

AoH Team Overview

9.14.08



History

- Misty's Story
 - Hagee's and other scripture CDs
 - Faith, Hope and Encouragement
 - Cost
 - Personal Study
 - Overwhelming & incomplete
 - Worship time daily
 - Klaus
 - Testimony
 - Lizzie and Michele

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Problem

- 1.5M people diagnosed with cancer yearly
- 1500 people die of cancer daily
- Most don't seek help other than medical
 - Friends don't know how to help

Result is many live and ultimately die without hope and without the joy of learning to trust in God.

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Our Part

- James 1:27 – Pure and undefiled religion in the sight of our God and Father is this: to visit orphans and widows in their distress...

★ **People in distress should be our focus**

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Solution

- Anthem of Hope
 - A line of resources specific to the need
 - Name origin: many years ago
- Vision
 - Bring hope to people in need
 - Increase faith in God as Healer
 - Healing is not guaranteed, but faith is a clear component in the Bible

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Key Tenets

- Free and inexpensive resources
- Immediate availability worldwide through website downloads
- High quality
 - Able to be sold in stores as well to increase impact
 - Quality representative of the God we put faith in

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The logo consists of the word "ANTHEM" in a serif font with a trademark symbol, followed by "of" in a smaller, italicized font, and "HOPE" in a larger serif font. A blue dove is depicted in flight, positioned within a blue heart shape that is integrated into the letter "O" of "HOPE".

Flagship Product

- An integrated set of products: a 4-disc set
 - Teaching on Healing (mp3 & audio CD)
 - Reading of Psalms and Scripture (mp3 & audio CD)
 - Worship service (audio CD)
 - Testimony video (DVD)
- Target Market
 - People with sickness
 - Caregivers
 - Friends (gifts)

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Flagship Product

- What this is not:
 - An evangelistic tool
 - There are other resources that effectively convey the message of Jesus Christ. This is focused on hope for the physically sick.
 - A financial endeavor
 - Money made off CD sales will be used for expenses and preference is always given to product being available for free as much as possible

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Disc 1 - Teaching

- Purpose
 - Build faith & hope in the area of healing
- Teaching on healing
 - Doctrinally sound and well endorsed
 - A known national name or local teacher

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Disc 2 - Encouragement

- Purpose
 - Encourage the down and out
- Psalms, Isaiah and other scriptures
 - Read by various professional voices
 - With gentle backing music to physically and emotionally relax
- Potential early release

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Disc 3 - Worship

- Purpose
 - Facilitate worshipping God in the midst of trial
- A complete worship service
 - Vocal cues by worship leader, specific to healing and to worship
 - Songs flow together like a live service
 - Professionally produced
 - Free version for web
 - Guest artists

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Disc 4 - Testimony

- Purpose
 - Facilitate building faith in those with sickness
- Personal testimonies of healing and faith
 - Professionally produced DVD
 - Including extra content
 - Video intro to the package

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Other Products

- AoH Custom Prints
- Clothing
- Spanish versions

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Summary

Anthem of Hope will bring tools to facilitate faith and hope to tens of thousands of hurting people in the United States today and for decades to come.

Visit AnthemOfHope.com for more info

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