



STEP-BY-STEP ACTIVATION PLAN

1. PRAY & PREPARE

- Invite the Holy Spirit to guide this group.
- Review your leader guide, workouts, and devotional materials.
- Decide how you will host your group:
 - In-person
 - Online
 - Hybrid
- Confirm group logistics:
 - Dates
 - Location or platform
 - Target audience

2. PERSONALIZE & PLAN

- Customize your group name to reflect your community.
- Plan weekly meeting rhythm:
 - Workout + Word
 - Fellowship + Prayer
- Identify your mission field: who are you called to reach?

3. PROMOTE BOLDLY – The S.I.M.P.L.E. Framework

S – Share your story

Tell why this matters to you. Post about your journey.

I – Invite personally

Reach out via text, voice message, or coffee invites.

M – Market on socials

Use Rev-provided graphics + your own life! Post real moments.

P – Partner locally

Ask a church, studio, or ministry to co-host or promote.

L – Lead boldly

Trust Jesus. He chose YOU to lead this group.

E – Encourage & equip

Follow up weekly with prayer, scripture, and encouragement.

4. LAUNCH & LEAD







- Host a kickoff night or welcome message before starting.
- Use weekly content consistently.

- Check in with your people between sessions.

5. FOLLOW UP & FLOW FORWARD

- Celebrate completion!
- Gather feedback.
- Suggest next steps:
 - Offer a weekly fitness class or coaching opportunity
 - Join another Rev program or RW+
 - Get trained as an instructor
 - Start a health coaching relationship

MARKETING & ENGAGEMENT IDEAS

Idea	Description
 Social Media Series	Post weekly scripture + moves from the program/book
 Video Invitation	Record a 60-second invitation with your heart & vision
 “Strong Start Kit”	Give early sign-ups a small gift (resistance band, scripture card)
 Referral Giveaway	Prize for the participant who invites the most friends
 Devotional Journal	Encourage tracking spiritual + physical growth
 Community Day	Co-lead a public class or prayer workout

FINAL ENCOURAGEMENT

You don't need to be perfect — just present and willing.
You are the move of God in your community.

You are leading more than a program. You are activating FREEDOM.

“Be strong in the Lord and in the strength of His might.” – Ephesians 6:10