

MESSAGE → MOVEMENT MASTERCLASS

Comprehensive Study Guide

Learn • Reflect • Apply • Transform

This study guide is designed to help you deeply engage with each module, retain key concepts, and apply what you learn.

DIGITAL MINISTRY LAB

with Roosevelt Moss



How to Use This Study Guide

This study guide is your companion for deep learning. While the course workbook focuses on templates and action steps, this guide helps you understand, reflect, and internalize the principles behind the system.

For Each Module, You'll Find:

Learning Objectives — What you should know and be able to do

-  Key Concepts — Core ideas and definitions to remember
-  Notes Section — Space to capture insights as you watch
-  Reflection Questions — Deeper questions for personal application
-  Summary Points — Quick review of main takeaways
-  Self-Assessment — Check your understanding before moving on
-  Action Steps — Specific tasks to complete

Recommended Approach:

1. Before watching: Review the learning objectives
2. While watching: Take notes in the designated sections
3. After watching: Complete the reflection questions
4. Before moving on: Check yourself with the self-assessment
5. Within 24 hours: Complete the action steps

"The goal isn't just to learn a system. It's to become the kind of leader who thinks systematically about discipleship."

— Roosevelt Moss

Take your time. Write in the margins. Come back to sections that challenge you. This guide is yours — use it well.

INTRODUCTION

The Sermon That Shouldn't Die on Sunday

Understanding the problem and the promise

LEARNING OBJECTIVES

By the end of this module, you will be able to:

1. Articulate the core problem this course solves
2. Understand the biblical foundation for repetition in discipleship
3. Describe the six-day Message → Movement framework
4. Explain why systems matter more than more content

"These commandments that I give you today are to be on your hearts. Impress them on your children. Talk about them when you sit at home and when you walk along the road, when you lie down and when you get up."

Deuteronomy 6:6-7

Key Concepts

The Problem

Powerful sermons fade by Monday — not from lack of anointing, but from lack of architecture.

The Solution

A systematic approach to extending one sermon into a full week of discipleship touchpoints.

Digital Discipleship

Faithful ministry in a digital context — not extra work, but extended reach.

Notes

Capture key insights as you watch:

What stood out to you about the problem being described?

What does "your sermon shouldn't die on Sunday" mean to you?

Reflection Questions

 *Think about last Sunday's sermon. Where did it "live" after Sunday? How many touchpoints did your people have with that message throughout the week?*

 *What has prevented you from being more systematic about extending your sermons? Time? Knowledge? Resources? Something else?*

 *What would it mean for your ministry if every sermon you preached continued to disciple people throughout the entire week?*

The Six-Day Framework Overview

As you watch the introduction, fill in the focus for each day:

DAY	FOCUS	YOUR NOTES
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

Summary Points

- The problem is not lack of anointing — it's lack of architecture
- Discipleship has always required repetition and multiple touchpoints
- You don't need more content — you need a system
- Digital ministry is faithful ministry in a new context
- One sermon can fuel an entire week of discipleship

✓ SELF-ASSESSMENT

Check each item you can confidently do after completing this module:

- ☐ I can explain why sermons "die" by Monday
- ☐ I understand the biblical basis for repetition in discipleship
- ☐ I can describe the six-day Message → Movement framework
- ☐ I'm clear on what I'll build by the end of this course

Action Steps

- ☐ Download and print the course workbook
- ☐ Identify a recent sermon you'll use throughout this course
- ☐ Block time on your calendar for each module
- ☐ Move on to Module 1: Monday — Mine the Message

MODULE 1

Monday — Mine the Message

Extracting the core elements that fuel your week

LEARNING OBJECTIVES

By the end of this module, you will be able to:

1. Explain why Monday is the most important day in your content week
2. Identify and extract the five core elements from any sermon
3. Choose the best method for capturing your content
4. Complete a "Monday Download" in 15-20 minutes

"Monday is the source day. Everything you create flows from what you extract today."

Key Concepts

THE 5 CORE ELEMENTS

- Core Theme — One sentence summary of the sermon's central truth
- Key Scriptures — Primary text and supporting verses
- Quotable Moment — 1-2 sentences that stand completely alone
- Practical Application — The action you called people to take
- Emotional Hook — The moment of connection (story, tension, vulnerability)

Deep Dive: The Five Elements

Element 1: The Core Theme

This is NOT the sermon title. It's a one-sentence statement of the central truth.

Examples:

- "God's grace is bigger than your biggest failure."
- "Obedience to God often looks foolish to the world."
- "True rest comes from surrender, not achievement."

Practice: Write a core theme statement for your most recent sermon:

Element 2: The Key Scriptures

What was your primary text? What supporting verses did you reference?

Your primary text and supporting verses:

Element 3: The Quotable Moment

Every sermon has at least one line that could stand completely on its own — something people would screenshot and share.

Characteristics of a quotable moment:

- Clear and concise (1-2 sentences)
- Memorable and repeatable
- Contains a complete thought
- Often uses contrast, rhythm, or unexpected phrasing

What was the quotable moment from your last sermon?

Element 4: The Practical Application

Every sermon should move people toward action. What did you call them to DO?

Strong applications are:

- Specific (not vague)
- Actionable (something they can actually do)
- Time-bound (this week, today, right now)

What action did you call people to in your last sermon?

Element 5: The Emotional Hook

This is the moment that created connection — where people leaned in, got quiet, or nodded along.

Common emotional hooks:

- A personal story of struggle or breakthrough
- A moment of vulnerability or confession
- Tension before resolution
- A surprising statement or reframe

What was the emotional hook in your last sermon?

Three Methods for Capturing Content

METHOD	BEST FOR
• Use your sermon notes/manuscript • Listen back to the first 15 minutes • Record a voice memo debrief	• Pastors who preach from detailed notes • Pastors who go off-script • Capturing while it's fresh (Sunday night)

 Which method will work best for your preaching style and schedule? Why?

Reflection Questions

 *Why is it important to extract content on Monday specifically, rather than waiting until later in the week?*

 *Which of the five elements do you naturally identify easily? Which will require more intentional effort?*

Summary Points

- Monday is the source day — everything flows from here
- The 5 elements: Theme, Scripture, Quotable, Application, Emotional Hook
- 15-20 minutes of intentional extraction saves hours later
- Choose the capture method that fits your preaching style
- Don't skip Monday — it's the foundation of the entire system

SELF-ASSESSMENT

Check each item you can confidently do after completing this module:

- ☐ I can identify the core theme of a sermon in one sentence
- ☐ I understand the difference between a quotable moment and a regular statement
- ☐ I know which capture method I'll use for my context
- ☐ I can complete a Monday Download in 15-20 minutes

Action Steps

- ☐ Complete a full Monday Download using your most recent sermon
- ☐ Identify your preferred capture method
- ☐ Set a recurring Monday reminder in your calendar
- ☐ Move on to Module 2: Tuesday — Extend the Teaching

MODULE 2

Tuesday — Extend the Teaching

Turning your sermon into a podcast episode

LEARNING OBJECTIVES

By the end of this module, you will be able to:

1. Understand the concept of the "digital pulpit"
2. Choose the right podcast approach for your capacity
3. Write effective intro and outro scripts
4. Identify the basic technical requirements for podcasting

"Your podcast is your digital pulpit — the backbone of your digital discipleship system."

Key Concepts

Digital Pulpit

Your podcast as an extension of your teaching ministry — reaching people during commutes, workouts, and daily routines.

The Three Podcast Approaches

APPROACH	WHAT IT IS	BEST FOR
Direct Upload	Sermon audio with simple intro/outro added	Beginners, limited time, getting started
Refined Version	Edited to remove announcements, tightened for listening	Established rhythm, better listening experience
Expansion Episode	Re-recorded or expanded version for podcast audience	Advanced users, podcast as unique experience

 Which approach fits your current capacity? Why?



Notes

Capture key insights as you watch:

What makes podcasting the "backbone" of digital discipleship?

Technical notes (tools, hosting platforms mentioned):

Crafting Your Intro and Outro

Intro Template

"Welcome to [PODCAST NAME]. I'm [YOUR NAME], and this week we're continuing our series on [TOPIC]. Let's get into the Word."

Write your customized intro:

Outro Template

"Thanks for listening. If this episode encouraged you, share it with someone who needs to hear it. And we'll see you next week."

Write your customized outro:

Reflection Questions

 How does viewing your podcast as a "digital pulpit" change how you think about it?

 What barriers have kept you from podcasting (or being consistent with it)? How does this system address those barriers?

Summary Points

- Your podcast is your digital pulpit — an extension of your teaching
- Three approaches: Direct Upload, Refined, or Expansion
- Start with the approach that matches your capacity
- A simple intro/outro welcomes listeners and creates consistency
- Done is better than perfect — start and improve over time

SELF-ASSESSMENT

Check each item you can confidently do after completing this module:

- ☐ I understand why podcasting is central to digital discipleship
- ☐ I've chosen which approach I'll use for my podcast
- ☐ I've written my intro and outro scripts
- ☐ I know what tools I need to get started

Action Steps

- ☐ Choose your podcast approach (Direct, Refined, or Expansion)
- ☐ Write your intro and outro scripts
- ☐ Identify your recording and hosting tools
- ☐ Create your first podcast episode from your recent sermon
- ☐ Move on to Module 3: Wednesday — Clip the Moment

MODULE 3

Wednesday — Clip the Moment

Creating short-form video for discovery

LEARNING OBJECTIVES

By the end of this module, you will be able to:

1. Explain the purpose of short-form video in digital ministry
2. Identify clip-worthy moments from a sermon
3. Apply the Hook → Teaching → Landing structure
4. Understand basic requirements for creating effective clips

"Short-form video is your front door — how people discover your teaching. Sixty seconds can lead someone to sixty minutes of discipleship."

Key Concepts

The Front Door

Short-form video as a discovery tool — inviting new people into your teaching, not replacing deeper content.

The 30-Second Test

Can this moment make sense and create impact in 30-60 seconds, without needing anything else?

Types of Clip-Worthy Moments

Quotable Moment	Clear, punchy statement that stands alone
Emotional Peak	Passion, vulnerability, conviction — energy that translates through video
Standalone Truth	Teaching point that needs no context to be understood and helpful
Story Moment	Illustration with tension and resolution that doesn't require long setup

The 3-Part Clip Structure

HOOK → TEACHING → LANDING

- HOOK (first 3-5 seconds): Grab attention immediately. Bold statement, surprising question, moment of tension.
- TEACHING (core content): The insight, the truth, the moment of value. One idea, said well.

- **LANDING** (final moment): Challenge, question, or weight. Don't just stop — land with intention.



Notes

What makes a good hook? Examples from the module:

Technical notes (tools, captions, formatting):

Practice: Analyze a Clip-Worthy Moment

Think about a recent sermon. Identify one clip-worthy moment and break it down:

Describe the moment (timestamp or content):

What type is it? (Quotable, Emotional Peak, Standalone Truth, Story):

What would the HOOK be?

What's the core TEACHING?

How would you LAND it?

Reflection Questions

 How does thinking of short-form video as a "front door" rather than "content to create" change your approach?

 What concerns or resistance do you have about short-form video? How might this module address those concerns?

Summary Points

- Short-form video is about discovery and invitation, not entertainment
- Look for: Quotable moments, emotional peaks, standalone truths, story moments
- Use the 30-Second Test: Can it stand alone?
- Structure: Hook → Teaching → Landing
- Captions are essential — most video is watched on mute
- Post to: Instagram Reels, YouTube Shorts, Facebook Reels, TikTok

SELF-ASSESSMENT

Check each item you can confidently do after completing this module:

- ☐ I can identify clip-worthy moments from a sermon
- ☐ I understand the Hook → Teaching → Landing structure
- ☐ I know why captions are essential
- ☐ I know which platforms to post my clips on

Action Steps

- ☐ Identify 1-2 clip-worthy moments from your recent sermon
- ☐ Outline the Hook / Teaching / Landing for each
- ☐ Create at least one video clip with captions
- ☐ Post to at least one platform
- ☐ Move on to Module 4: Thursday — Write the Word

MODULE 4

Thursday — Write the Word

Creating written content that disciplines

LEARNING OBJECTIVES

By the end of this module, you will be able to:

1. Explain why written content matters in a video-first world
2. Write a midweek devotional using the 4-part structure
3. Craft a pastoral email that feels like a letter, not a newsletter
4. Create social captions that hook, contextualize, and invite

"Written content reaches the readers. It's searchable, shareable, and lives longer than any other format."

Key Concepts

THE 4 WRITTEN FORMATS

- Midweek Devotional — 200-400 words of focused reflection
- Email to Your Church — Pastoral, personal shepherding
- Social Caption — Hook, context, and invitation for posts
- Blog Post (Optional) — Longer treatment for search discovery

The Devotional Structure

1. SCRIPTURE	The key verse from Sunday's message
2. INSIGHT	1-2 paragraphs of teaching — help them see something they might have missed
3. APPLICATION	What does this look like in real life? How do they live this out today?
4. PRAYER	1-2 sentences they can pray in response to what they just read

The Social Caption Structure

1. HOOK	First line that grabs attention and makes them want to read more
2. CONTEXT	2-3 sentences connecting the clip or image to a bigger idea

3. INVITATION

Question or challenge that prompts engagement and response



Notes

Key insights from this module:

Tips for writing faster (voice memos, AI as starting point):

Practice: Write a Social Caption

Using your quotable moment from Monday, write a social caption:

HOOK (first line):

CONTEXT (2-3 sentences):

INVITATION (question or challenge):



Reflection Questions



You're already a writer — you write sermons every week. How does this reframe change your confidence about written content?



What's the difference between an email that feels like a "newsletter" and one that feels like a "letter"? How can you ensure yours feels pastoral?

Summary Points

- Written content reaches readers and lives longer
- Devotional structure: Scripture → Insight → Application → Prayer
- Email should feel pastoral, not transactional
- Caption structure: Hook → Context → Invitation
- Use your Monday Download — you're not starting from scratch
- Tips: Voice memos first, AI as starting point (not replacement)



SELF-ASSESSMENT

Check each item you can confidently do after completing this module:

- ☐ I can write a midweek devotional using the 4-part structure
- ☐ I understand the difference between a newsletter and a pastoral email
- ☐ I can craft a social caption with Hook → Context → Invitation
- ☐ I know how to use my Monday Download as the foundation

Action Steps

- ☐ Write your midweek devotional using the 4-part structure
- ☐ Draft your church email in a pastoral, personal tone
- ☐ Create a social caption for your video clip
- ☐ Schedule your content to send/post on Thursday
- ☐ Move on to Module 5: Friday — Gather the People

MODULE 5

Friday — Gather the People

Creating content that builds community

LEARNING OBJECTIVES

By the end of this module, you will be able to:

1. Explain why content should lead to community
2. Create an effective small group discussion guide
3. Write questions that move from understanding to accountability
4. Develop engagement content that invites conversation

"Content alone doesn't make disciples. Discipleship happens in community. Your content should always lead somewhere."

Key Concepts

The Bridge

Content is not the destination — it's the bridge that leads people to community where real transformation happens.

The Discussion Guide Structure

4-PART DISCUSSION GUIDE

- OPENING QUESTION — Low-risk icebreaker connected to the sermon theme
- SCRIPTURE READING — Key passage from Sunday, read aloud together
- DISCUSSION QUESTIONS — 3-5 questions moving: Understanding → Application → Accountability
- PRAYER FOCUS — Clear direction tied to the sermon's call to action

Writing Effective Discussion Questions

LEVEL	PURPOSE	EXAMPLE STARTER
Understanding	Engage with text/teaching	"What stood out to you..."
Application	Connect to real life	"Where in your life do you need..."
Accountability	Invite vulnerability/commitment	"What step will you take before..."

Tips for Writing Discussion Questions

- Start with "What" and "How" more than "Why"
- Include at least one question that gets personal
- Don't ask too many — 5 is usually plenty
- Leave room for silence and rabbit trails



Notes

Key insights from this module:

Three Types of Engagement Content

TYPE	EXAMPLE
• Question Post • Poll / This or That • Story Prompt	• "What's one area where you're struggling to trust God this week?" • "When facing a hard season: isolate or reach out?" • "Tell me about a time when God came through unexpectedly."

Write an engagement post for this week:

Reflection Questions

 *How does your current content "lead somewhere"? Or does it stop at consumption?*

 *What would change if every piece of content you created was designed to move people toward community?*

Summary Points

- Content creates consumers; community creates disciples
- Discussion guide: Opening → Scripture → Discussion → Prayer
- Questions should move from head to heart to hands
- Three engagement types: Question, Poll, Story Prompt
- Your content is the bridge; community is the destination

SELF-ASSESSMENT

Check each item you can confidently do after completing this module:

- ☐ I can create a 4-part discussion guide
- ☐ I understand the three levels of discussion questions
- ☐ I can write engagement content that invites conversation
- ☐ I see how all my content should lead toward community

Action Steps

- ☐ Create your discussion guide using the 4-part structure
- ☐ Write 3-5 discussion questions (understanding → application → accountability)
- ☐ Send the guide to your small group leaders
- ☐ Write and post one engagement post
- ☐ Move on to Module 6: Saturday — Set the System

MODULE 6

Saturday — Set the System

Scheduling, prayer, and preparing for Sunday

LEARNING OBJECTIVES

By the end of this module, you will be able to:

1. Create a content schedule using batching and scheduling tools
2. Conduct a weekly review to assess and improve
3. Identify tasks to delegate and people to invite
4. Prepare your people and your heart for Sunday

"Systems create sustainability. Prayer creates power. Saturday brings them together."

Key Concepts

THE SYSTEM SIDE

- Schedule content in advance
- Review what worked and what didn't
- Respond to engagement
- Identify delegation opportunities

THE SPIRITUAL SIDE

- Prepare your people for Sunday
- Pray over the message
- Pray for your people by name
- Surrender the outcome

The Weekly Content Calendar

Map when each piece of content goes out:

DAY	CONTENT	PLATFORM	TIME
Tuesday	Podcast Episode		
Wednesday	Video Clip(s)		
Thursday	Devotional		
Thursday	Email		
Friday	Discussion Guide		
Friday	Engagement Post		
Saturday	Sunday Setup Post		

The Saturday Review

- ☐ Did everything post correctly this week?
- ☐ What engagement did I receive? (Respond!)
- ☐ What worked? What felt forced?
- ☐ Any adjustments for next week?

What worked well this week:

What to adjust next week:

Delegation Worksheet

What can be handed off? Who could help?

TASKS TO DELEGATE	POTENTIAL HELPERS
• Audio editing • Video clipping/captioning • Scheduling posts • Discussion guide formatting	• Media-interested volunteers • College students / interns • Part-time virtual assistants • Tech-savvy church members

One task I can delegate:

One person I could ask:

The Sunday Setup Post

Prepare your people for the gathering with three elements:

1. **CAST VISION** — Why showing up matters
2. **PREVIEW** — Hint at what's coming (create anticipation)
3. **INVITE PREPARATION** — Encourage expectant hearts

Draft your Sunday Setup post:

Prayer & Preparation

Before you step into Sunday, spend time in the quiet.

- ☐ Pray over the word you're about to deliver
- ☐ Pray for your people by name
- ☐ Surrender the outcome to God

People I'm specifically lifting up this week:

Reflection Questions

 *What's the difference between a ministry that runs on hustle vs. one that runs on systems? Which describes yours currently?*

 *How does combining systems AND prayer on Saturday protect both your productivity and your soul?*

Summary Points

- Batch creation + scheduled distribution = sustainable rhythm
- The Saturday Review keeps you improving week over week
- Delegation isn't weakness — it's wisdom and leadership development
- The Sunday Setup post bridges digital and gathered worship
- Prayer prepares both the message and the messenger

SELF-ASSESSMENT

Check each item you can confidently do after completing this module:

- ☐ I have a content calendar mapped out
- ☐ I know how to conduct a weekly review
- ☐ I've identified at least one task to delegate
- ☐ I understand the purpose of the Sunday Setup post
- ☐ I have a rhythm for prayer and preparation

Action Steps

- ☐ Complete your weekly content calendar
- ☐ Schedule all content using appropriate tools
- ☐ Conduct your Saturday review
- ☐ Create and post your Sunday Setup post
- ☐ Spend time in prayer for your message and your people
- ☐ Move on to the Conclusion: From Message to Movement

CONCLUSION

From Message to Movement

Bringing it all together

"Go therefore and make disciples of all nations... teaching them to observe all that I have commanded you."

Matthew 28:19-20

What You've Built

Take a moment to recognize what you now have:

- ☐ A system for extracting core content from every sermon (Monday)
- ☐ A digital pulpit extending your teaching through podcasting (Tuesday)
- ☐ A front door inviting discovery through short-form video (Wednesday)
- ☐ Written content reaching readers throughout the week (Thursday)
- ☐ Community-building content that leads somewhere (Friday)
- ☐ A sustainable rhythm of scheduling and prayer (Saturday)

One sermon. Six days. A complete ecosystem of discipleship.

Vision for the Future

6 months from now, what will be different in your ministry?

1 year from now, what will you have built?

5 years from now, what legacy will this system create?

Final Reflection Questions

 *What's the one thing from this course that will make the biggest difference in your ministry?*

 *What obstacles might try to stop you from implementing this system? How will you overcome them?*

 *Who can you share this system with? What other pastor or ministry leader needs to hear this?*

Your Commitment

I commit to implementing the Message → Movement system starting this week.

My first sermon through this system will be: ____

The date I will begin: ____

One person who will hold me accountable: ____

Signature: ____ Date: ____

"Your sermon shouldn't die on Sunday. And now — it won't. Message → Movement. Let's go."

— Roosevelt Moss

BONUS MODULE

Raising Leaders Through the System

Developing the next generation

LEARNING OBJECTIVES

By the end of this module, you will be able to:

1. See your content system as a leadership development pipeline
2. Identify tasks that train specific leadership instincts
3. Recognize who in your church is ready for more
4. Invite emerging leaders into shared mission

"The best discipleship often happens through shared mission, not just shared curriculum."

Key Insight

Every task in the Message → Movement system is a training opportunity. When you invite someone into the work, you're not just getting help — you're developing leaders.

What Leaders Learn Through Each Task

TASK	LEADERSHIP INSTINCT DEVELOPED
Podcast Editing	Stewarding voice, handling the word with care, attention to detail
Video Clipping	Identifying what resonates, understanding communication, discernment
Discussion Guide Writing	Thinking about application, leading people from head to heart
Content Scheduling	Organizational leadership, ownership, reliability, systems thinking



Notes

Key insights from this bonus module:

Who in Your Church Is Ready?

Young adults passionate about media:

Faithful volunteers ready for more ownership:

Future pastors/leaders who need training:

Reflection Question

 *How might your content system become a leadership development pipeline over the next year? Who could you invite in, and what would you have them do first?*

Summary

- Every task in this system is a training opportunity
- Shared mission creates deeper discipleship than curriculum alone
- You're not just building content — you're raising up leaders
- The system trains instincts, character, and calling
- You're building a movement that others will carry forward

Action Step

- ☐ Identify one person in your church and one task to invite them into this week

MESSAGE → MOVEMENT

Your sermon shouldn't die on Sunday.

Now it won't.

One sermon. Six days.
A complete ecosystem of discipleship.

Let's build.

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