your issue the greatest chance for success.

FULL SPIRIT Magazine can assist with setting up contacts with direct mail, radio, local television channels, billboards, newspapers, yellow pages, internet search engine optimization and banner ads, websites, networking with Christian groups, customer referrals, press releases, Better Business Bureau, Chamber Of Commerce, team sponsorships, and community service events.

FULL SPIRIT Magazine will provide you with all the material needed to create a Magazine. Once we have all the ads sold by your church placed in the Magazine we will create a professional, attractive, and uplifting Magazine. We then send that to a centrally located, national printer to be produced. The printer will drop ship the Magazine directly to you for distribution. Or, if you prefer, we will arraign to have the Magazines shipped to a publication distributor in your area.

We can ensure that your version of FULL SPIRIT will be available in convenience stores, grocery stores, malls, and major places where Magazines are displayed.

We can also help set up a distribution network so that your version of the Magazine can be seen in hospitals, doctor's offices, funeral homes, hospices, senior centers, shelters, rehab centers, lawyers offices, and bus stations. Wherever people are in need of a positive message, they can find FULL SPIRIT Magazine. This can be a very effective form of outreach.

OPERATIONS AREA

As a **Local Operations Manager** you will have the security of operating exclusively in your own community. No other organization will be permitted to operate a FULL SPIRIT Magazine in your area. Of course, partnerships that you design are allowed and encouraged.

Each area is defined as a demographic population of no less than 100,000. The geographic boundaries of your area can be set by zip code territories, streets, county boundaries, neighborhoods, subdivisions, or mile radius from a center. This territory will be set by written agreement.

We also seek to reach as diverse a demographic as possible in categories such as age, race, income, and culture.

FULL SPIRIT Magazine will as much as possible allow each local publisher to define their own area. FULL SPIRIT Magazine will only intervene in cases of territory overlap in order to define disputed territories more clearly or fairly. This will be handled through prayer and discussions among all member involved.

REQUIREMENTS

There will be no religious or doctrinal criteria to work with FULL SPIRIT Magazine. We are non-denominational Christian organization.

That being said we have noticed that there are some churches that have certain features that lend themselves well to working with a FULL SPIRIT Magazine publication.

A church will do well to have several eager and dedicated volunteers in its congregation that have an interest in working with a Christian publication.

Churches interested in more dynamic forms of outreach such as a local television show, hosting entertainment events, and other creative venues might find working with a Magazine a bit more of a comfortable “fit” for them.

Larger churches may have a larger supply of eager volunteers. However, smaller churches might benefit more greatly from using this powerful media tool for their outreach. We have found that with FULL SPIRIT Magazine a smaller church community now has the means to do outreach the same as larger church communities.

Regardless of church denomination, size, demographics, or preference for mass media tools... FULL SPIRIT Magazine can be a great asset to any church.

INITIAL TRAINING

Presenting FULL SPIRIT Magazine to your community takes a bit of preparation. FULL SPIRIT will provide graphic materials for flyers, local advertising, handouts, and to include in church bulletins.

We know that the best training is through personal sharing. We make every effort to have a representative of FULL SPIRIT Magazine visit you and work alongside you as you present to your local community. One of our staff or a volunteer from a FULL SPIRIT program in a nearby community will come to you and meet with you one-on-one to explain the program in detail and to answer all questions.



ONGOING TRAINING AND SUPPORT

FULL SPIRIT Magazine is committed to providing ongoing support and feedback to each local publication through regular phone calls, email correspondence, and through online web meetings.

Each year the FULL SPIRIT MINISTRY Community will gather to share, learn, discuss and grow together. We would love for at least one representative from your operation to attend and we encourage your volunteers, artists, and writers to attend as well. FULL SPIRIT Magazine agrees to pay the registration for at least ONE (1) participant. FULL SPIRIT agrees to host and fund all conference activities and events as well as provide a venue with convenient lodging.

Our goal is to make this process as easy as possible for you. Running a Magazine can be a time consuming operation. We are here to support you and work with you through all phases of production.



TIMELINE

We have broken down the operations of FULL SPIRIT into small and easy to manage segments. The idea is to spread out the process so that there are no overwhelming projects and that nothing must be done with a time crunch.

Here is a sample of the process broken down into simple steps.

A Three Months before Printing (Pre-Planning)

- ❖ Define Outreach – What demographic do you want to reach and which locations are best to concentrate your efforts.
- ❖ Set Ad Prices and financial goals
- ❖ Organize Office
 - Phone
 - Billing Process
 - Bank Accounts
 - Record Keeping
 - Training and Office Space Needs
- ❖ Present to Churches and Congregations
 - Call for Volunteers, Writers, Artists, Business Leaders in each Congregation
 - Training of Volunteers
 - What is FULL SPIRIT
 - Our Mission and Goals
 - What it Means for their Church
 - The Goals
 - The Timeline
 - Brainstorm Marketing Strategy
 - Training for Writers
 - Submission Guidelines
 - The editing process
 - Training for Artists
 - Graphic Designers for Local Ads
 - Photographers to take church shots
 - Communicate with Business Leaders in Church

- Reasons to Advertise with FULL SPIRIT
- Mentoring and Consulting

Two Months before Printing

- ❖ Organize Outreach Efforts
 - Sales Blitz to hit businesses
 - Other Marketing Techniques to attract even more supporters

One Month Prior to Going to Print

- ❖ Finalize and Confirm
 - Proofs of Ads to Businesses
 - Edits and Rewrites for all Articles
 - All Ad Revenues Collected

Two weeks prior to print

- ❖ Last Details
 - Deadline for all Articles and all ads
 - Single Payment Made to FULL SPIRIT to cover Artists, Writers, and Printing

One Week Prior to Print

- ❖ PDF Version of Issue Available for Approval
 - Present to Church Leadership and FULL SPIRIT Staff

Send to Printer

- ❖ Organize Magazine Distribution
 - Gather List of Drop-off Locations
 - Businesses that agreed to help distribute
 - Distribution Volunteers

Two Weeks after Distribution

- ❖ Prepare for the Upcoming Issue
 - Feedback reports from advertisers
 - "Debriefing" with volunteers and church leaders
 - Adjust plans, schedules, and procedures



MARKETING

As this is also an excellent tool for outreach you will naturally want to share this publication with as many people and organizations as possible. Each person that reads a copy of FULL SPIRIT is important to our growth and success.

Obvious places to share your issue of FULL SPIRIT would be churches and Christian organizations. Of course, you will want to pray and strategize where you wish to distribute FULL SPIRIT in your community. Here are a few suggestions to get those discussions started. It is in no way a comprehensive list just a nice starting point to help you develop your own outreach strategy.

- Ads in your local newspaper. A very affordable medium. Tell people how they can get their copy of FULL SPIRIT and let businesses know how affordable advertising in FULL SPIRIT is.
- Local Radio Spots. Many Christian radio stations would be happy to exchange free airtime for a free ad.
- Using church mailing lists and newsletters. Ask each person who gets that email to forward the message. Viral communication is very effective.
- A Referral Program is an excellent ways to get businesses to help in your efforts. Offer discounts to businesses that make a successful referral.
- Chamber of Commerce will often allow organizations to attend their networking meetings for free.
- Local Cable companies offer free Spots to support community events such as this
- Links on Church Websites

OVERVIEW OF YOUR RESPONSIBILITIES

You have been invited to publish a local version of FULL SPIRIT Magazine in your own exclusive area.

FULL SPIRIT will grant you permission to use FULL SPIRIT Magazine in your area.

Your responsibilities as a local FULL SPIRIT publisher would be to pay the membership fee of \$1,000 per issue. FULL SPIRIT Magazine is a quarterly publication thus the membership fee would be \$4,000 annually. You are also responsible for the expenses involved in creating that local publication.

You can sell ad space in each issue to generate revenues. Twenty percent of all funds raised is to be donated to the churches you have partnered with.

FULL SPIRIT operational expenses are broken down as follows. These include payments to writers, fee for graphic design, any costs involved in distribution of the Magazine, local promotion, office overhead, and printing. All profits are yours.

FULL SPIRIT will provide all articles and content. You have the option of having two pages set aside for content from local sources.

FULL SPIRIT Magazine is printed as 32 page publication. Ad materials shall not exceed 50% of total Magazine area.

Ads that promote nudity, alcohol, tobacco, Multi-Level-Marketing, non-scientifically verified products, tattoo and piercing parlors, divorce lawyers, pawn shops, and "Work-from-home" opportunities or that promote businesses that engage in those mentioned are not allowed. Any ad that may damage the reputation and image of FULL SPIRIT Magazine will not be permitted in the publication. FULL SPIRIT Magazine reserves the right to disallow any advertisement.

Thus 16 pages are content pages and 16 pages are for ads. Two content pages are offered to use as you see fit; though material will be provided for you by FULL SPIRIT Magazine if you wish.

FULL SPIRIT Magazine is a quarterly publication. Publication deadlines are set currently as February 15th, May 15th, August 15th, and November 15th. All materials must be submitted by these established deadlines in order to meet printing requirements.

STANDARD OPERATING PROCEDURES

As you read through this manual, you will begin to understand the importance of developing a set of standard operating procedures. A key factor in building a successful FULL SPIRIT Magazine publication is standardization. Regardless of your location and individual Christian message, standardization ensures that all FULL SPIRIT Magazine readers will find consistency in each issue.

FEES / SUGGESTED PRICES

The fees that would be your responsibility are printing, distribution, writers, graphic design and the FULL SPIRIT MAGAZINE membership fee.

Printing fee is based on 20,000 copies of a 32 page, four-color Magazine printed on quality Magazine stock. Printing includes shipping to your area which will vary a bit depending on which part of the country you are located. The approximate cost for printing and shipping is \$5000.

Distribution is handled through a local company that FULL SPIRIT Magazine will help you establish. This is a business expense. There is a fee paid to have FULL SPIRIT Magazine stocked on shelves at

places like convenient stores, grocery stores, malls etc. The average price for this service is \$600 per month, or \$1800 per quarter. Volunteers can also distribute your Magazine.

Our writers are paid a professional level salary. However, each church that benefits from their award-winning articles only has to cover their small portion. Each writer receives \$100 from each local publication. There are usually 6 to 8 full articles in each FULL SPIRIT issue. The portion your operation would pay would average \$700.

Development of local ads in your publication can be done either by one of your local graphic designers or through the FULL SPIRIT Magazine graphic design staff. It is suggested that you talk with different churches about locating a graphic designer. Many churches like the idea of being able to hire someone from their own congregation. FULL SPIRIT Magazine can also connect you with several extremely talented graphic artists.

The fee for the graphic designer averages \$25 per ad designed. Most businesses usually have an ad used in other publications already on file. There would be fee for importing their graphic into the FULL SPIRIT Magazine layout. The average total paid to a graphic designer to handle the creation of local ads is \$1000.

There is also a fee for the Art Director. This person also receives a professional level salary. Like the writers, this position is also paid in small portions by each local operation. This fee has been estimated to be \$1500 per issue.

Each local operation is allowed to set their own fees for advertising. FULL SPIRIT Magazine will work extensively with you to provide expert guidance that will help you determine the best ad rates for your local issue.

The average rate for a full page in FULL SPIRIT Magazine is \$1600. This price may vary based on the average cost of advertising in other publications in your area. Since there are 15 pages of ad in each issue then the average amount of revenues generated is \$24,000. You may want to offer other Christian groups a discount for their ad. You may also consider offering discounts for other things like signing an annual contract, or for making a referral to another business, for example. Prices are yours to determine and adjust as you feel best.

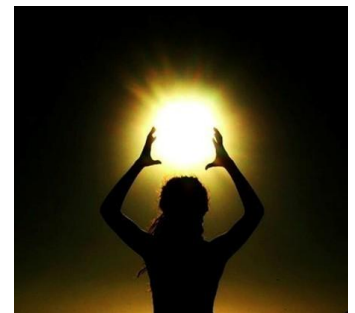
The numbers break down very simply:

Magazine Pages	32
Printing Costs for 20K copies (shipping included)	\$5,000
Writer's Fees	\$700
Local Distribution Fee	\$1800
Full Spirit Fee	\$1000
Local Ad Design	\$1000
Art Director	\$1500
20% to Local Ministries	\$4800
Total Expenses	\$15,800

Number of advertising pages	15
Total Revenue at \$1600 per page	\$24,000
Revenue minus Expenses (Profit per Issue)	\$8,200

A typical operation with these standardized costs and ad rates could profit an average of \$8,200 per quarter. That means there is the potential to raise approximately \$32,800 annually with the support of FULL SPIRIT Magazine.

DISCLAIMER: This handout is intended as a guideline for operating a FULL SPIRIT Magazine publication. Each topic covered is based on the best information available. It is in no way a guarantee of success, nor intended to be a contractual obligation that binds FULL SPIRIT Magazine. FULL SPIRIT Magazine is committed to your success and to that end will make every effort to assist you in reaching your goals and utilizing this program to maximum benefit. However, FULL SPIRIT Magazine can offer no promises of results.



SETTING UP YOUR FACILITY

Running a local Magazine can be rather involved. There are frequent calls to area businesses; lots of creative work; reports and forms that need to be prepared; and records to maintain. An office space that is dedicated to the operation of your FULL SPIRIT Magazine is highly recommended. A home office that has an internet connection and secured filing cabinets will do nicely. Ideally an office dedicated phone number would simplify phone messages and provide a central location to make and receive calls. The only outside space that would be needed would be occasional meeting space for volunteers to meet and train.

REPORTS AND SURVEYS

You will be asked to submit an annual report to the main office of FULL SPIRIT Magazine that documents the following: Amounts collected in ad revenues per issue; amount spent in promotion of the Magazine locally; discounts offered to businesses; and a list of "best practices" that highlights any method, technique or strategy that helped your Magazine flourish. We encourage each operation to also hand out Customer Satisfaction Surveys. These can be formal or informal and utilize simple techniques such as randomly calling businesses and asking for feedback, or requesting that all advertisers fill out an online survey. This information will be disseminated and reported to all at each annual convention so that we can learn and grow as a community.

REFUND REQUESTS

When a business in your community buys an ad they are really agreeing to support local Magazine financially. They didn't just purchase a service, but have contributed to operations that will help change lives. If a business is not satisfied with something about their ad and request a refund it is the Policy of FULL SPIRIT Magazine that there will not be a refund. We cannot in good conscience take money away from needed programs to give back to the dissatisfied client. However, we also must be sensitive to the needs of the businesses and acknowledge that their generosity is what makes this entire program function.

In addition to an apology and our dedication to resolve any issue that business may have, FULL SPIRIT Magazine will offer to any dissatisfied client a free ad to run the following issue. This ad will not be counted as part of the 16 pages dedicated to ads. Rather it will be added to the 16 pages of content. This is a way to accommodate the concerns of the client while not effecting revenues.

HR POLICIES

Volunteers, artists and staff that work on your issue of FULL SPIRIT Magazine are not considered FULL SPIRIT Magazine employees. A partnership was created with your organization. You will be governed by all the relevant local, state, and federal HR laws, policies, guidelines, and procedures.

