



THE TWO YEAR BATTLE PLAN

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ZOWEH 2-YEAR BATTLE PLAN

Equipping and Encouraging Hearts in the Battle and For the Journey

It was former heavyweight boxing champion Mike Tyson who once said, “Everyone has a plan until they get punched in the mouth.” This outline is meant for a conversation with one of the Zoweh Guide Team members who are veterans in the battle for men’s hearts. This battle plan/strategy is meant to be just that: an outline that needs a conversation, explanation, and prayer.

With any “plan” there are specific variables to every situation. That is why there are no One-Size-Fits-All battle plans. Everything that *can* be considered *must* be considered to the best of your ability, all the while keeping the goal of the mission in front of you. The Goal is freedom for the hearts of men.

Through a guided journey of *Awareness, Healing, Training, and Glory*, we aspire to see men become Oriented and go deep in their friendship with God and each other. This is how they will become *free*. The danger is approaching this “battle plan” academically. There is very little academic about it.

IF you are going to go after the hearts of men, you will be punched in the mouth. We have an enemy that would rather we didn’t. So the first question before looking at a proposal of “How” might best be, “Are you sure you want to do this?” With that question answered and a wonderful naivety to fuel us forward, I submit this for your consideration.

4 MONTHS OUT: PREPARING YOUR HEARTS

- The First Two Months: *all prep work - getting the word out, and seeing who your Guide Team will be*
- Bring The Core Guide Team Together - download *The Heart of a Warrior Leader’s Guide*
pray, anoint, dedicate, and commission ... establish the “Why” of the mission. Download the Zoweh Daily Prayer and adopt it to your situation.

1 MONTH OUT: PERIOD OF INTRODUCTION, INVITATION, AND PROMOTION

- Email/connect with the Zoweh Team
- Personal Invitations by email or text
- Gather names & emails, create a database
- The Heart of a Warrior Promotional Video*
- Share/communicate these Validating Stats and Distribution (as of September, 2018) of *The Heart of a Warrior* materials for marketing. Remember, you are “selling the mission” to the men:

Website.....www.heartofawarriorbook.com
YouVersion Bible App.....100,000 subscribers
Right Now Media.....7,000 subscribers
Exploring More Podcast.....5,400 subscribers (and counting!)

- Make these free downloads from www.zoweh.org available to the men you are inviting and recruiting:

The Biblical Theology of the Heart
The Heart of a Warrior 14-Day Devotionals
The Zoweh Daily Prayer
A FREE Chapter from The Heart of a Warrior

- The Heart of a Warrior book is also available as Audio and Kindle ebook.*
- STRATEGIC ACTION:** Request the *2 Realms Video* for a two week orientation. Also get the *2 Realm Maps* to give to the men. This is a great way to start slowly and begin orientation before the men report on *The Heart of a Warrior* and the *Journal Workbook*.
- STRATEGIC ACTION:** Facetime call with Michael Thompson and the Zoweh Team to encourage your troops, give face and voice to your mission, and encourage the men on their journey.

START THE EXPEDITION: 4-6 MONTHS

- We suggest the first two weeks are Orientation:
 - WHERE** we're going and **WHY** we're going there. Use this orientation time to anoint, dedicate, and commission.
- STRATEGIC ACTION:** Use *Right Now Media* or *The Heart of a Warrior Expedition* DVDs
- We highly suggest two weeks per chapter of *The Heart of a Warrior*
 - At the least, the leader should have* The Heart of a Warrior Journal Workbook. It is preferable if all the men have a copy.
- STRATEGIC ACTION:** Every third week, have a man tell his story for 30 minutes. Knowing/being known are key elements to the friendships the men are building, and the freedom they are seeking.
- STRATEGIC ACTION:** Consider a day retreat or an evening fire pit. It is crucial the men spend time together more than just at the weekly gathering.

HEART OF A WARRIOR ENCOUNTER WEEKEND: MISSION CRITICAL

- Share your vision through *The Heart of a Warrior Encounter* Promotional Video via email to your troops or at your weekly gathering.
- Use the few weeks after the *Encounter* for men to debriefing: 3-4 hours' worth of men sharing their "What Happened to Me" stories

WHAT'S NEXT? CRITICAL STEPS TO CONTINUING THE ADVENTURE

- Take a second pass through *The Heart of a Warrior*, with new men being led by veterans of the journey. Teaching is learning!

FOR THE NEXT 18 MONTHS AFTER THE ENCOUNTER WEEKEND

- We recommend you pick three of the books from the list below to study during the 18 months following the *Heart of a Warrior Encounter Weekend*.

Galatians..... Tim Keller
Fathered By God..... John Eldredge
Fathered By God YouVersion Bible App..... Michael Thompson
The Gospel of John..... The Bible
Hearing God..... Dallas Willard
Beautiful Outflow..... John Eldredge
It's Your Call..... Gary Barkalow
2 Realms 2 Kingdoms..... Zoweh Map

The goal of these 2-plus years is intimacy, oneness, and connectedness with God AND one another. This is a battle plan for Friendship with God and Friendship of Men.

The biggest challenge is seeing what the enemy is doing and exposing their plans. This is a man-to-man challenge. Men will disappear ... how will you go after them? Men will dominate ... how will you help them quiet down? Men will hide ... how will you help them come out from the shadows? The goal cannot be to get through material. We have all sat through classes and come out the other side of a semester now knowing any of the 10 or 100 other hearts that were in that room.

The Leader's Guide has much more to say on all of this; I recommend you download it as soon as possible. Blessings and Courage to you, friend. You have bitten off more than you can chew, and that makes this a God-thing, not a ministry thing.

