



# The Startup Process: General Overview

Simple. Quick. Easy.

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## 1 Set up your account:

Subscribing to the Maestro™ WorkLife Coaching System is easy. Once you enroll you will receive a welcome email with next steps. Your account and online Maestro WorkLife Coaching system will be setup within 2 weeks. You will be notified when this is complete. That's it.

## 2 Upload your church email database:

Quick start distribution of your coaching sessions, by emailing your email database in an Excel spreadsheet or a csv format file to [upload@worklife.org](mailto:upload@worklife.org). Your church members will see their Maestro Coaching Sessions in their email with your church name as the sender. They have the option to unsubscribe, although historically we have experienced less than a 1% unsubscribe rate. Out of network of member churches, those choosing to load their entire member email database to initiate their WorkLife Community grew the fastest and have sustained the vitality of their WorkLife community.

## 3 Increase your WorkLife Community Membership:

There are a number of quick and easy ways to get more of your congregation engaged and receiving Maestro Coaching Services. There are multiple mediums provided for you within our Online Promotion Kit including, low cost, high quality bulletin inserts, ads for use within newsletters and online media, as well as banner ads that can be placed on your home page or on a dedicated "WorkLife" page of your website.

**IMPORTANT: PLEASE NOTE THAT WE WILL PROVIDE YOU WITH A UNIQUE ORGANIZATIONAL LINK TO BE UTILIZED WITHIN YOUR WEB ADS THAT WILL TAKE YOUR MEMBERS TO YOUR UNIQUE MAESTRO SIGN UP PAGE. FAILURE TO INSERT THE PROPER LINK WILL IMPACT YOUR ABILITY TO TRACK AND IDENTIFY MEMBERS WHO JOIN MAESTRO AS A PART OF YOUR ORGANIZATION.**

Community Membership growth is not just a onetime activity but membership should be consistently renewed and worked on throughout the year. Our tools help you do that.

# WorkLife: a core Purpose, not a Campaign

Discipleship. Outreach. Mission.

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Once your Organization has subscribed to the Maestro™ WorkLife Coaching System and laid the foundation for building your worklife community by initiating the Coaching Sessions feature of Maestro, there's more opportunity to grow WorkLife. We've provided you with attractive simple tools on this site to deepen the engagement of your members, grow your community, and transform the world around you.

If you were to plot a map of your city and pinpoint the workplaces of your members, you'd quickly realize that your church has a significant presence in the work community -- a transformational opportunity for Christ. An opportunity for your members to find joy and fulfillment in their kingdom purpose as they begin to translate the faith lessons they heard on Sunday morning to the faith walk that awaits them on Monday morning through real time coaching, personal study, group study, and on point teaching. Maestro is designed for:

## 1 Leadership:

The Maestro Teaching Guide will equip teachers and leaders with an overview of Maestro WorkLife theology and biblically sound speaking notes and tools to inspire, disciple, and affirm the members of your church about their kingdom purpose within their vocation. Whether used as the basis for a sermon series or distributed in sermons over time, these Biblical principles will prepare your members to practice an effective life at work that glorifies God – right where He has already placed them. This happens to be the place where they spend the majority of their time and is the largest mission field in the world - work. WorkLife is not a one- time emphasis, but rather a community, a life purpose that is nurtured and grown over time. People work each day!

## 2 Individual:

A continual focus on encouraging your members to take the online WorkLife Issue Assessment to pinpoint their top three work issues will encourage them in personal study and growth while providing invaluable feedback for the church. This is easily accomplished via newsletters, bulletin announcement, a pulpit announcement, or even as a casual insertion within an ancillary sermon. We have all the promotion and awareness tools on this site. Rich toolsets reside within Maestro for the continued encouragement and growth of your membership.

## 3 Small Groups:

The small group idea guide provides just a few suggestions on how resources within Maestro can be utilized to provide valuable subject matter for small groups. An excellent way to keep the membership and engagement growing within your WorkLife Community; is to use the presentations provided for existing small groups to educate them about Maestro, encourage their membership and self assessment, encourage subsequent study of Maestro's WorkLife Principles Series, or the WorkLife Truth Modules. Maestro also provides a robust library of resources through our bookstore portal.