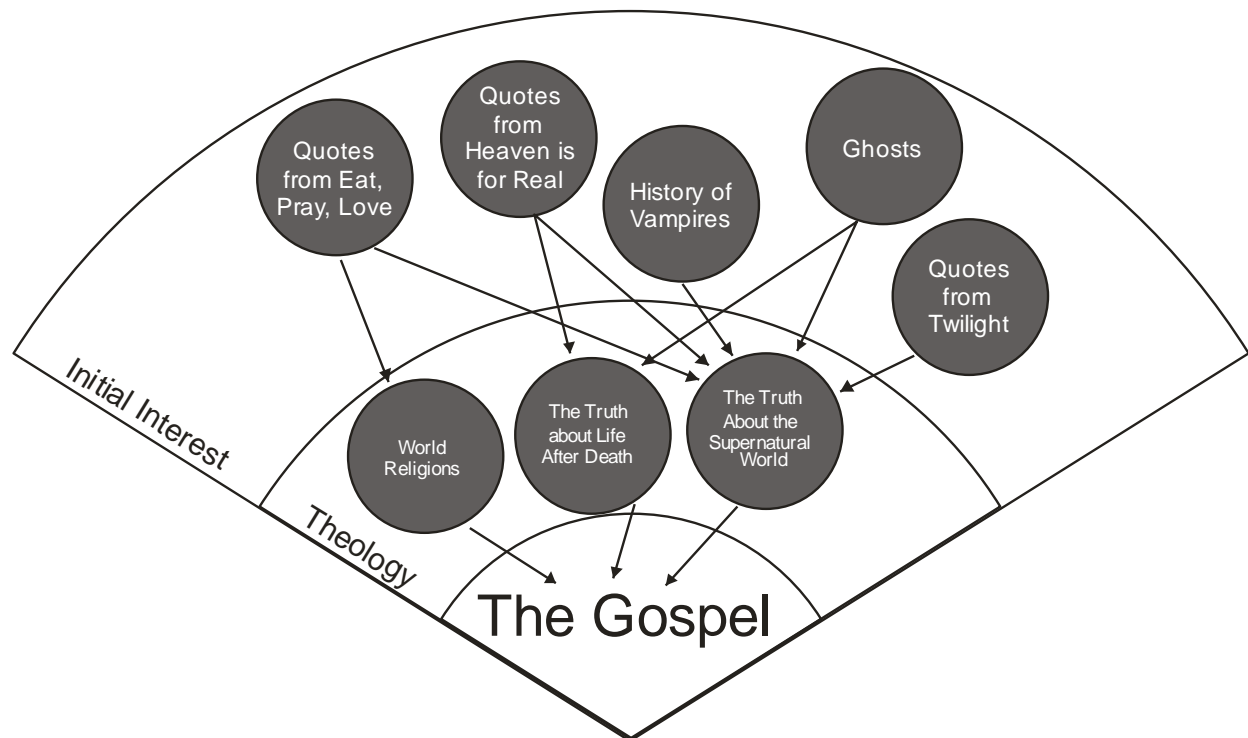


Descent Into Truth Project

Overview

The DITP is a web-based evangelistic initiative which revolves around moving website visitors from areas of initial cultural interests, through a series of mid-level pages explicating related theological issues and ultimately to a presentation of the Gospel. For example:



Rationale

The Shepherd Project website currently averages more than 1100 daily visitors. While approximately 80% of these visitors are Christians who come to us directly looking for resources, analysis of our site traffic has revealed a very interesting trend: approximately 20% of our daily visitors (220 per day) have stumbled onto the site by searching for something which the search engines (Google, Yahoo, Bing, etc.) have identified as being available on our site. Many of these resources are topics of interest primarily to Christians, such as summaries of important Christian books. However, the top search strings by which new visitors stumble onto our site are often related to book and movie quotes or summaries. For instance, in Oct. of 2011, the top 20 search strings which brought people to the SPM site were as follows:

1	12.14%	crazy love quotes
2	7.99%	quotes from the help
3	2.88%	eat pray love quotes
4	2.88%	eat pray love summary
5	2.24%	eat pray love book summary
6	1.92%	francis chan quotes
7	1.60%	quotes about help
8	1.28%	angels and demons book quotes
9	1.28%	crazy love summary
10	1.28%	eat love pray quotes
11	1.28%	quotes from the help movie
12	1.28%	shepherd project ministries
13	0.96%	eat pray love when you miss someone
14	0.96%	love language quotes
15	0.96%	quotes from the guardians of gahoole
16	0.96%	radical summary
17	0.96%	st philip turkey
18	0.64%	bible study on adjustment bureau
19	0.64%	chapter points of fabricating jesus
20	0.64%	converging lines

The SPM site has pages which search engines deem relevant for these queries because we publish resources that were designed to equip Christians to understand cultural hot-topics and be able to speak truth into conversations taking place around these issues. So, for instance, we have a page with quotations from the movie The Help so that Christians can get a feel for the kinds of issues which the movie raises. This was produced as a supplement to a full article on using The Help to build bridges to non-believers.

However, analysis of the web traffic suggests that it is very likely that we are now getting many non-Christian visitors to our site who are interested in these supplemental materials directly. They are probably not looking for a Christian response to these issues initially, but their interest may well provide an opportunity for us to share the Gospel with them in a meaningful and relevant way.

Rather than turning the quote/summary resources themselves into Gospel presentations, we think it would be most effective to produce a series of mid-level pages which address themes that often come up in these cultural hot-topics and link to those pages from the quote/summary pages. This will allow us to 1) incorporate new contributors more easily since they need only produce the quote/summary resources without worrying about analysis or developing relevant gospel presentations for each

resource produced and 2) create evangelistic interconnections throughout the SPM website by linking to these mid-level pages in other kinds of resources.

Contributing

If you would like to contribute to this project we would request that you begin by submitting a quote piece. This is a very simple piece that consists of memorable/meaningful quotes from a popular movie or book. [Please look here to indicate your interest in a particular book/movie so that we don't have duplicates coming in.](#) Where applicable, attribute the quotes to the correct characters. For an example of this sort of thing, look at [Quotes from THE HELP](#) on our site.

In addition to the quotations, please also identify 2 or more larger themes/issues which the book/movie addresses and which could serve to move the reader along a path to the Gospel.

We are able to pay \$25 per quote resource that you produce, provided that you have signed-up for and been approved to produce the resource.