



POST-DISCOVERY BRIEF

# Epiclesis

**Prepared for:** Chris Alford, Pastor, Epiclesis

**Date:** June 2026

**Status:** Draft for your review

## How we got here

This conversation started with a proposal for a video. A video is a tactic, and tactics built without a foundation tend to be expensive and difficult to execute..

Before we decide **what** to say and **where** to say it, we need to be crystal clear on **who we're saying it to** and **what we want them to do next**.

This brief reflects back what I heard in our first conversation and lays out the path from here.

## What I heard from you

**You know who you are.** Epiclesis has done serious identity work. You can articulate what "ancient-future" means and why it matters. This is rare—most churches your size can't say what makes them different beyond "we're friendly." This is your biggest marketing asset, and we haven't even started yet.

**You are not like every other church.** The ancient-future tradition (liturgy, sacrament, historic rootedness, combined with openness and warmth) is a genuine differentiator. Differentiation is the hardest part of marketing, and you already have it.

**The website is already working.** Multiple current members told you they found Epiclesis through the website and consumed the content before ever visiting. That's a critical signal: your best-fit people are *searchers*. They research before they show up.

**You have limited data.** There are currently no analytics on the website. We don't know how many people visit, where they come from, what they read, or where they leave.



## Two goals of this engagement

1. **Increase awareness** – More right-fit people in Sacramento discovering that Epiclesis exists.
2. **Convert awareness into belonging** – A smoother path from "found the website" to "I'm part of this church."

**Proposed measurable target (for discussion):** grow from ~70 to [X] regular attenders by end of 2026. We should agree on a number together—and just as importantly, agree on the leading indicators we'll watch monthly (website visits, first-time guests, returning guests), since membership is a lagging number that moves slowly.

## The plan: Foundation first, tactics second

### Phase 0: Brand Identity

Codify the identity work you've already done into usable marketing language.

- **Brand discovery session** (structured interview with Chris + elders)
- **Positioning statement** worksheet
- **Output:** a comprehensive brand system that every future piece of content gets measured against

### Phase 1: Customer Identity

Get specific about who we're talking to.

- **Persona mapping:** who actually finds and joins Epiclesis? (Interview 3–5 recent members about how they found you—their words become our copy)
- **Character + Obstacle + Goal:** what is the person seeking, and what's in their way?
- **Output:** 2–3 primary persona profiles with the actual language they use

### Phase 2: Customer Journey Map

Identify the path from awareness to belonging.

- Map every touchpoint from discovery to belonging
- Site audit and mapping
- Identify the leaks: where do people fall off?
- Output: journey map with prioritized fixes

### Phase 3: Inbound Foundation

Create the strategy.



- Homepage architecture and website rework, built on the positioning and personas
- Google Business Profile: Hours, photos, service times, description, etc.
- Install analytics on the site (if not there already)
- This is where the video lives—now scripted around what seekers actually need to hear
- Clear next-step paths for visitors

## Phase 4: Amplification

Amplify the strategy.

1. **Repurposing Sunday content** – You already produce content weekly; this is the cheapest raw material you have
2. **Sales Enablement (read: Invitation-enablement)** – Make it easy for current members to invite others. What information and materials do they need in order to do so?
3. **SEO + LLM visibility** – Be the answer when someone asks Google or ChatGPT about liturgical or Bible-believing churches in Sacramento / Citrus Heights
4. **Content marketing** – Substack or similar, built from repurposed teaching
5. **Social media** – Last on the list deliberately; it's the highest-effort, lowest-return channel for a smaller church

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## Next steps

1. Corrections to anything in this brief that misrepresents what you said
2. Schedule 90 minute Video Call with Chris and team for the brand discovery session
3. Names of 3–5 members who joined in the last two years and would be willing to chat for 20 minutes about how they found Epiclesis

## What success looks like

By the end of this engagement, Epiclesis will have:

- a written **brand foundation**
- a clear picture of **who** you're reaching and **how** they find you
- a website that works as a **front door** instead of a brochure
- a **sustainable content rhythm** that fits capacity
- the **data** to know what's working

The video you originally asked for will exist—and it will be better because of everything that came before it.