



# CONNECT

## Share Jesus, anywhere you choose.

**WBS CONNECT USES WORLD BIBLE SCHOOL'S TOOLS TO HELP YOU FIND AND TEACH PEOPLE WHO WANT TO STUDY THE BIBLE. TARGET YOUR COMMUNITY AND MISSION POINTS. SEEKERS WHO ENROLL ARE AVAILABLE ONLY TO YOU AND YOUR WBS STUDY HELPERS.**

### WBS CONNECT GIVES YOU:

#### Promotional Tools

Use effective tools to find seekers and enroll Bible students, including online advertising with WBS *Web Ads* services and print material customized for you.

#### Web Address

Promote your custom Web Address to targeted areas wherever you choose. Visitors will land on a WBS enrollment page that gives compelling reasons to study the Bible.

#### Students

All who enroll appear on a student list available only to you and your church or group to teach and follow up with.

#### Support

You'll always have extensive online help and email access to the WBS support team.

**GET STARTED BY BECOMING A STUDY HELPER AT [WORLDBIBLESCHOOL.NET/TEACH](http://WORLDBIBLESCHOOL.NET/TEACH)**

**LEARN MORE FROM WBS AT 800-311-2006 OR [CONNECT@WORLDBIBLESCHOOL.NET](mailto:CONNECT@WORLDBIBLESCHOOL.NET)**



**Connect US is Christians using WBS' tools specifically to reach Americans. Learn more about Connect in this document and share Jesus with your own community.**



## WEB ADS

### CONNECT PRODUCES FRUIT

(from the New Road church of Christ in Waco, Texas)

*Rejoice with us! We recently baptized two WBS students here in our community. Leticia responded to the Web Ads as a part of New Road's ongoing Connect efforts. Darlene was her study helper. Just two weeks later, Karen was also baptized. Her connection to WBS was in another state, but we were contacted to follow up with her and study with her personally.*

*We're continuing to see fruit from WBS Connect...*

# WBS | CONNECT FREQUENTLY ASKED QUESTIONS

## WHO CAN BE A PART OF CONNECT US?

### Individuals

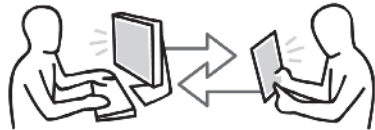
First, become a study helper at *worldbible.school.net/teach*. Then look for people from around the world to teach from the public list of newly enrolled students called the Student Board.

You can be more proactive finding and teaching your own WBS students by creating your own individual Connect Web

Address (a "URL").

With the click of a button, you'll receive an address

equivalent to *john-smith.worldbibleschool.org*. Share it on Facebook and other social media sites, and promote it on business cards, in emails and other media. Students who enroll there will appear on a student list available *only to you* to teach.



### Churches and other groups

Members of "groups" work together to find and teach their own WBS students. When an individual becomes a WBS web study helper, his or her church becomes their default group within the *worldbibleschool.org* teaching site. New study helpers from that church are added to the group.

Any WBS study helper can create additional groups—a small group, family, youth group or others—and invite others to join them. A church or group begins using WBS Connect when its originator creates a "Connect Campaign".

## WHAT IS A CONNECT CAMPAIGN?

A Connect Campaign promotes the Good News of the Bible to your target audience and enrolls seekers for Bible studies. Connect campaigns can use both **Web Ads** and **Traditional** tools, either separately or simultaneously.



## A CONNECT CAMPAIGN CAN USE "WEB ADS"...

A Connect Campaign can use WBS' simple *Web Ads* service for targeted online advertising. With *Web Ads*, you choose a specific location and set a monthly budget. WBS creates and manages online advertising. When people in your targeted area search for terms like "Bible study" or "learn about Jesus", some will see the WBS ad. Those who will click the ad will land on a WBS enrollment page linked to your campaign. Whoever enrolls there appears on a student list available *only to you* and your group's study helpers.

WBS *Web Ads* can be designed to fit most budgets. Typically beginning with at least \$100 per month over a four month period. You will only pay a small amount when you adopt a student and when your student completes courses. Soon, you'll be able to clearly see the potential of reaching souls with online advertising.

# WEB ADS

**Use WBS' Connect specifically to reach Americans. Join other Christians in the effort called "Connect US" and share Jesus with your own community. Contact WBS for more info.**

## A CONNECT CAMPAIGN CAN USE "TRADITIONAL" TOOLS...

A Connect Campaign with "traditional" media lets you create your own, unique Connect Web Address (a "URL") such as *waytruthlife.worldbibleschool.org*.

Use print and other media to promote your Connect Web Address to a target audience. WBS will customize artwork for printing with your Connect Web Address. (See samples on page 4.) Visitors to your Connect Web Address will land on a unique WBS enrollment page. Whoever enrolls there appears on a student list available *only to you* and your group's study helpers.

Consider traditional marketing such as:

- "business card" and other handouts for mass

distribution by group members and with outreach ministries (e.g. benevolence, visitors)

- classified ads
- community events
- direct mail (ask about *WBS Managed Mailers* for cost-effective, targeted mail ideas)
- radio or television advertising
- yard signs
- coupon mailing services

Also promote your Connect Web Address using web-based media such as church web sites, social media, etc.

### IS CONNECT ONLY FOR WEB TEACHING?



No, you can offer WBS' web lessons, printed lessons by mail, or both.

WBS web teaching is simple to get started quickly. One can apply online to be a web study helper now and promptly be

helping waiting students from WBS' online "Student Board". A group can create Connect Campaigns immediately and start seeking its own students. With a modest budget in place, online advertising with Web Ads can quickly be in place and seeking students.

WBS' printed lessons remain in high demand around the world, even here in the U.S. Offer both options of studying: web lessons and printed lessons by mail.



Until your postal program is up and running, you can easily move postal students to the general Student Board where other WBS study helpers will quickly adopt them. To learn more about WBS postal teaching, go to [worldbibleschool.net/print](http://worldbibleschool.net/print) or contact WBS.

### SO, CONNECT IS FREE. ARE THERE ANY COSTS AT ALL?

There is no cost for:

- individuals to become online study helpers
- individuals or groups to get their own Connect Web Address for enrolling students
- a church or other group to be created
- art files for printing, customized with a group's Connect Web Address

- a group creating multiple campaigns, each with custom Connect Web Addresses, for more targeted, more comprehensive outreach.

There are, however, costs to consider for successful Connect outreach:

- small cost to adopt *Web Ads* students and for each course they complete
- out-of-pocket costs for printing, advertising (e.g. classified ads, radio), *WBS Managed Mailers* and other direct mail, etc.
- acquiring a small inventory of WBS lesson booklets and budgeting for mailing costs with WBS postal teaching.

### WHAT ELSE SHOULD A CHURCH AND OTHERS CONSIDER WITH CONNECT?

- Understand the commitment and costs of promoting your Connect Web Address and plan accordingly.
- Be proactive, involving fellow church members in both the promotion efforts and teaching as WBS study helpers.
- Get church leaders on board. Connect can be a grass-roots effort by just one Christian or a small group of Christians. But for greater involvement and long term success, it's most helpful when church leadership is also committed.
- Be prayerful and persistent. Plant the seeds and God will provide the growth.





# HOPE, JOY, LOVE & LIFE!

What's the Bible all about? These FREE lessons help you find out directly from the Bible itself. Learn at home, on your own, at your pace. Choose web lessons with an online helper or lessons by mail with a "pen pal".



[sample.worldbibleschool.org](http://sample.worldbibleschool.org)

actual size

**CURIOUS ABOUT THE BIBLE?**  
OR EVER WANTED AN EASY, NO PRESSURE WAY TO FIND OUT WHAT "GOD'S WORD" IS ALL ABOUT?  
LEARN ABOUT THE BIBLE BY MAIL OR ONLINE - FOR FREE! LEARN IN YOUR HOME, AT YOUR PACE, WITH "PEN-PAL" HELPERS AND ONLINE FRIENDS - WITH NO ONE KNOCKING ON YOUR DOOR.  
LEARN MORE AT:  
[sample.worldbibleschool.org](http://sample.worldbibleschool.org)

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HANDOUTS

## ONLINE ADVERTISING WEB ADS

POSTERS

## STUDENT RECRUITING

EXAMPLES OF WBS CONNECT PROMOTIONAL MATERIALS, CUSTOMIZED FOR YOUR OWN OUTREACH EFFORTS.

**DO YOU HAVE A SPIRITUAL QUESTION?**  
ARE YOU BEWILDERED AT ALL YOU HEAR ABOUT "SPIRITUALITY"?  
LEARN FROM THE BIBLE BY MAIL OR ONLINE - FOR FREE!  
LEARN IN YOUR HOME, AT YOUR PACE, WITH "PEN-PAL" HELPERS AND ONLINE FRIENDS - WITH NO ONE KNOCKING ON YOUR DOOR.  
LEARN MORE AT:  
[sample.worldbibleschool.org](http://sample.worldbibleschool.org)

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REGISTER TODAY TO BEGIN LEARNING ABOUT THE EXTRAORDINARY WAYS THE BIBLE CAN CHANGE YOUR LIFE.  
[sample.worldbibleschool.org](http://sample.worldbibleschool.org)

## TEACHER RECRUITING



VIDEO (2:20)

**Share Jesus.**  
[www.worldbibleschool.net](http://www.worldbibleschool.net)  
EVERYDAY CHRISTIANS ARE SHARING JESUS WITH WBS. You can, too, as a WBS web teacher. Students are waiting.  
WORLD BIBLE SCHOOL

HANDOUTS

**Share Jesus.**  
WORLD BIBLE SCHOOL  
You. Sharing Jesus.  
Everyday Christians are sharing Jesus. Students are waiting now.  
[www.worldbibleschool.net/teach](http://www.worldbibleschool.net/teach)  
Join others here at this church who are reaching seekers around the world and right here at home.  
Register yourself to be a Web teacher.  
To teach with printed lessons by mail, contact:

TRI-FOLD DISPLAY  
(3' x 4')



POWERPOINT  
(with script)

POSTERS

**THIS CHURCH IS TEACHING THE WORD & REACHING THE WORLD.**  
EVERYDAY CHRISTIANS HERE ARE WORLD BIBLE SCHOOL, TEACHERS, SHARING JESUS WITH THE WORLD.  
WE NEED YOUR INVOLVEMENT.  
APPLY TO TEACH RIGHT NOW AT:  
[www.worldbibleschool.net](http://www.worldbibleschool.net)  
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You. Sharing Jesus.

[worldbibleschool.net](http://worldbibleschool.net)  
800-311-2006