

//MARKSMEN LEADER'S GUIDE

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Collaboration leaders: Please print and red pen or add a comment in red for suggested changes/improvements. Thank you for your help and leadership!

Status **In progress** ▾ _____

Timing **📅 Date** to **📅 Date** _____

Leaders _____

Introduction:

Welcome to the Leader's Guide for the Marksman's Planner. This guide is designed to equip men to lead—first, to lead themselves, and then together as brothers in Christ, in their family, and in community. It provides a clear framework for guiding men through the 90-day Act of Becoming Challenge, calling each man to take ownership of his walk, and then deliberately meeting to share and network in the challenge together.

Men are created to lead with conviction, not drift in passivity or settle for shallow fellowship. When a man steps forward in biblical leadership—standing firm in truth, exercising his God-given gifts, and stewarding his resources, relationships, and calling—his influence extends far beyond himself. Through Christ, his obedience creates ripples that shape his family, strengthens his community, and advances the Kingdom.

As men take initiative individually and then unite with shared purpose, they become a force multiplied. When brothers band together in deliberate prayer, accountability, and action, they serve as an army under Christ—advancing His work in ways that may be impossible alone.[1 Corinthians 12:12-31] [Hebrews 10:24] [Proverbs 27:17] [Ephesians 6]

This guide uses the Marksman’s Planner as a practical leadership tool for each man’s personal discipline while providing a strategic framework for collective mission. Within this guide, you’ll find clear facilitation strategies and leadership principles designed to help men sharpen one another and move forward together through the 90-day journey.

It may seem daunting to lead a group of men in this challenge, but the simple truth is that your primary role is to guide the group by creating an authentic environment that fosters inspiration through God’s Word, encouragement and action. You are not expected to have every answer. You are engaging in the challenge alongside the group, using this leader’s guide to help facilitate discussion while putting the principles into practice in your own life(perfection is not required but resilience is). This resource will lead you through the essential steps for launching your group successfully, provide practical tips, and equip you to use this program with confidence within your inner circle or community.

Intent

Times are demanding a resilience and resourcefulness to be born in men. We must not stand idly by as many around us(some in our very homes) are struggling to know freedom in Christ, life purpose, or to stay afloat amongst the ever increasing demands of life, culture, and societal pressures. We, instead elect to stand firmly planted in these times, to become effective ambassadors for Christ and good stewards of what God has entrusted us with. Our intent is to share effective tools, to walk in biblical discipleship and spur on a community of men who Pursue Christ and who “do more

than they say”. The work of Christ we want to see in our families, communities and in the world must start in us!

Objectives

- Share a strategic tool for life to equip men individually (The Marksman’s planner)
- Join forces with other men weekly to pray and form a tangible network
- Impact our Family/legacy for Christ
- Impact community and the Kingdom for Christ

Key Themes

These 4 things are the cornerstones of all meetings. Helping one another, fellowship and networking will take place as the depth of connection of the group allows but the key to growth, effectiveness and lasting impact comes from each man’s personal commitment to Christ through:

- Prayer
- Consistency in the Word of God(The Bible)
- Biblical discipleship
- Action(both individually and in networking together)

The Leader’s Role

- **Lead by example** - Your commitment to remain consistent during the 90 days is paramount, again-its not about perfect execution but authentic effort and committed action. Additionally- You will set the atmosphere in the meetings. Take the time beforehand to prepare and use the weekly outlines to open up

meetings with intentionality, starting the group off in prayer or delegating appropriately.

- **Facilitation** - Arranging a meeting location, ensuring materials are dispersed and providing structure to meetings.
- **Humble Boldness** - Sharing (with discretion) your own struggles and successes with the group during your 90 day journey and your commitment to follow through. This encourages others to share and collaborate strategies to overcome, pray and tangibly serve each other.

Getting Started

“We’re looking for a Few Good Men”

Leading a group through the 90-Day Challenge is not a casual hangout. It is a deliberate decision to step into intentional living and to join brothers in Christ to walk it out effectively together. This section is designed to help you prepare well—spiritually and tangibly—before the first meeting ever takes place.

1. Understand the Challenge

Before you invite others, you must first understand what you are asking men to commit to.

*We strongly recommend that leaders complete the planner once themselves before guiding others through the challenge. At minimum, a leader should:

- Read the Introduction/Vision Week
- Review the Midpoint Review
- Read the End-of-Course Review
- *Work through Vision Week personally before facilitating it for others

This ensures the message and method of the planner resonate deeply with you first. Leadership in this challenge is not about prescribing behavior—it is about modeling commitment, resilience, and walking the path alongside others.

Men will follow clarity, consistency, and authenticity far more readily than instruction alone.

2. The Invitation Begins in Prayer

Before reaching out to anyone, begin with prayer.

Ask the Lord plainly:

“Who, Lord?”

As you pray through this time—specifically while completing Vision Week yourself—write down the names of men the Lord brings to mind. These are men who may benefit not only from the planner, but from walking out the challenge together.

*Note: Consider inviting a well founded co-leader to help guide the group; especially if you are considering leading a younger group or less spiritually mature group. A co-leader can help you stay accountable as a leader and fill in if something unexpected comes up as well as provide amplifying information or insight from the Word.

Use the box at the end of this section(or the last page of your planner in the “contacts” Section) to list names, notes, and commitments of the men you wish to invite. Continue to pray for them before reaching out.

- ***This is not about numbers.** It is about calling the right men.(there’s no requirement for number of participants but pilot groups seemed to flourish with 4-12 men per group). Larger groups can work but it is a loftier mantle for the leader, so consider delegating responsibilities in large group settings and splitting up into smaller groups during discussion.

3. Consider the Logistics

Significant impact requires clear planning.

Before sending invitations, consider the practical details of gathering:

Meeting location

- Will you host at your home or can you secure a room at your local church/coffeeshop etc.
- Is it quiet enough for discussion and prayer?
- Are restrooms available?

Time & consistency

- Same time, same place each week is strongly recommended.
- Honor each man's time and outside commitments by keeping to a strict timeframe(between 1-1.5 hours).

Hospitality

- Will you provide coffee or light snacks?
- Are participants able or willing to contribute occasionally?

Note: In many cases, early weekday mornings (Friday or Monday before work and school drop-offs) work best for men with families—but decide together as a group what fits your men's schedules best.

Use the space below to list potential locations and logistics you can secure ahead of time:

4. Extend the Charge

When you're ready(Meaning Vision week is completed for you personally), reach out to the men on your list.

This is not a sales pitch—it's a charge.

Share why this challenge matters, why you're stepping into it, and why you believe it would benefit them and the group collectively. (Consider reading/sharing the "Giant of our time" and "The Response" section on the about us page of the website.)

<https://themarksmansplanner.com/about-us/>

Example outreach phone call:

"Hey brother—your name came to mind recently as I've been preparing to step into a 90-day challenge focused on faith, discipline, and purpose. It's centered around a strategic planner that helps men bring their lives into order and walk intentionally in what God has called them to and balance daily life. This Challenge is not something we intend to announce or spotlight, but rather an invitation to a quiet commitment to equip one another and "practice more than we preach". I believe it would be powerful to go through it and network together. I'll shoot you a text with more info and let me know if you're interested."

Follow up text example:

Here's a link to check out what the planner is all about:

[<https://themarksmansplanner.com/>]. Here, you can get familiar with what the planner is, how it works and see if the message resonates with you. We're looking at meeting at _____[insert location] on _____[insert date/time/duration] for the introductory meeting and then we'll determine a weekly time and place to meet, share and pray. It's designed to have big impacts but incur minimum time commitment(roughly an hour a week for 12 weeks). Let me know if you're interested, and I'll coordinate getting everyone a book if you're in."

You may choose to:

- Collect funds ahead of time (Venmo/Zelle/etc.)
- Purchase books upfront and be reimbursed at the first meeting

5. Confirm Interest & Secure Materials

As men respond:

- Annotate who has committed and what color of book they want
- Follow up with anyone undecided(dont pressure, instead try to determine if the message resonates and if they are “hungry” for this sort of challenge).
- Purchase a bulk order of planners for your group on the website via this link:

<https://themarksmansplanner.com/product/the-marksmans-planner/>

Having books ready at the first meeting sets a clear tone of seriousness and preparation.

Name	Commitment (Y/N)	Preferred Book Color(red/brown/tan/ green)	Paid (Y/N)	Book Received (Y/N)
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6. Prepare for the First Meeting

A few days prior to your first gathering:

- Confirm attendance/Send reminder texts of time and location a few days prior
- Secure the meeting space(Confirm access, restrooms, etc)
- Prepare any hospitality (coffee, snacks, etc.) Not required

Bring:

- This Leader's Guide
- All planners
- Any logistical materials

Consider asking participants to contribute light snacks or drinks if appropriate—but do not make it a requirement. ***This is not a luncheon, it's a rally point for warriors in Christ.***

Finally, review the Week 1 Brief on the next page. Consider practicing your delivery beforehand. Confidence comes from preparation, not performance. Also- print out handouts.

Week 1: Intro and Vision week kick off

date: / /

Introduction

- **Thank the men** for coming and accepting the challenge.
- **Honor everyone's time** - you can expect this session to go a bit longer as we discuss the intent of the group, this week's theme as well as some pointers on getting started with the planner. We intend to wrap this up in 1.5 hours, and weekly meetings should last 1 hour(or 1.5 if agreed upon). (it's important to stay on task in order to honor everyone's time and responsibilities).

**Consider delegating one person to remind you when you are 15 or 20min prior to end time.*

- **Point out hospitality** - feel free to grab coffee(or if there is food or anything available)
 - Bathrooms are located _____ if needed.
- **Open in Prayer** - Before we get into this week's theme, let's start with prayer:
- **Pass out handouts** - "I brought handouts so everyone can follow along as we cover the theme this week".
- **Ask others:** Ask others to read aloud if desired(your discretion).

Week 1 Theme:

Overcoming the Obstacle

- You're all here because you accepted an invitation to a challenge.
- A challenge of quiet action and diligence to share a strategic tool for our daily life and partner in prayer and networking together for the next 12 weeks.
- It may go without saying, but we're going to address some of the cultural hurdles to authentic and effective fellowship and how to overcome them together.

There are many constraints and responsibilities in our lives. With limited time, energy, and margin, even well-intended efforts toward fellowship often fall short. Despite the desire for brotherhood, many men encounter a growing barrier to relevant, effective fellowship. We can attribute this to a myriad of different things(the antisocial affect of social media, busyness, social atmosphere etc.) but the truth is that these barriers exist and many men are isolated as a result(whether physically or internally).

So how do we breach the shallow barriers for true brotherhood and discipleship to respond to these things together in life? We don't have all the answers but we believe the following 5 key themes create a strong foundation to build off of and address these things.

1- Recognize the state of things

We must be brutally honest with what we are witnessing in the world around us, in our community and family, and that which is in ourselves. We must encounter honest reflection of our own biases that we operate in and be willing to render change in accordance with God's Word. This often takes the form of a "cold shower" or in some cases- a relief, as the elephant in the room is addressed. This honesty that we will have with each other promotes conviction in our response to act and mutual commitment to one another in fellowship and how we follow through.

2 Each man firmly planted

At times when we find ourselves standing on unstable ground, we must plant ourselves firmly before reaching out a hand in assistance to another(else we both might fall).

Firmly planted in the Spirit

Men are leaders- we must lead from our own personal submission to Jesus Christ as King. We must also lead with a sound mind that comes from the daily renewal of our minds in God's word(Romans 12).

**One creative fallacy from the enemy is that it is seen as selfish to give time to yourself daily, or time to collective brotherhood during the week. The story of Boaz and Ruth(1st Samuel 8) shows us an important principle worth implementing in our lives as men that speaks to this. Boaz was able to bless Ruth as well as those he led because it was implied that his personal affairs were in order. He had the bandwidth and capacity to observe and meet a need generously. This impacted not just Ruth, but both of them as well as the families involved. Boaz was a useful vessel in this story who God used to be a leader- in part because he had his own affairs in order. We cannot overlook the things in our own lives that must be put in order in our Spirit, mind, and body- further in our family, finances, responsibilities, etc... in order to lead.*

Dedicating this small amount of time can actually work to serve those who may label it as "selfish"; in the right context- it is actually necessary. Without proper reflection and renewal of mind in accordance with God's Word, we often find ourselves operating in unhelpful bias. This

can come in the forms of daily attitudes we take on, commitments made haphazardly, and time spent on well intended things that may not be the right things.

The ambition of the Marksman's Planner is to be a tool to aid each man to be firmly planted. When a group is composed of men dedicated to being firmly planted individually, they can stand in the gap for one another and are able to identify the others in the group as sincere and reliable. This promotes depth of fellowship as we share our lives and the resolution of diligent action together.

3. Do hard things together

Throughout the challenge, each man engages the Marksman's Planner personally—taking ownership of his own course of action and applying the weekly disciplines in his life. This is not an easy challenge- but it's a worthy challenge. The primary objective of the group is to cover one another in prayer and encouragement as each man walks out those commitments. Fellowship is formed as men become aware of one another's struggles, responsibilities, and callings, and intentionally lift those areas before the Lord and share practical strategy.

As the challenge unfolds, groups may recognize overlapping areas where men can build one another beyond prayer. Tangible expressions of support are not required, but they are strongly encouraged. In some groups, this has looked like meeting intermittently for workouts or training together for a common fitness goal. In others, it has taken simpler forms, such as helping with a household move, sharing tools, or offering practical assistance where a need is identified.

Each man here is a leader and we should each take initiative in this way—first in our own diligence in our walk with Christ and using the planner, and then in recognizing opportunities to support one another. When prayer covers each man's individual path and action follows, the group grows in trust, unity, and impact.

**The goal is not to come up with creative and unnecessary commitments on top of what each man is responsible for already, but to partner in meeting the pre-existing, common challenges together.*

4. Combine Arms

Entertain with me a particular aspect of prayer through a military lens. Joint, deliberate prayer is akin to the artillery or "air support" of the spiritual world. Unfortunately, it's often underplayed and unorganized in our lives and many times used as a last resort. The battlefield is in the mind and the spirit and we can find ourselves being ill equipped facing the battles of the day or the season of life we are in. Many times the enemy creeps inside our borders, our homes or aspects of our lives and we call in "danger close" prayers while damage has already been done.

Instead of calling in “danger close” prayer, we as men should learn the tools of warfare in the spirit and do so in a deliberate, organized fashion together. This implies each man equipping himself with the armor of God(Ephesians 6) and meeting together to send “air support” collectively.

5. Seek Wise Counsel

[Proverbs1:5][1 Peter5:5][Proverbs 12:5][Proverbs11:14]

We as men tend to pioneer our own path in life which is totally necessary in aspects of our walk with Christ in a lost world. When examining the scriptures however, God’s Word often emphasizes a sort of structure to the army of God and the seeking out of wise counsel. When a wiser, often older man shares insight to your situation- his simple advice can often deter short sighted and unformed decisions that can lead to a prolonged struggle or a false perspective. Not all counsel is sound, but there does exist wise counsel that we all can come to find as a God-sent. Timely advice can simply steer away from heartache and disaster or accelerate your trajectory in a preferred path.

The key to seeking wise counsel is by observing the fruit of the lives of men you contemplate seeking the counsel from... It’s key to ask questions like:

- *Do they esteem the Word of the Lord?
- *Do they honor God with their lives/resources/time?
- Do they exhibit fruit as described by the Word in their lives?
- Are their relationships/marriage/kids thriving?
- Are they an expert or well versed in the relevant subject? Etc...

We, as marksmen; more importantly- as disciples of Christ- aspire to seek out and gather wise counsel. This is something each man in the group should do in their own lives and make deliberate efforts in during this 90 day challenge.

***Note:** themarksmansplanner.com is currently building a library of resources for men called “The armory”. We have sought out leaders of men who portray this fruit and experience to share content surrounding key areas of men’s lives covering:

Men as:

Warriors

leaders

Ambassadors

Providers..etc

We are strategizing and actively recording “workshops” that speak to topics such as kingdom minded finance, financial freedom, biblical leadership in family, biblical leadership in community, workplace ambassadors for Christ and more... As these workshops become available through the website, each man will be able to tap into these resources and benefit from collected “Wise Counsel”. In the meantime, contemplate how you and your group can seek out wise counsel through your 90 day challenge together.

Overall Objectives

With these themes in mind, we as a group aspire to:

- Share a strategic tool for life to equip men individually (The Marksman's planner)
- Join forces with other men weekly to pray and form a tangible network
- Impact our Family/legacy for Christ
- Impact community and the Kingdom for Christ

Keys to an effective group

These 4 things are the cornerstones of all meetings. Helping one another, fellowship and networking will take place as the depth of connection of the group allows but the key to growth, effectiveness and lasting impact comes from each man's personal commitment to Christ through:

- Prayer
- Consistency in the Word of God(The Bible)
- Biblical discipleship
- Action(both individually and in networking together)

*There is no limit to the impact of your group, this is simply the foundation that proves to work and boils down what could be a complex meeting to simple, concise actions.

Discussion: ~15min

Let's pause for a minute and get to know each other and then discuss these five themes together:

Take a minute to share some things about each other: Ex:How does this message resonate with you? Include some details about yourself- What fields is each man working in? Married? Kids? Interests? Passions? Etc... (The leader should start)

Then discuss the 5 themes(use prompts or just discuss what stood out):

1. Share insights on "recognizing the state of things"
 - What battles are we facing in our lives as men that are often left unspoken?

 - How does our culture view men and how might it differ from biblical masculinity?

 - How does Jesus' character compare to the culture's model?

2. Each man firmly planted
 - How is each man here doing with their daily time in the Word and prayer? What are the barriers to overcome there?

 - Knowing we are all going into this 90 day challenge of diligence using the planner, how can that serve to deepen fellowship between us?

3. Do hard things together
 - Walking out the daily use of the planner is a hard thing individually- how can we partner in support of each other?(some may need more encouragement/accountability than others - be honest).

 - What are some common themes we may be able to join forces on?
Ex. Discuss: Physical Fitness goals/ Hobbies/ Projects being worked on/ etc

*Depending on viability- take initiative on inviting men to join you(anyone participating) on a common goal:

Example: "I'm currently training for a 5k coming up in 3 months, if anyone wants to run early in the am, I'm running at (location) mon,wed,frid at (time). "

If a common goal is uncovered- have that person take initiative to invite and follow up with the men during the week.

4.&5. Combined Arms/ Wise Counsel

- Share insights on the topic of collective prayer(More to follow later during group prayer)
- Share insights on the topic of Wise Counsel
 - Do you actively seek out wise counsel?

- Who? (Consider sharing experience of how said counsel helped in the past.)

Getting Started with the Planner

This is the way it works:

- There is a short introduction(roughly 20 min read) to get you familiar with the message and the method. (Consider reading aloud if time permits or have each man read on his own at home.)
- Then starts Vision Week: The first week is a deliberate pause before action begins. Through guided prompts, you'll be led to answer the right questions, bringing clarity to your vision and direction to your plan. With just 15 minutes a day, you'll move step by step through a proven framework to develop a legacy-minded vision and practical tactics to approach each day with purpose and confidence.
- Towards the end of this meeting we will pass out planners to everyone.
- This week, each of us will work through writing out the prompts and vision for "vision week" and reconvene to officially launch the daily portion of the planner together.
- As each of us works our way through vision week, each day should take 15-20 minutes with scripture, prompts, and an area to write out prayers and thoughts. We recommend writing each morning before the day begins and marking this time out as reflection time with the Lord.

This does require a level of commitment that truly comes down to you and the Lord, and then secondly to remain consistent in the group meetings.

Important notes

*If you drop off in your daily diligence(after vision week) you must remember the theme of the marksmen: We will miss the mark at times, but like a marksman, we will return to our fundamentals(our personal walk with Christ first), learn from our shortcomings and recalibrate to take our next shot. This symbolically means that in the face of supposed "failure", we elect to learn from shortcoming and press on in our daily diligence and plans. A marksman uses error to his advantage and adjusts based on how he missed in order to eventually strike center.

- God will ultimately route our paths and we will have to adjust, but the idea is to intercept His purpose through diligence.
- **So if you fall behind:**
During Vision week: Pick up where you left off and catch up.

During Daily Diligence(after Vision Week): Pick up on the current day(not the day you left off) and backbrief notes you remember on previous days. This way, we all start and finish together on the same timeline.

After Vision week(next week)

- We each take daily action in our lives using the system in the planner.
- Each week we will meet and share an introductory theme before setting off in deliberate prayer.
- We will engage in a strategic prayer structure (outlined below) each week and will finish up today's meeting with a condensed version of this.

Prayer Format

Here is what we have learned from older, seasoned men of action through their faithful gathering in prayer and action: a designated prayer leader guides the group by intentionally introducing specific prayer topics and keeping the group moving within the allotted time.

Discernment is essential for the prayer leader—to manage time wisely, recognize priorities, adjust the pace when needed, and ensure men are not overlooked.

As each topic is introduced, men are encouraged to take initiative by sharing prayer requests and praying for one another. Prayer should move outward in focus: first covering one another personally, then families, then the community, and finally the Kingdom. As time allows, the group prays through the requests together.

This rhythm may take some trial and error, but over time the group will recognize a common flow and pray more effectively together. Take time to elect a prayer leader today to guide the group through the topics below, remain mindful of the timeframe, and take notes of prayer requests.

Start by inviting the Holy Spirit; take a few moments with worship playing or even in silence to invite the Holy Spirit to guide you and to intercede. Then, take one section at a time, read the bullet points then pause to share requests and prayer before moving on.

1. Personal Prayer - Cover each other in prayer.
 - Share personal and family related prayer requests

- Pause and pray for each request
- Take initiative to listen, and pray aloud for the person - have the courage to lay hands on them if led.
- If time is running short, the leader should call for “popcorn” requests—men briefly state prayer needs without pause, and the leader closes the section by praying over all that was shared.

-----*Pause to share and Pray for personal prayers*-----

2. Community Prayer

- Address prayer topics for the local community, schools, churches, at work, your city.
- As before, take one topic at a time and multiple men can pray.
- Ask for God’s guidance and will to be done in your local community.

*It’s not the time to get overly political- share needs/concerns in a Kingdom context.

-----*Pause to share and Pray for community prayers*-----

3. Kingdom Prayer

- Cover people you may know in the mission field, world events, etc.
- As before, take one topic at a time and multiple men can pray.
- God’s will be done on earth as it is in heaven.

*Again...It’s not the time to get overly political- share needs/concerns in a Kingdom context.

-----*Pause to share and Pray for Kingdom prayers*-----

Wrap up prayer with 15 minutes prior to end time.

Wrap Up

Let's recap:

- We will continue to meet at _____ (place) at _____ (time) for _____ (duration) every week. I understand that things may come up unexpectedly, but it's important that we commit to being here every week with some exceptions.
- Charge the group to read the intro at some point today. (15-20 min read)
- This week we all follow the daily prompts to complete Vision week individually before reconvening next week.

*The leader should take this opportunity to share his experience in vision week as he has already completed it (the impact it made/ why it's worth the deliberate effort etc). Offer help if others get stuck.

- If you feel consistency will be a big struggle with you, consider sharing with an individual from the group in order to have a "battle buddy" to keep each other on task. Both must be in agreement for this.
- Set up a group chat (it can be text/groupme/signal- whatever the group is comfortable with). The leader should send out invites if using an app.

Suggested Groupchat structure/rules:

1. Keep to clear and concise communication (no long rants, not to be used as a personal blog).
2. Use it to share:
 - Prayer requests that arise
 - Invitations to meet common goals (i.e. Physical training initiatives others can join/ Church speaker events/ etc.)
 - Share general info
3. Use discernment: Take initiative to share what's important but respect everyone's outside commitments and time.
4. Other Agreed on terms:

Lastly- hand out the books and address any questions as time permits.

Godspeed and God bless this Week! See you next week.

Note: This leader's guide is a beta version. Follow on weekly Themes and improvements will be added intermittently. Men's groups and organization leaders abroad are actively collaborating to compile lessons, themes and workshops to build the final version. Get up to date leader's guides and access to workshops online at: themarksmansplanner.com/thearmory