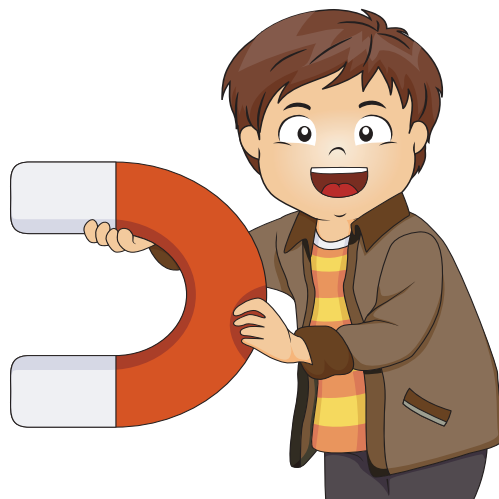


DISCIPLESHIP MAGNETS

PROVEN STRATEGIES
THAT CONNECT MEN TO DISCIPLESHIP



MATTHEW BLANKENBILLER

Discipleship Magnets

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BY MATTHEW BLANKENBILLER

INTRODUCTION

Discipling men today is tough! Whether it's our work schedules or lack of interest - discipling men today has never been more challenging. Let's face it, people are busy!

The good news? For experienced pastors, church staff, and lay leaders, there has never been more information and resources available to do everything they can to overcome this challenging environment.

Today there are thousands of resources available to help men grow in their faith. One of them is called *Every Man a Warrior*.

If you're reading this e-book, most likely it's because you have either heard of *EMAW*, or you have studied it and maybe have questions about the best strategies to reach every man in your church with it.

Thirteen years ago I was one of the first men to study through *EMAW*. If you haven't studied through it yet, It's a new resource designed to help men succeed in life. *EMAW* teaches a man skills to learn how to walk with God. And, it is REALLY

GOOD. When I finished studying through it, I knew I had to get it into the hands of every man in my church.

But **HOW**?

It's the **MILLION DOLLAR** question? **HOW** do you effectively reach every man in your church with new resources like *Every Man a Warrior*?

Over the last 13 years we have reached 300 men in my church and over 1,500 men in the surrounding areas with *Every Man a Warrior*. And, 13 years later, we are still seeing men study through it. This hasn't happened by accident. Our church has a well-thought out strategy to disciple every man in our church. I hope you do too.

If you don't have a strategy yet, you can. Showing you **HOW** to do just that is one of the reasons why I wrote the workbook for "*Discipleship Magnets*." I want to help churches create a sustainable ministry to the men in their church and help them learn how to equip those men using incredible resources like *EMAW*.

Discipleship Magnets will help you reach every man in your church. They helped us create a sustainable system and strategy that reaches every man in our church year after year.

And, they can do the same for you too.

The methods explained here are all completely free for you to implement-they only cost you a few hours of your time.

WHAT ARE YOU WAITING FOR?

The DISCIPLESHIP MAGNETS training involves a 3 step process.

1. Finish reading this e-book "[Discipleship Magnets.](#)"
2. Watch our 3 Discipleship Magnets training videos found on my website: www.TheStrengthenedHeart.com
3. Work through my Discipleship Magnets Workbook found on my website: www.TheStrengthenedHeart.com.

When you're done, you will have a sustainable ministry **PLAN**, and have built in ways to disciple every man using Every Man a Warrior.

So, Let's get started, I hope you enjoy this free e-book:
Discipleship Magnets

ABOUT THE AUTHOR



Matthew Blankenbiller is the author of *Discipleship Magnets*. Matt's short book, workbook, videos and workshop is being used to help churches reach every man with discipleship.

When he isn't writing, blogging or discipling men, he works as a pharmaceutical salesman and loves hanging out with his family.

He lives in Lincoln, NE with his wife and 3 kids.

He runs a local ministry called "The Strengthened Heart", holds Wild at Heart Bootcamps, leads Bible studies and is now passionate about helping churches learn to be **DISCIPLESHIP MAGNETS**.

WHAT ARE DISCIPLESHIP MAGNETS?

DISCIPLESHIP MAGNETS ARE WHAT CONNECT
MEN TO DISCIPLESHIP

They're intentional well thought out activities or events that seamlessly **connect** men to allies and leaders in your church's vision to make disciples.

That's what church is all about, after all - connecting people through relationships that point people to growing in their faith and relationship with Jesus.

Let's face it, if you read the latest Barna research, the state of the church isn't doing very well. Most professed Christians don't know what they believe or why, and many don't even hold a Biblical world view. And, I want to do something about it.

Our church started using **Discipleship Magnets** over 20 years ago and we have connected thousands of men to extremely valuable events, retreats, small groups, servant events, Bible studies and yes, 1:1 discipleship using REALLY GOOD resources like *Every Man a Warrior*.

HERE ARE SOME STATISTICS:

Men have lost heart and forget we are at war

"Most men live their lives like they showed up to a movie 40 minutes late, and have no idea what's going on around them." – John Eldredge

Our churches lack good spiritual training

"Most men have never been trained and equipped with the skills necessary to fight and end well." – Lonnie Berger

Many men have no idea what their calling is in life

"Soak continually in the one great truth of which you have had a vision; take it to bed with you, sleep with it, rise up in the morning with it. Continually bring your imagination into captivity to it and slowly and surely as the months and years go by, God will make you one of His specialists in that particular truth." –Oswald Chambers

"Calling is the most comprehensive reorientation and the most profound motivation in human experience."

—Os Guinness

"Everyone—and I mean everyone—struggles with the question, "What did God create me to do?" Some may answer, "I have no idea", while others ask, is there really more to me than I currently understand?" - Gary Barkelow

"Almost every church in our country has some type of discipleship program or set of activities, but stunningly few churches have a church of disciples." George Barna

"1 out of every 7 (15%) is being spiritually mentored by someone." George Barna

*"Spiritual growth has become the exception to the rule, this is partially attributable to our focus on providing **programs** rather than **relationships** that support growth." George Barna*

HOW?

IT'S ALL ABOUT HAVING A WELL THOUGHT OUT PLAN. Once this is in place all you have to do is schedule valuable activities, connect men in relationships, show them their next steps and repeat the process.

Most men's ministry programs fail, because they don't have a long term "MINISTRY PROCESS" even identified, let alone in place and working year after year. So, they hold activities and events only to have no "next steps" available. Then they are stuck asking themselves. Now what do we do?

We have been using Discipleship Magnets for over 20 years now at my church and have connected thousands of men to deep spiritual growth year after year. It's amazing to see a man connect with another brother and be led down a seamless path to growing in his faith.

We do this with Discipleship Magnets. Here's how it breaks down: Discipleship Magnets draw men to connect with other men year after year to amazingly valuable events and activities that help men grow in their walk with God that then lead to a study of *EMAW*.

TO MAKE THIS WORK, DO 3 THINGS:

- 1) Create a vision, mission, process and curriculum. Before you do anything else, gather a group of reliable men in your church and write this down on a piece of paper. If you write it down, studies show, it will get done. Then, schedule two valuable events for men to attend. Like a steak night, where a speaker presents on a manly topic.

2) Now that men are connecting with each other, start an “*Every Man a Warrior*” Small Group ministry. It’s important to have this up and running before you start connecting men using events. Once it’s set up, start connecting men in groups of 4.

3) Make sure your *EMAW* small groups are sustainable and multiply. We have learned that if a man studies through *EMAW* and shelves it, only to forget about it, he will forget everything he learned. Use your *EMAW* small groups to raise up apprentice leaders who will go on and start their own *EMAW* small group. This will do 2 things in a man’s life:

1. If your small groups multiply, you have a better chance of reaching every man.
2. When an apprentice leader leads his own group, and actually teaches through the *EMAW* material a second and third time, the *EMAW* material gets deeper engrained in his heart. Thus strengthening his walk with God. And, viola, you just made yourself an ally and leader in your new vision! Ain’t that pretty cool?

AND THAT'S IT.

This is so simple. But believe me, NOT MANY men's ministries are DOING THIS!

I think a lot of ministries think they are doing this, but the questions we field day in and day out at the "*Every Man a Warrior*" home office lead us to the conclusion that they are not.

However, this really is simple. Follow steps (1), (2) and (3). And, over time you should start seeing men connect to other men and deepen their relationships, that then purposefully lead to 1:1 meetings or small groups.

And, when younger Christians begin to connect to the leaders and allies in your church, you will begin to see more and more leaders and allies raise up and join in on the Discipleship Magnet process.

It's pretty cool to see so many men in my church growing and connecting and rising up and walking with God. God is moving.

So, Now What?

LET'S DIG DEEPER INTO THE 3 THINGS TO MAKE THIS WORK

PART ONE

**VISION, MISSION,
PROCESS AND CURRICULUM**

THE IMPORTANCE OF HAVING A VISION, MISSION, PROCESS AND CURRICULUM

I wrote this resource to tell the story of how my friends and I use our men's ministry, 1:1 discipleship and small groups to reach every man in our church with new resources like *Every Man a Warrior*.

About 13 years ago, I was one of the first men to study through the pilot copy of what is now *Every Man a Warrior*.

Since then, we have led over 1,500 men through *EMAW* in our local church, surrounding communities and across the country.

Over the last 13 years God has shown us 3 key things that we want you to be aware of as you bring *EMAW* to your local church.

If you have studied through *EMAW* and want to create a plan to reach all the men in your church with *EMAW*, I hope you watch all 3 of our training video's. I will be sending those video's soon.

GROWING UP

God created the church for many reasons, and I believe one of the main reasons is for people to build relationships with each other and help them grow in their relationship with Jesus.

Growing up, my family and I attended a church that didn't have a strategy to disciple us. We attended church on Sundays, but I don't remember any other ways we meaningfully connected with other people.

Eventually, we quit going to church, my parents divorced and come to find out, my dad wasn't even a Christian.

Since then, I have become passionate about doing everything I can to help men in my church connect to other men and then disciple them.

And, these connections lead to deep intentional discipleship that help men be successful in life learning to study the Bible using resources like *EMAW*.

To do this effectively, it's a good idea to have a well thought out, but simple strategy, or what I like to call **DISCIPLESHIP MAGNETS!**

LET'S DIG IN A BIT

Below is a quote I found years ago from *Leading Life-Changing Small Groups* by Bill Donahue.

"An effective evangelist who reaches 1,000 people a day for Christ will win the world to Christ in 13,515 years. But a very effective discipler who teaches or trains two people a year to reach others for Christ has the potential to spread the message to the world in only 33 years!"

The main point Bill is making is "HOW" you reach men makes all the difference.

One of the goals in ministry is to develop allies and leaders in your ministry's vision. That's why we work hard at discipling men who disciple men.

But how do we develop disciples who make disciples?

In order for this to happen, it's important to know what business your church is in.

Consider what business your church is in. Would most people agree that your church is in the business of discipleship?

VISION

They can and It starts with having a clear vision statement and sharing that **vision** with everybody! Your vision statement could be as simple as: to disciple every person in my church.

Keep in mind you can see your vision. You can see what you want to accomplish.

MISSION

Next is **mission**. A mission statement should include the "**marching orders**" that explain how you are going to accomplish your vision.

A mission statement might be: to disciple every person in my church, by connecting them to small groups, bible studies, 1:1 mentor relationships and eventually a study of Every Man a Warrior.

You can **see** the results of your vision, and **do** your mission.

PROCESS

Once you have a vision and mission statement, the next thing to consider is having a **process** to disciple the members of your church.

A good process purposefully moves people along in their faith development. Having a good process illustrates "**how**" you will purposefully give men their next steps in their spiritual formation.

What process can you use to move church members along in their faith. At our home church we use the word picture of a funnel. We use easy to attend activities like steak nights, golf and softball leagues to connect men to other men.

The activities at the top of the funnel are easy to attend and don't require much commitment. However, we promote and offer deeper levels of commitment as our church members grow in their faith and move further down the funnel.

After a man attends a church activity and meets leaders and allies in our vision, the church leader might build a friendship with the new member. The church leader then invites him to an activity designed to help him go deeper in his faith, the "next step", like a Bible study or small group.

Once that new member attends the next step in his faith, he then might be invited to the deepest level of growth like 1:1 discipleship using a resource like *Every Man a Warrior*.

The **main point** here is to have an intentional “process” that you have identified. And use that process “Word Picture” to help men seamlessly grow in their faith.

CURRICULUM

Once you have a vision, mission, and process, the next thing to consider having is a well thought out **curriculum**.

Our men’s ministry also has a curriculum. We want men to learn 3 main things as a follower of Jesus.

We teach men about their heart, how to walk with God and their calling. And, we use the “funnel” word picture process to move men from one activity to the next. And each activity covers the topics and curriculum we want them to learn.

TYING THIS ALL TOGETHER

So, as you pray about bringing new resources like *EMAW* to your church and try to reach every man, consider going to what I call your church's "film room" and write down your ministry's vision, mission, what process you will use. While you're there, create a curriculum detailing what you want your men to learn as a disciple of Jesus.

When you create this ministry plan you will have created built in ways to connect men to other men who are allies in your vision.

Once you have created a built in way to connect men through strategy, the next thing to do is to start an *EMAW* small group ministry to plug men into.

On my website there is a workbook designed to help you create this simple ministry plan. Just click on the workbook tab.

PART TWO

**SMALL GROUPS AND
1:1 MEETINGS**

SMALL GROUPS AND 1:1 MEETINGS

In the first part of *Discipleship Magnets*, we talked about the importance of knowing what business your church is in. And how writing down a vision and mission statement, process and curriculum is paramount.

Next I'd like to explain the 2 best ways to accomplish your goal of reaching every man in your church with *Every Man a Warrior* using small groups and one to one mentoring relationships.

let's take a look at how using 1:1 mentor relationships and small groups will help you accomplish two things.

1. Reach every man in your church with new resources like *EMAW*.
2. Create leaders and allies in your new vision

Alright, in the first part we discussed the importance of having a strategy to connect men to other men.

Once men are connecting, it's important to have an *EMAW* small group ministry operating so you can have a built in way to connect men to their next step which could be to study through *EMAW*.

Remember the quote I mentioned in the first video by Bill Donahue?

KEY POINT

"An effective evangelist who reaches 1,000 people a day for Christ will win the world to Christ in 13,515 years. But a very effective discipler who teaches or trains two people a year to reach others for Christ has the potential to spread the message to the world in only 33 years!"

"How" you spend your time trying to reach people with Jesus and discipleship makes all the difference in the world.

The first thing you might consider is starting your first *EMAW* small group.

If you start your small group ministry small with just 3 men and cast your ministry vision to those 3 men, and encourage them to start their own groups later, 2 things happen:

1. You multiply your leadership efforts
2. Leaders rise up and get a chance to lead a group of their own, which creates sustainability!

After I studied through *EMAW*, I knew I wanted to bring this new resource to every man in my church.

And, small groups are the best way to accomplish this.

WHY SMALL GROUPS?

Because small groups use the concept of “multiplication” and helps you create a “sustainable” ministry.

We can assume Paul asked each of his disciples to then find three other men to disciple. And, those 3 men found 3 other men to disciple.

Paul disciplined and trained men who then disciplined men.

This is why using small groups is the best way to roll out an *EMAW* ministry in your church. You simply have a better chance at reaching every man. And, leaders rise up and lead their own groups and get a chance to then teach the *EMAW* material.

And when a leader teaches the *EMAW* material the result is a deeper experience for the leader. And, you then have created an ally in your vision to disciple every man in your church!

Meeting with men one to one accomplishes the same result as using small groups.

When I either disciple men using small groups or 1:1, I have their undivided attention once a week.

As a leader, I use this time to cast major vision into my mentees hearts. I tell the story of how my family slipped through the cracks of our church, and how I don't want this to happen to the men in our church.

I also explain what business our church is in and how our "funnel" process helps us be successful at accomplishing our vision.

Then, just as the apostle Paul did, I ask my mentees to ask God for 3 men to disciple.

When I brought *EMAW* to my home church, I started with just 3 men. And, today, because those three men discipled three men and so on, we have reached over 500 men!

SUSTAINABILITY

And, 13 years later, our *EMAW* discipleship ministry is still vibrant and growing! Just this last Sunday I saw men walking around with their Bible and *EMAW* books. 13 years after I started my first small group, men are to this day just now studying through *EMAW*!

This is what we call “**sustainability.**”

Year after year we connect men through different easy to attend ministry activities. And men are connecting to other men.

And when a new believer or a new church member connects with an ally in our men's ministry, that ally then invites the new church member to his next step. Which could be to study through *EMAW*.

Our church has new members join every year. And we now have built in ways to connect them in relationships, that leads to a study of *EMAW*.

And we do this year after year.

PART THREE

LEADERS AND ALLIES

LEADERS AND ALLIES ARE MADE WHEN THEY TEACH EMAW

This third part will help you understand the most important part of what we want you to take away from this e-book training. And, that is what happens to your walk with God when you lead another man through *EMAW*.

You see, if you study through a new resource only to shelf it and forget about it in 6 months, you most likely will forget everything you just studied.

I have studied and led men through *EMAW* 10 times.

Each time I study and teach *EMAW* God shows me something deeper and new every time.

And, because I know myself well, if I don't continue to study and have accountability in my life around having a quiet time, I will most likely stop having quiet times.

So, by always leading men in small groups and 1:1 I have created a built in way that now holds me accountable to spending time with God.

Paradigm Shift

At *EMAW* national headquarters we sense a paradigm shift might be happening in the way we approach discipling men.

This paradigm shift includes purposefully using all the rich men's ministry activities we use to then intentionally help men build a life-long relationship with God.

We envision building a world of men who are having daily quiet times, memorizing 100's of key life applicable verses and daily meditating on God's Word.

And, from our experience, this happens when we have a built in ministry at our local church where we have men who disciple men, who then disciple men who disciple men.

Because life today as a man of God is so hard, we feel led to challenge men today to always be leading an *EMAW* small group or 1:1 meeting's.

13 years ago God told me to pick a day and time of the week to make myself available to meet with men for the sole purpose of leading men through *EMAW*.

Conclusion

This free e-book, **DISCIPLESHIP MAGNETS**, is intended to introduce you to some simple ways to think strategically as you bring **EVERY MAN A WARRIOR** to your local church.

If you want to reach every man in your church with Jesus, discipleship and *EMAW*, and build Christian men who use the valuable skills of walking daily with Jesus using the skill of a quiet time, I highly encourage you to grab a few men from your church and work through the Discipleship Magnets Workbook.

The Workbook is designed to help you create a basic yet functional ministry plan that reaches all the men in your church.

A plan that reaches every man in your church and makes *Every Man A Warrior!*

To learn more about *Every Man a Warrior*, go to: [www. EveryManAWarrior.com](http://www.EveryManAWarrior.com). Order sets of the study and find instructional videos by author Lonnie Berger. The video's help teach you how to start your *EMAW* small groups off right and much more.

NEXT STEP

If you'd like to find out more about how to create a sustainable ministry plan, implement *Every Man a Warrior* small groups and develop leaders and allies in your church – stay tuned for the *Discipleship Magnets* video training.

I'll take you through everything in this short book via video – and a ton more.

This Discipleship Magnets training has helped many men bring deeper more meaningful discipleship depth to the men in their church. And, helps leaders learn how to create a sustainable ministry that multiplies leadership year after year.

Matthew Blankenbiller

For questions about this resource and to download my Discipleship Magnets Workbook, please contact me:

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Or go to www.TheStrengthenedHeart.com/myworkbook to view the Discipleship Magnets training videos and to download the workbook.