

Suggested SermonView Ad Script

The Approach:

The leads that you're getting from the SermonView online ads responded to an offer of free Bible studies. The ads were of a more neutral type, not ideal for prophecy studies (although some might be interested in prophecy). They would probably respond best to a short and caring conversation that gets them the promised Bible studies.

You can first offer them the Bible study lessons/guides (either my mail or email), then let them know that you'll be in touch. Some will be ready for a personal Bible study coach/tutor, while for others you would let them know you'll be in touch periodically to pray with them and be available to answer any questions (a personal Bible study can be offered later when they're ready).

Scripts:

Here are the recommended scripts depending on your approach method (email, text, or phone call):

EMAIL:

Hello ____ (their name),

My name is _____ (your name), I am a volunteer with My Free Bible Study. Recently you signed up for free Bible studies and I am reaching out to set that up for you.

I can either mail or email you the lessons. Which would you prefer?

I am also a personal Bible coach, so I can be available for any questions and can review any of the Bible studies with you as needed.

Also what are some of your prayer requests so I can pray for you more specifically?

I look forward to hearing from you. You can also call/text me at _____ (your number).

Blessings,

(your name)

Personal Bible Coach

My Free Bible Study

TEXT AFTER AN EMAIL HAS BEEN SENT:

Hi ____ (their name). My name is ____ (your name) with My Free Bible Study. I wanted to let you know that I emailed you today with information about your request. If you prefer, we can text or talk on the phone about your options.

TEXT ONLY:

Hi ____ (their name). My name is _____ (your name), I am a volunteer with My Free Bible Study. I am reaching out in response to your request for free Bible studies and I am contacting you to set that up. I can either mail or email you the Bible lessons. Which would you prefer?

(wait for them to text back)

Your 2nd text:

Ok great, I'll get those to you right away. What are some of your prayer requests so I can pray for you more specifically?

(wait for them to text back)

Your 3rd text:

Thank you for sharing, I'll be praying for you. I am also a personal Bible coach, so I can be available for any questions and can help with any of the Bible studies as needed. I'll send you the lessons right away, and we'll be in touch.

PHONE:

Hi ____ (name),

My name is ____ (your name), a volunteer with My free Bible Study.

Recently you responded to our free Bible study offer, and I am calling to get you started on your Bible studies. I can either mail or email you the lessons, which would you prefer? (wait for short response)

Great. I am also a personal Bible coach, and I'll check in with you periodically to see if you have any questions. We can even review them together over the phone.

Before I go, I was wondering if you have any prayer requests that I can pray for. (Wait for response and short conversation). Is it ok if we pray right now? (Pray).

I will text you my contact information so that you can keep in touch as needed.

God bless and I'll get these lessons to you right away.

(then text them you contact info)

VOICEMAIL (only after a couple of attempts of calling or texting):

Hi ____ (their name) , my name is ____ (your name), I am a volunteer with My Free Bible Study. You recently requested a free Bible study and I was calling to set that up for you. Please contact me at ____ (your number), you can also text me if it's easier.