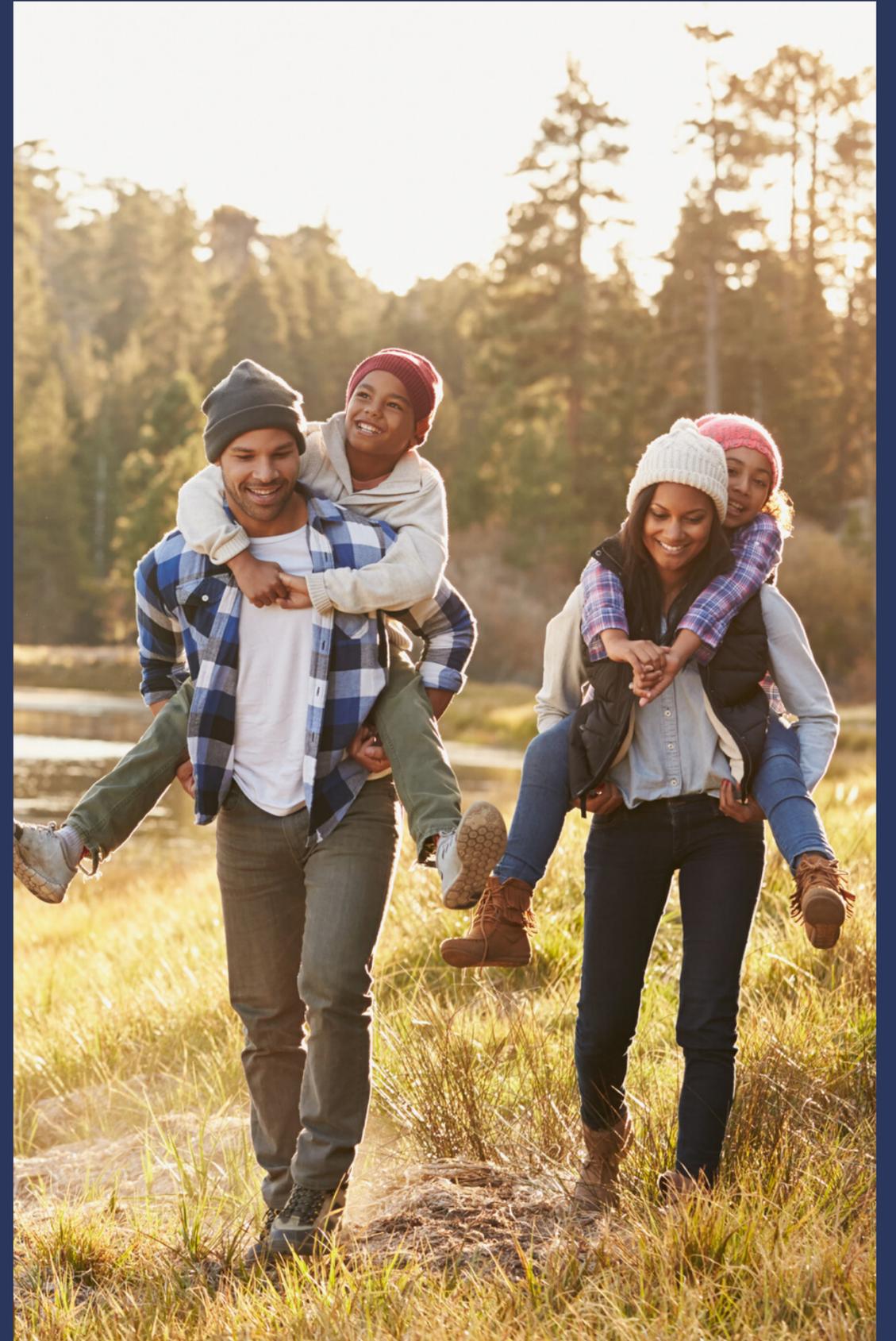


VISION DISCERNMENT :
2034

Delight Your Marriage

DELIGHT
YOUR
Marriage





Mission

Peaceful, playful, passionate and
Christ-surrendered marriage in every family



Agenda

- Everyone sharing why they work here
- Brief History
- Our VIRTUES
- Where we are now
- Where we're headed - 2034
- Where we're headed - 2024

A photograph of an elderly couple in a warm, indoor setting. The woman, on the left, has short dark hair, wears glasses, a pearl necklace, and a black sleeveless top with a white floral pattern. The man, on the right, has white hair and a beard, wears a light blue shirt and a grey patterned vest. They are both smiling and embracing each other. The background features a window with sheer curtains and a framed picture on the wall.

Why do you do this work?

Brief history



2014 - the book was written

2015 - the podcast started

2017 - 1:1 coaching began

2019 - team coaching began

2020 - to now God has continued to grow us and mold us on the inside and we're reaching people around the world... by His kindness and grace!

A group of people of various ages are dining outdoors at night. They are seated around a long table covered with a white tablecloth. The table is set with plates of food, glasses, and lit candles. The scene is illuminated by warm string lights hanging above the table. The people are engaged in conversation and eating. In the foreground, a young child is being held by an adult. The background shows more people and greenery, suggesting a garden or park setting.

As we grow...

Delight Your Marriage VIRTUES

V - Vibrant trust in God

I -

R -

T -

U -

E -

S -



Delight Your Marriage VIRTUES

V -

I - Integrity in humbly living our teaching

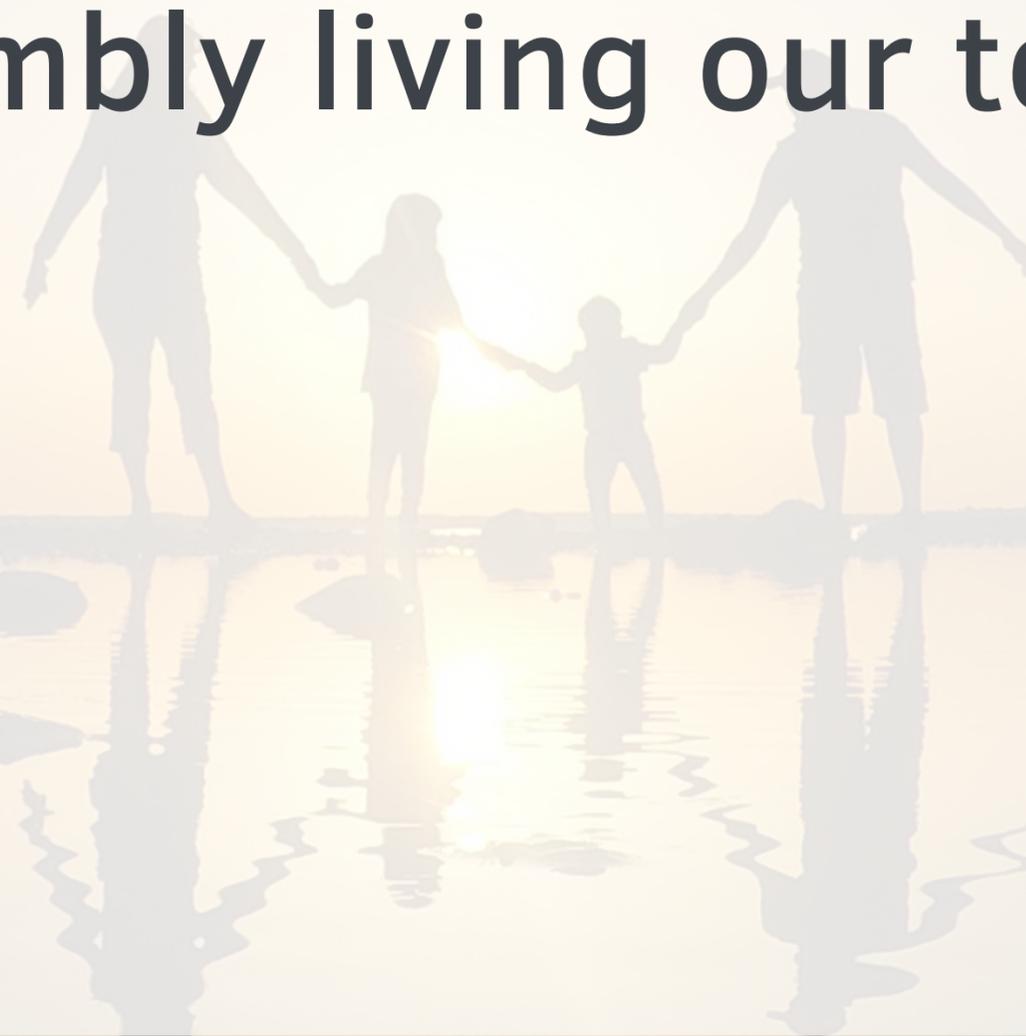
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Delight Your Marriage VIRTUES

V -

I -

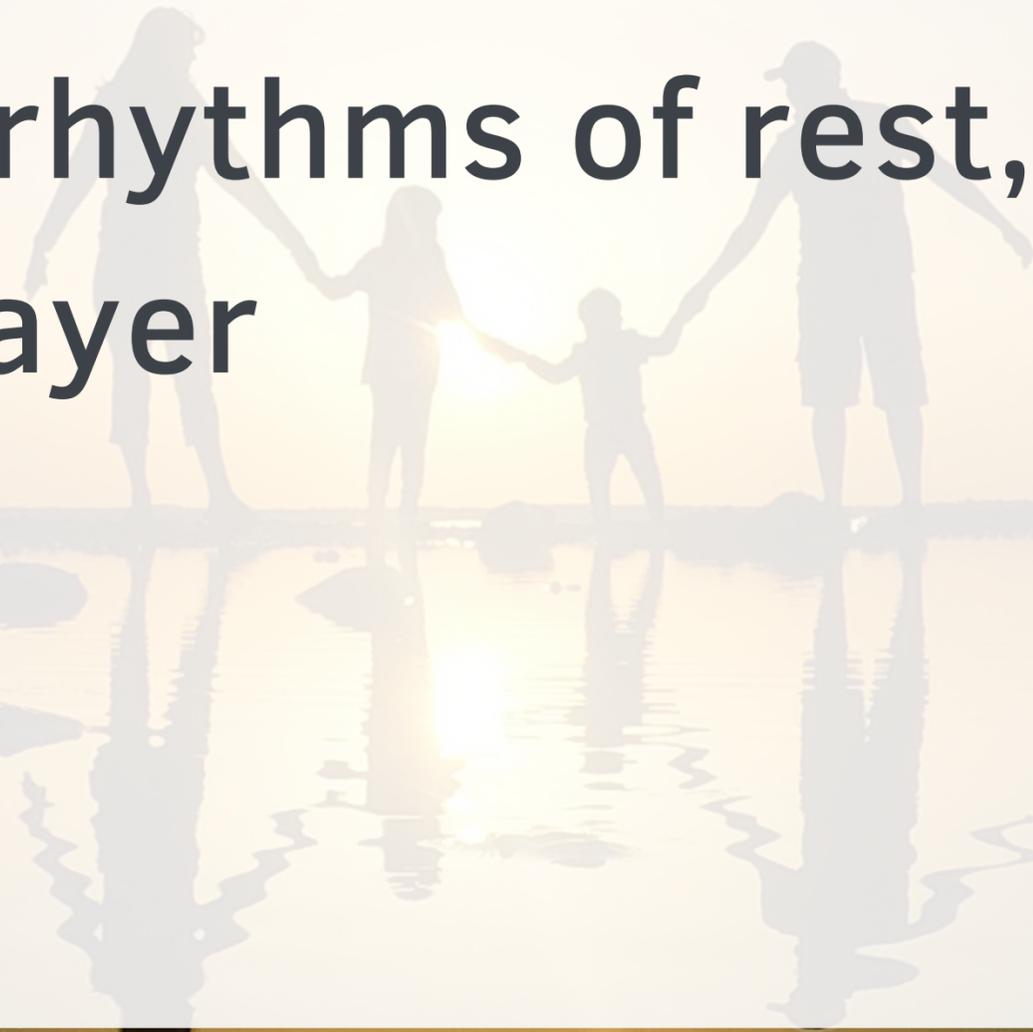
**R - Rejuvenating rhythms of rest, play,
the Word, and prayer**

T -

U -

E -

S -



Delight Your Marriage VIRTUES

V -

I -

R -

T - Thanksgiving always

U -

E -

S -



Delight Your Marriage VIRTUES

V -

I -

R -

T -

**U - Unwavering pursuit of God's will,
way, and timing**

E -

S -



Delight Your Marriage VIRTUES

V -

I -

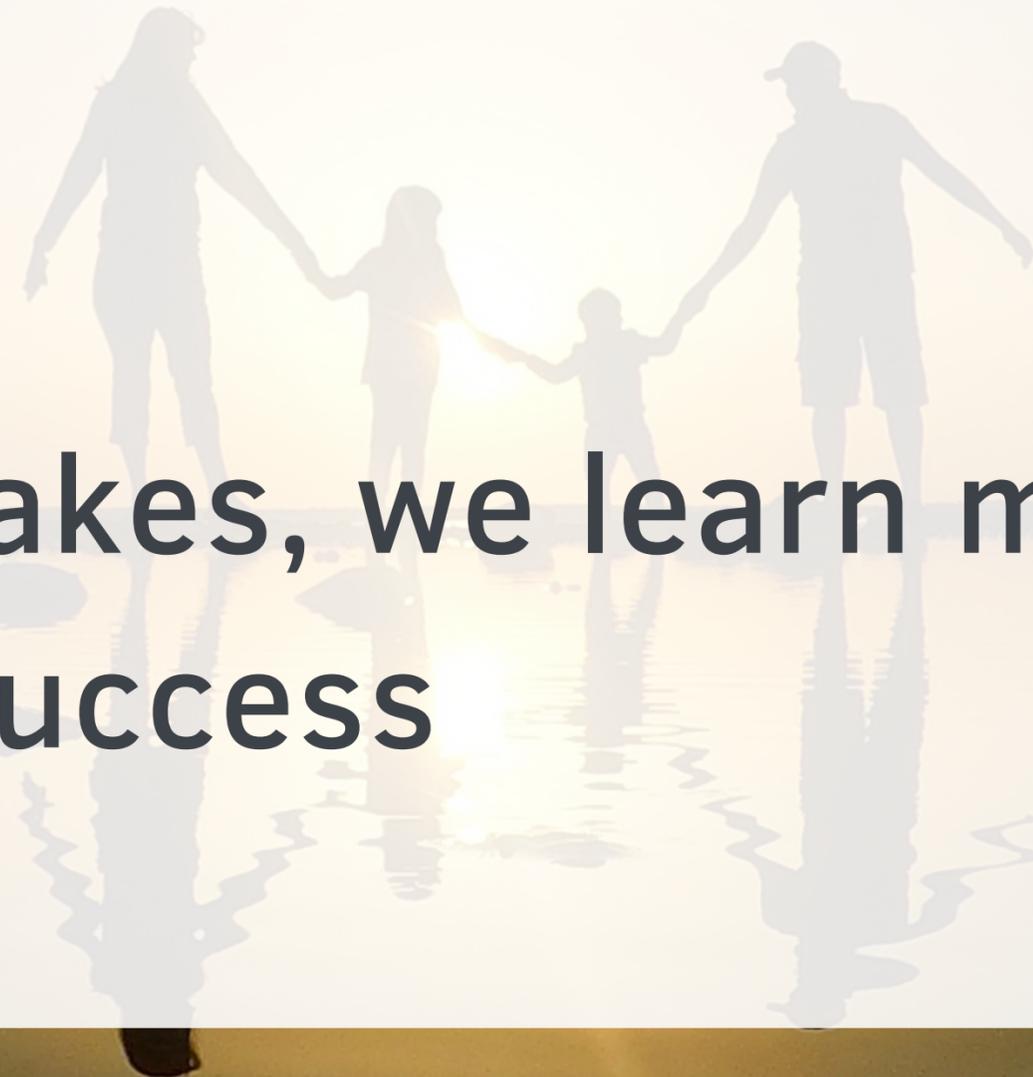
R -

T -

U -

E - Embrace mistakes, we learn more from them than success

S -



Delight Your Marriage VIRTUES

V -

I -

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S - Sprinkling in joy, kindness, and sincere compassion



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Where we are & where we're headed

Marketing in 2024

Podcast 2M downloads!

Top 0.05% worldwide most popular
(~500 reviews)

Word of mouth
by our amazing clients!

Self-Directed Courses
(selling ~3/mo)

3 Self-Published Books
(~300 reviews)

Youtube - not used
(~170 subscribers)

Interviewed on other
podcast/radio platforms ~1x/3mo

Marketing in 2034



Self-directed
Courses/subscription
(selling 500/mo)

Podcast 100M
downloads
(10k reviews)

Best Selling Books
(published with top 5
publishers) (5k reviews)

Intimate Product/
Merch Store
(selling 500/mo)

Best Selling
Audiobooks

DYM App
(40k downloads &
1k reviews)

Youtube 2M
subscribers

App & Online Store

Coursework

Private Slack

Integrated
checklists

Courses

Intimacy
Accessories

Intimate Apparel

DYM Merch

Partnerships in 2034

Partnerships with front-line gospel workers to help their marriages thrive & encourage their work:

- seminaries,
- Christian schools,
- denominational organizations,
- poverty relief international non-profit organizations,
- missionary organizations, and
- church planting organizations

Programs in 2024

- Masculinity Reclaimed (MR) / Delighted Wife (DW) programs
 - 3-month intensives ~10-person team coaching and training with Belah Rose
- MR Graduate Program (MRG) / DW Graduate Program (DWG)
 - Small groups of graduates headed by a volunteer Facilitator (also graduates) for ongoing support and encouragement
- 1:1 Coaching with Belah Rose

Programs Inside of DYM in 2034

- 3-month intensives (MR / DW) -
 - Silver: 500-person coaching (DYM Certified Coaches)
 - Gold: many 10-person coaching groups (DYM Certified Coaches)
 - Platinum: 8-person coaching (Coach Belah Rose)
- MRG / DWG - hundreds of ongoing maintenance groups after programs
 - Including themed groups: pastoral support, healing for porn, affair recovery, specific relational dynamics or challenges
- DYM Coach Certification training

Events Inside of DYM in 2034

- DYM Men's / Women's live in-person events
 - bringing together clients past and present for growth, community, and encouragement

Services Outside of DYM in 2034

- DYM Church Conference events (DYM Presenters)
- DYM Church Training & Coaching programs (DYM Coaches)
- Church grad groups set-up & facilitator support

Teams Inside of DYM in 2034

- **Ambassadors** - representing DYM in their communities, churches, spheres of influence, and bringing them to DYM
- **Facilitators** - facilitate grad groups
- **Church Facilitators** - facilitate set up and support
- **Clarity Advisors** - empathetically listening and discerning
- **Certified DYM Coaches** - coach DYM programs
- **DYM Presenters** - present at DYM events and church events

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



In 2034, DYM team members say:

“ My role at DYM is an energizing mix of my strengths and passions. I can tell God is at work in what I do.

At times I’m challenged but I’m growing personally for the sake of God’s Kingdom in an encouraging and Christ-surrendered environment.

Interviews in 2034

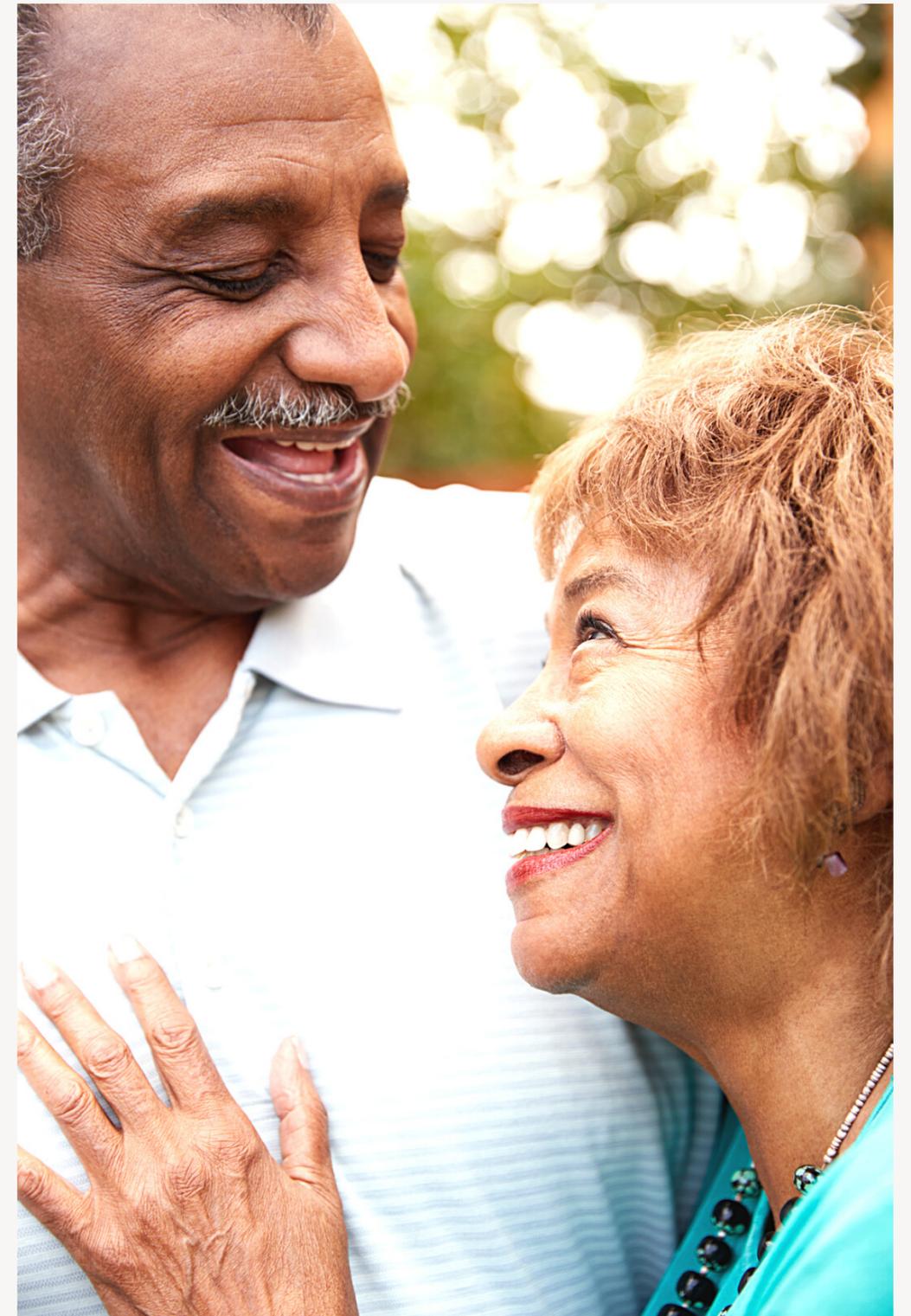
Interviews on platforms: Jordan Peterson, Pete Scazerro, Oprah, The View, Joe Rogan, K-Love, Focus on the Family, Francis Chan, Thinking Outloud, Remnant Radio, Proverbs 31 Ministries, Tim Ferriss, Entrepreneur podcasts...

Publications: Christianity Today, Christian Post, New York Times, Forbes, Entrepreneur, Vogue, Time Magazine...

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. I love sharing this work with my friends!

-10 YEARS AFTER PROGRAM

Giving

Giving is a major passion and motivation at Delight Your Marriage.

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

DYM sponsors a child in honor of every team member (including volunteers).





Scholarships

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

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2024 Plans

- ✓ -Create a studio for higher video quality
- -Rerecord lessons with higher video quality
- Hire DYM
- ✓ Office Assistant,
 - Team Manager, and
 - Video Editor
- Start Merch store
- Start working toward Client App
- -Redesign the website
- Growing our interviews
- Increasing our systems' effectiveness
- -Increasing the effectiveness of our current services

Your Ideas and Feedback!

You've got a good sense of what we're planning...

- But I'd love for you to consider what you feel would be helpful from your perspective

Some of you have done this! (Note some of them have been incorporated... thank you!)

- We want to hear from you!
- We have a specific way of receiving feedback that allows you to think through and weigh what is most important about the consideration you have



“

Our favorite quote that often comes in...

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





**DELIGHT
YOUR**
Marriage