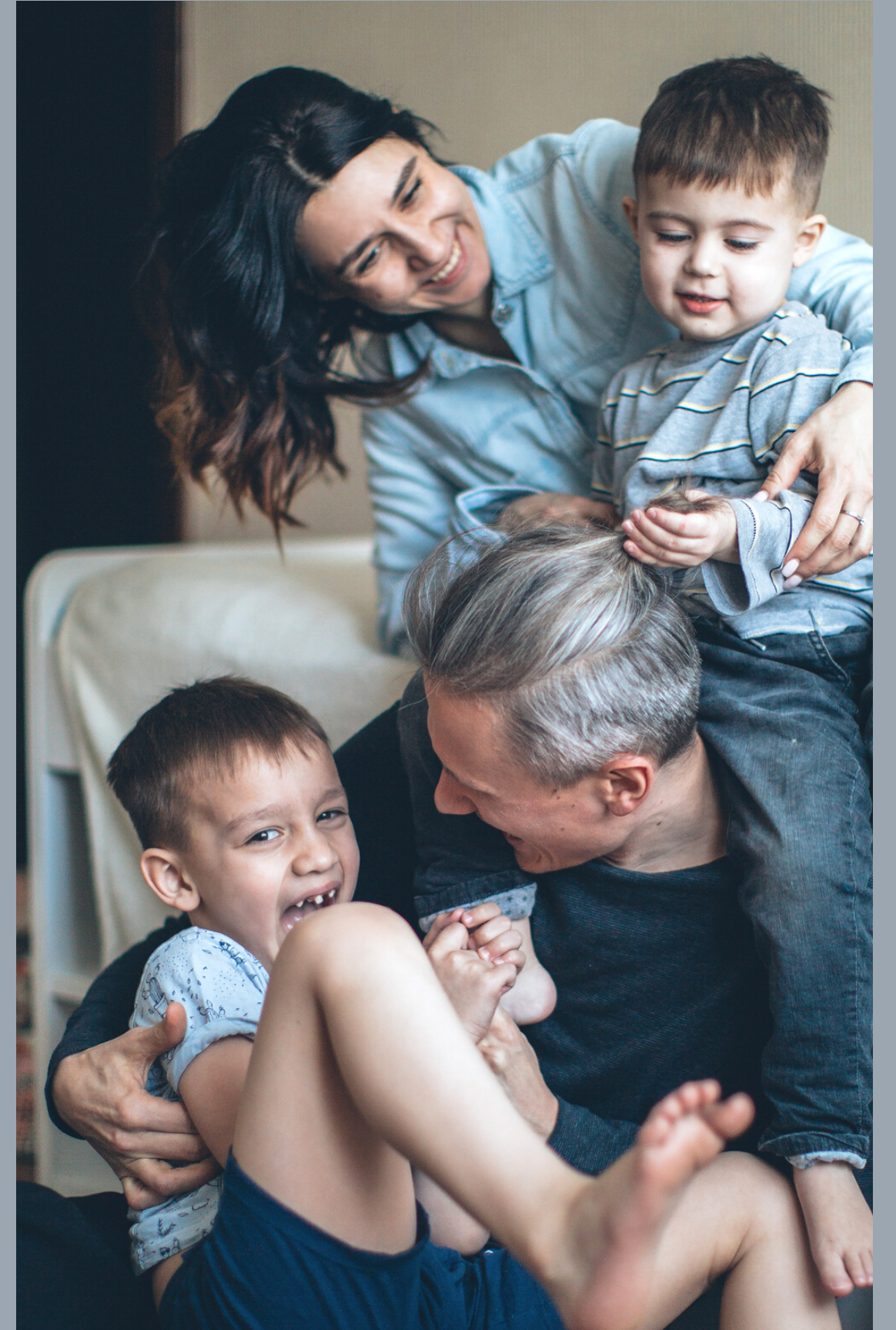


VIVID VISION : 2024

# Delight Your Marriage

is a world-renowned marital  
intimacy revival organization





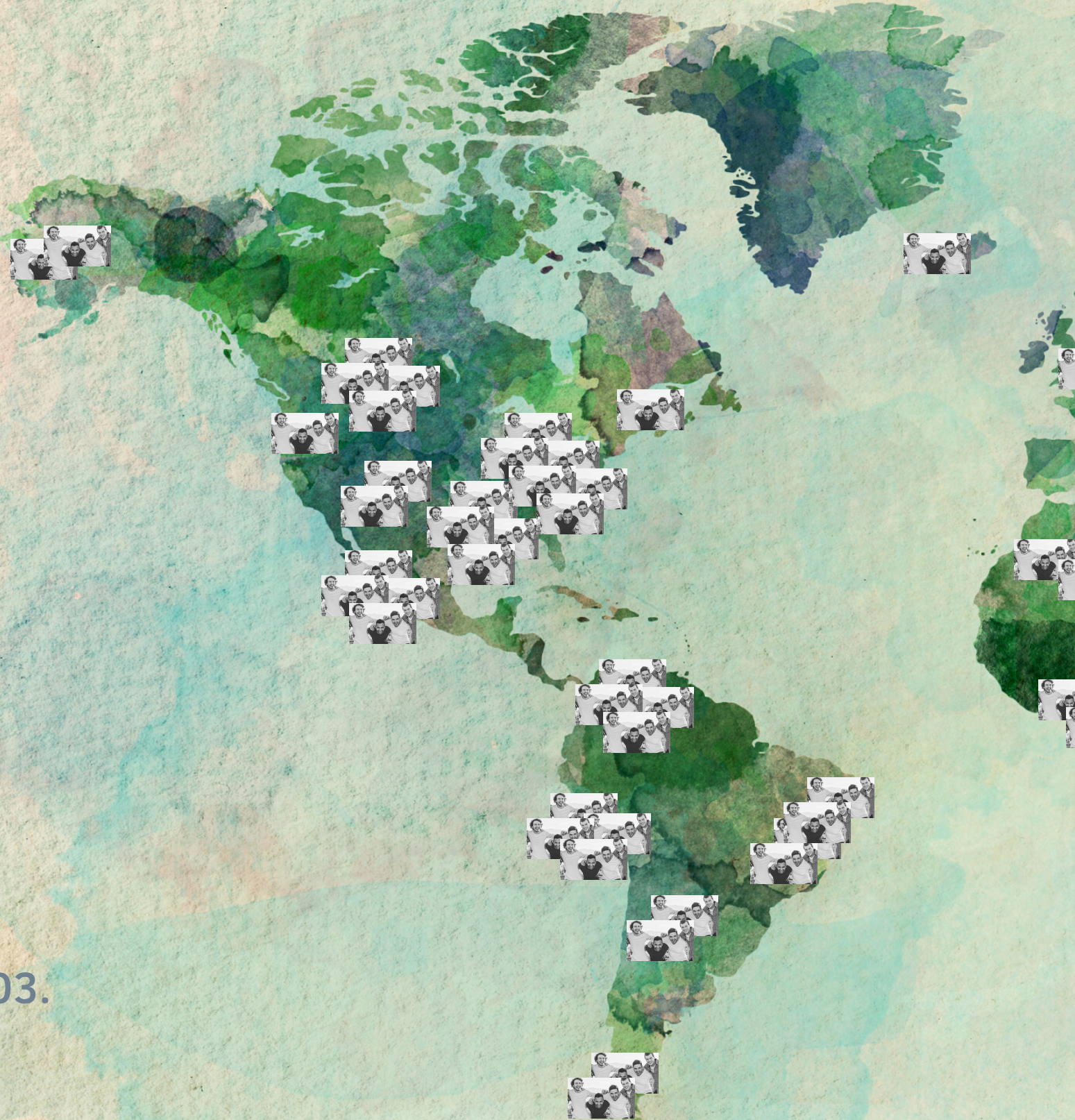
# We love restoring families!

We specialize in transforming stale, lonely relationships into connected, healed, playful, purposeful, and passionate marriages.

When marriages are intimate and thriving, families are strong and people can follow God's will better in their lives!



# Our Programs in 2024



## ● DYM Direct

- We run 100 training programs online hosting groups of husbands or wives from around the world, to get the tools and insights they need to heal their marriages (even if only one person does the work)
- The live, 3-month intensives are taught by DYM Coaches and
- The small groups are facilitated by DYM Mentors



# Our Programs



## ● DYM Direct

- Our men and women's programs are life-changing for marriages and we also give ongoing post-program support
- These give our students a confidential place to belong where it's ok to be themselves, have their mistakes, fears, challenges, and insecurities expressed, felt, encouraged, and prayed for
- From DYM programs, they become more like Jesus and live love, joy, peace, patience, kindness, goodness, gentleness, faithfulness, and self-control
- They become people who seek to love their spouse well -- the way their spouse receives love
- We offer Live Training Programs for Men or Women (3-month intensives, shorter, and slower-paced options)
  - Premarital Training
  - Healing from Betrayal
  - Brink of Divorce to Beautiful Connection
  - Good Connection to Passionate & Purposeful
  - Ongoing Support / Grad Groups





# Our Programs

## DYM Church

- We have DYM Church programs all over the world, with local volunteer DYM Church Facilitators who have graduated from a DYM 3-month intensive
- We coach & provide the volunteer DYM Church Facilitators continuing support & training
- The churches are in many diverse scenarios, across denominations around the world - as this needed work unifies the body of Christ





# Our Programs



## ● DYM Church

- We coach & train marriage facilitators for church programs & provide the volunteer DYM Church Facilitators continuing support & training for their own marriages
- DYM Church Programs Offered:
  - Men or Women Premarital
  - Men or Women Foundations
  - Men or Women Ongoing

When someone (Christian or not) has marriage trouble their natural thought is to attend a DYM program at their local church



# Our Team



We are a team who loves Jesus, seeks to love others well & do His will through this work.

We...

- Believe in the Word of God as our guide
- Have ourselves been transformed by the DYM work
- Have a healthy Christian community outside of DYM
- Have habits, marriage, and home life that supports our work -- we journey the path we are guiding others towards
- Value vulnerability, grace, forgiveness, and humility as central to our growth and our team's success
- Encourage each other and support each other to do our best in our role and life
- Are always growing and learning to do our DYM role with excellence and exceed our goals
- Are diverse (in ethnicity, race, age, denominations etc.) to gain insights from different perspectives
- Value our and each others' different strengths and leverage them to meet this vision



# Our Strengths

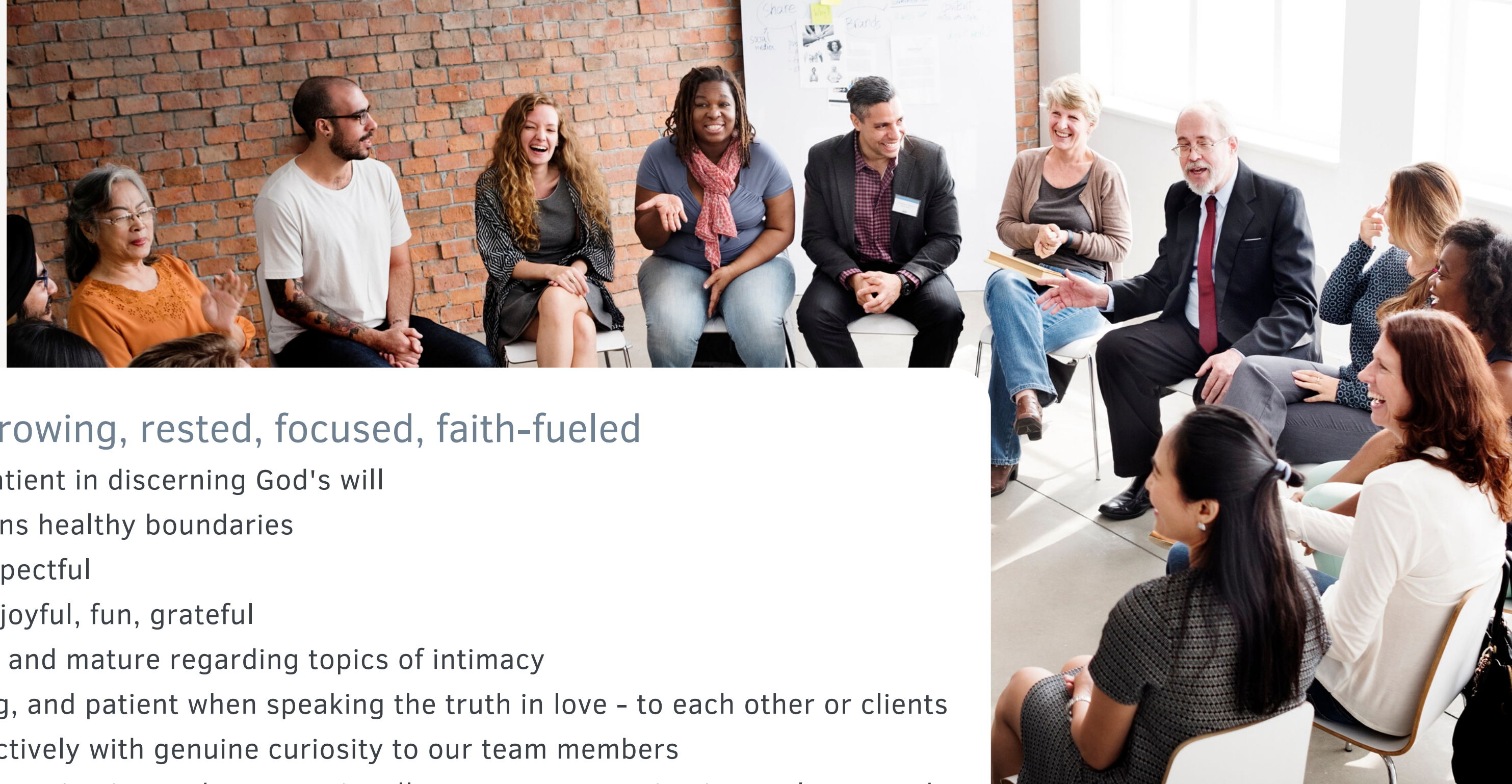
- We work according to our strengths and pursues to increase that potential everyday.

We...

- Are highly skilled, always improving in effectiveness, focus, & godliness in our respective roles
- Own our role in making DYM's vision a reality and take it's success seriously
- Make commitments and follow through and if ever we cannot, we clearly communicate it as soon as appropriately possible
- Take personally the success of DYM and our clients
- Are ruthless in eliminating or growing in the areas that may be hindering it
  - rushing, hurrying, impulsivity
  - focus, creativity, integrity
  - rest, confidence, trust
  - leadership, personal development, strength awareness
  - training in a specific role or skill





# Our Culture



- Encouraging, growing, rested, focused, faith-fueled
  - Positive, prayerful, patient in discerning God's will
  - Values rest & maintains healthy boundaries
  - Gossip-free, kind, respectful
  - Enthusiastic, playful, joyful, fun, grateful
  - Professional, prudent and mature regarding topics of intimacy
  - Gentle, understanding, and patient when speaking the truth in love - to each other or clients
  - Listen carefully, reflectively with genuine curiosity to our team members
  - Clear and kind in communication and use emotionally mature communication tools to speak face-to-face about hard topics
  - Seeking not to *be* right, but to *get it* right; admits mistakes so others can help
  - Cultivates & shares ideas towards our vision
  - Takes ownership for their pieces of our vision to become a reality
  - Feel connected and supported though we're often not in the same geographic space





DYM team members say  
(just as they did in 2021)...

“ DYM is my favorite job ever. My role is a perfect mix of my strengths and passions thriving in an encouraging and Christ-centered environment.





# ● Our Systems

We have cutting edge automations and systems in place that support our team and allow us to do our jobs better and more efficiently

We are extremely disciplined at organization and clear systemization so we can focus on the people we serve

Our team values new technology to help us do our jobs better and more efficiently

We do things 1x and turn it into a system, so we don't reinvent the wheel next time

We are diligent to put in the hard work once and use that as a template for every time thereafter

Our internal systems are constantly up to date and well organized

It is easy to train new team members because systems have been standardized and refined

When new systems are introduced, it is well communicated, implemented & is accountable to their systems



## ● Clarity Calls/Meetings

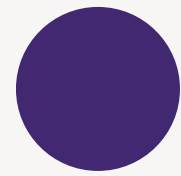
- We strategically attract and qualify potentials ahead of conversations
- We treat every potential with compassion, dignity, and respect
- Meetings are focused on understanding in order to prescribe the best options DYM has available or refer them to a source that could help
- The potential client leaves the meeting feeling heard, valued and wants to invite their friends to have a Clarity Call/Meeting even if that person did not come on board
- These meetings are virtual or in-person (churches, ministries...)



"Wow -- I feel so heard & valued. I am thinking far more deeply about this than I ever had and I am definitely going to tell my friend to have a Clarity Meeting too."  
-Potential







## Launches

- Our program/product launches are full of amazing content that our audience looks forward to every time
- Internally most of our launches are finely tuned and run like clockwork
- Our team is constantly updating and using data of past launches to update and tweak the upcoming launches
- The whole team looks forward to launches and it's an exciting time for everyone because their creativity shines
- We prime, invest in and expand our audience during the months we are not launching in wise preparation
- Every launch produces over 6-figures and welcomes hundreds of new clients for life transformation



"What a fantastic training! I loved these insights & will send my friends!"

I have crystal clear understanding of how your program works and I want in!"  
-Launch Attendee







# Marketing

**A**

## Search Engines

DYM comes up at the top of major search engines like Google when people search "sex in marriage" "restore intimacy" "marriage help" "how to fix your marriage" etc

**B**

## Content

DYM Podcast - reaching millions around the world, including unreached countries for the gospel

DYM Books - at least 2 additional published books (1 for women and 1 for men) & all 3 DYM books are produced on audio

Possibly... another DYM podcast, blog, video show

**C**

## Platforms

Leveraging strategic social media platforms where our perfect clients spend time

Presenting at conferences online and offline





# Marketing

## D

### "Spirit Spread"

Our clients are constantly sharing our material with their friends, colleagues, neighbors, people they meet, random strangers

Our audience from many different platforms share our content on their online presences

People volunteer to translate our material into their native language

## E

### Creative Growth & Strategies

DYM Team is constantly coming up with new ways to spread DYM brand, messaging, materials

We are part of networks and have reach-out systems in place that allows us to go farther on peoples' radar

## F

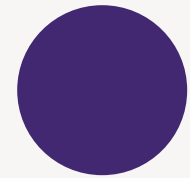
### Media/PR

We have been featured on marriage media: Focus on the Family, Family Life...

We have also been featured on business/psychology media: Psychology Today, Forbes, Entrepreneur, Oprah...

We have also been featured on Christian media: Christianity Today, World Vision...





## Emails / Web Presence

- We have 20,000+ people on our email list with a 40% open rate and 15% click rate
- People forward DYM emails their friends & share quotes and links on their social media
- We have funnels for 10 kinds of avatar that looks for help online and we can serve
- Our online presence is beautiful and attractive to potential clients
- Our website copy is exactly tailored to who we are where we're going and how we help
- Just by going to our website, it is easy to understand the heart and culture of DYM and our offerings

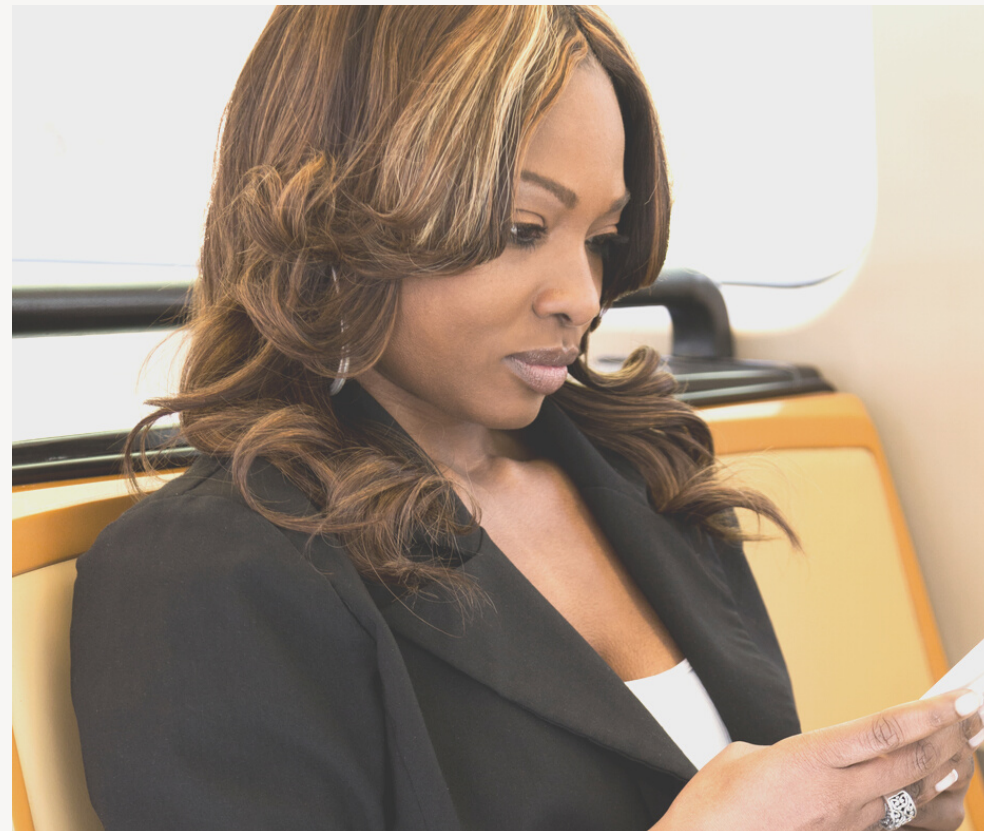
13.



"I just love DYM emails --  
I often check my  
messages just in case  
they sent one out!"  
- DYM Subscriber



"On the website it's so  
easy to see when things  
are happening and how I  
can get help fast!"  
- Google Searcher





# Our Clients

- They value us and we are thrilled to serve them.
  - We have plenty of clients and more "beating down the door" to work with us.
  - We have tracks for clients who need higher levels of tailored interaction at higher-tiered and highly profitable offers.
  - We also serve those with lesser means in lower-tiered but effective options.
  - As a result, our clients love our work and act as evangelists on our behalf.







Our clients say...

“ Since taking the DYM program I have become a completely different person & I love God, my spouse, and even my kids so much better.

-5 YEARS AFTER PROGRAM



# Business Data

1

## Financial Reports

In addition to regular financial reports and a variety of forecasts, we maintain a dashboard of our key metrics so we understand whats on the horizon.

2

## Invest

We tweak for the future utilizing this data and invest strategically to increase DYM's success.

3

## Revenue

We have abundant cash reserves.

Revenue this year hit [x] reflective of the many clients we get to serve.



A group of children in a rural village setting. In the foreground, several children are making peace signs. One child on the right is holding a long wooden stick. The background shows simple houses and trees.

# International

We provide needed marriage resources for Spanish-speaking countries and utilize local ministries, providing desperately needed support.





# Scholarships

We give scholarships to full-time missionaries, ministry leaders, other non-profit leaders, and other marginalized people-groups we are passionate to support.



# Giving

Giving is an integral part of Delight Your Marriage.

We give over 10% of our profit to organizations that help alleviate poverty internationally.







“

Our favorite quote that often comes in...

My spouse and children now follow Jesus because of how He transformed our family through DYM.







# DELIGHT YOUR *Marriage*