



ESTHER PRESS

# THE COLLECTIVE

*A Proposal by Katie Ivk*



MAY 17, 2022  
DEVOTIONAL STUDY PLANS  
& PERSONALITY ASSESSMENTS

---

# OVERVIEW

"Do not conform yourselves to this age but be transformed by the renewal of your mind, that you may discern what is the will of God, what is good and pleasing and perfect."  
Romans 12:2 (NABRE)

Whether you're stressed out from dealing with a messy house or you're standing on the precipice of depression while edging near divorce, the path to healing and restoration is to pursue God no matter the trial.

As Esther Press prepares to launch a safe, truth-filled, engaging online platform for courageous women—parallel to publishing diverse female voices—space must be made for devotional studies that provide practical application skills and Biblical truth to truly transform women's lives.

When women visit [estherpress.com](http://estherpress.com), they will be invited to explore a catalog of 3-7 day devotional plans curated specifically for the daily trials of women.

Hosted and written by Katie Irk, along with special guest authors, devotionals will be categorized by themes which include Motherhood, Work, Home, Marriage, etc.

Find a topic, sign up and receive a text or email notification at a certain time each day.

A few sample topics include:

- Fighting with Your Husband
- Stepping into Confidence
- Comparison
- Loss of a Friendship
- Mom Guilt
- Hurt by Another Woman
- Dealing with Insecurities
- Pursuing a Dream
- Failing Health
- Feeling Stuck





# DETAILS

*Read or Listen*

## TOPIC WITH DESCRIPTION

## STORY

Stories make us laugh, make us cry, they change our perspective...they connect us as human beings. When we connect, we learn. Using real-life examples in less than 500 words will set the stage for women to move deeper.

## SCRIPTURAL SUPPORT

What does God's word say about the topic and how we are to react? What practical tools are we given to move toward resolution? Each day of the devotional will provide 1-3 verses from various versions (i.e. ESV, NKJV, NIV, etc.) for women to be reminded of God's truth.

## PRAYER

When we're walking through challenging times, it's often difficult to find the right words. Sometimes the best prayers are when we acknowledge that we need God to help fill in the blanks. Leaning on others to help us find the words can be healing as well.

## QUESTIONS


Taking the next step isn't always easy, but we know that growth requires growing pains. A stimulating question that convicts us, makes us more self-aware and challenges us in our direction will be an accompaniment to each day's message.

## AUDIO ENCOURAGEMENT

Truth and encouragement spoken over us can be powerful intercession when we're walking through trials. A pre-recorded 15 second message can be an extension of community.



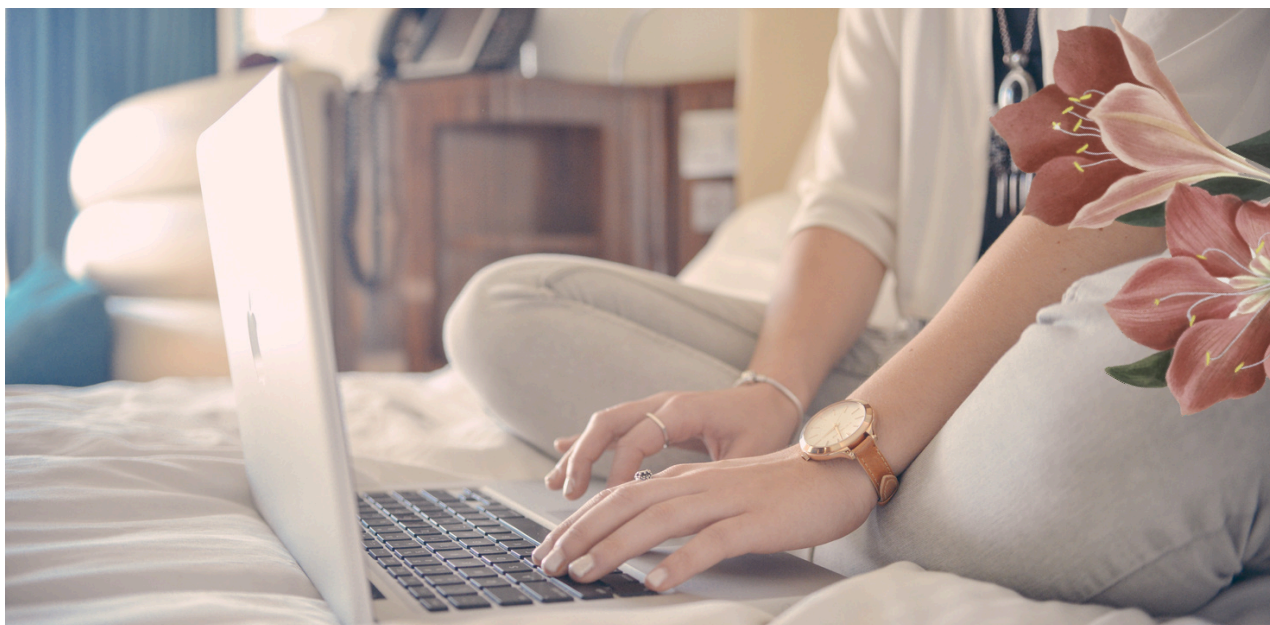


A person is shown from the chest up, holding an open book and reading. The person has long brown hair and is wearing a green top. A green leafy branch is visible in the top right corner. The background is blurred.

"BLESSED IS THE  
ONE WHO  
PERSEVERES UNDER  
TRIAL BECAUSE,  
HAVING STOOD  
THE TEST, THE  
PERSON WILL  
RECEIVE THE  
CROWN OF LIFE  
THAT THE LORD  
HAS PROMISED TO  
THOSE WHO LOVE  
HIM."

JAMES 1: 12 NIV





## PRAYER REQUESTS

Send in a prayer request and a team will gather every Friday morning and pray over each one. Receive a text or email notification letting you know that you are being prayed over.

## PHONE BACKGROUND

Choose from 3 designs per plan and download your favorite to set as your wallpaper as you work through the devotional as a constant reminder and encouragement.

## ONLINE DISCUSSION

A chat feature within each devotional plan allows conversations to unfold and women to connect.

## INVITE A FRIEND

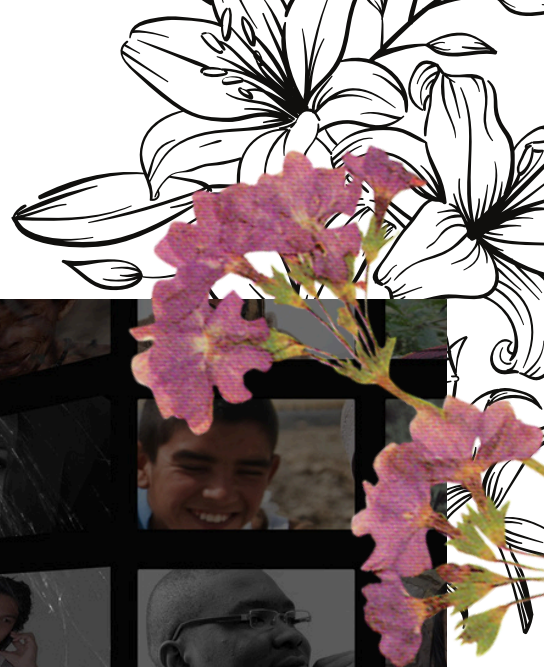
Send a link via text or email to a friend to invite them to join you through the devotional study.

## SUBMIT A TOPIC

Submit a topic you'd like the team to consider designing a devotional around.



# SAMPLE DEVOTIONAL



## KEEPING IT REAL WITH THE REEL

What's your relationship status with social media? While social platforms are not inherently bad, they can stir up bad emotions and shift our perspective to a negative place. This 4-day devotional plan helps you to identify social media's impact on your life and whether you're ready for commitment, need to go on a break, or call it quits.

Day 1 – Making an Impression  
The reasons why.

Day 2 – Validation  
Knowing your true value.

Day 3 – Love of Things  
We want what we want.

Day 4 - Perspective  
Not everything is fake, but it is filtered.





## DAY ONE – MAKING AN IMPRESSION

---

As we walk through the Hartford, CT airport searching for signs to direct us to our gate, my friend Michael leans over and gently says, “You should really put something out about this last week on your social media.” Instant trigger. I hadn’t posted anything on social media in nearly two years. If I came back now, would it seem disingenuous? Do people even still follow me? Why would they care about what I did this last week? I’m not that interesting.

After some additional prodding from Michael, I caved. We found some empty seats in our boarding area, and I immediately whipped out my phone and opened Photos. Browsing through images from the last week, I instantly started analyzing which ones would be worth sharing. My hair doesn’t look good in that picture – scratch. You can see my crooked teeth in that one – scratch. I don’t know what I was thinking with that jacket – scratch. This repeated over and over until I found a handful of pictures for my Instagram post.

You see, I had just spent the last few days not only attending but also judging the 100th anniversary Miss America competition – something many wouldn’t hesitate to share on social media. But, I had stepped away from an unhealthy relationship with social media at the beginning of 2020 and I was hesitant to jump back in.

Before my social media hiatus, I thought I wanted to be an influencer. It looked very appealing. Make a living while working on your own time, at your own home, be your own boss, and get sent lots of beautiful clothes, makeup, and skincare, and go on fabulous all-expenses-paid vacations...it sounded great. It still sounds great! No problem here – except there was.

I quickly realized that my entire goal for participating in social media was to impress others. “Look at all these fabulous things...don’t you want them too?!” I was becoming consumed with looking good way more than being good. I wanted to be very impressive. Impressive earns followers.

The Bible is very clear about the pursuit to impress. Paul even writes in his letter to Galatia (Galatians 1:10 NLT), “Obviously, I’m not trying to win the approval of people, but of God. If pleasing people were my goal, I would not be Christ’s servant.”



Could you imagine if Paul was more concerned about winning the approval of people more than that of God? If he was focused on elevating himself more than Jesus, we wouldn’t have the majority of the New Testament. Paul would probably have spent a lot less time in prison cells with a few less whippings and shipwrecks, but his life would not have made nearly as significant an impact. Think of all the people who have and will come to know Christ because of his writings.

There’s a big difference between wanting to reach people and wanting to impress people. Unfortunately, social media can be used for both. It’s up to us to set our hearts and our goals on the things that matter.

## What does the Bible say about the pursuit to impress?



1 Thessalonians 2:4 NLT

*"Our purpose is to please God, not people. He alone examines the motives of our hearts."*

Philippians 2:3-4 NLT

*"Don't be selfish; don't try to impress others."*

---

## Questions to consider.



1. With my participation in social media, am I more concerned with wanting to leave an impression or leave an impact?
2. Is what I post online in an effort to elevate myself or reach others?
3. What is the main message I send through the content I put out on social media?
4. What is the main message I receive through the content I consume?

---

## Prayer



Heavenly Father, guard my heart against any selfish desire to impress others. Help me to keep my focus on reaching others instead of trying to earn their approval. Teach me to release the things that have a negative hold on me and use the tools you have made available to me to move others closer to you. Amen.



# *The* EXTRAS



## 1

### Marketing Strategies

- Highlighting various devotional plans on social media channels provides positive and engaging content that aligns with the Esther Press mission. This will not only drive traffic to the website, but will also increase users as women invite friends to participate in the studies.
- Sharing devotional plans with other ministries creates partnership opportunities, extending the Esther Press brand, and bringing visibility to EP online content.



## 2

### Logistics

- In order to launch the online catalog, a minimum of six plans (from various topics) should be made available.
- Once launched, a new plan will be released every quarter.



## 3

### Personality Assessments

- With the rising popularity of personality assessments (i.e. DISC, Enneagram, Love Languages, etc) I'd like to propose an additional area of content for consideration.
- Building off of Spiritual DNA (by Daron Earlewine) and Spiritual Gifts Assessment (iTown Church), Esther Press should consider partnering with an existing resource, or exploring the possibility of crafting a proprietary assessment built for Esther Press women.
- Help women learn more about how they're wired, what their gifts are, and ultimately how to confidently put them into action.





*Author & Speaker*  
KATIE IRK





# ABOUT KATIE

Having been raised on her family's dairy farm in southern Indiana, Katie is no stranger to hard work. From her years in television broadcasting to working in real estate, Katie has learned that remaining teachable is the greatest key to success.

As a female business leader in the male-dominated agriculture industry, she has spent the last several years researching human behavior and leadership.

Katie draws from her experience and platform as Miss America 2009 to encourage women to live a life full of authenticity, silencing insecurities and forfeiting fear.

## FAST FACTS

- Wife & Mom
- Author, *Merely Moving Shadows*
- Miss America 2009
- Director of Marketing & Communications, *AgriFinancial*
- Real Estate Investor
- Marketing, Media, & Branding Specialist
- Face of Indiana Tourism - *Katie's Home State Adventures*
- Partner, Franciscan Health *Inspiring Women*

## STATISTICS



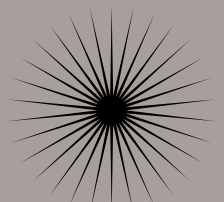
/katiestam  
**3.4K**



@katiestamirk  
**8K**



@katiestamirk  
**5.5K**





With sincere humility and  
thanksgiving, I extend a heartfelt

THANK YOU!



[www.KatieLrk.com](http://www.KatieLrk.com)  
[Katie.Stam.Irk@gmail.com](mailto:Katie.Stam.Irk@gmail.com)  
219-575-8283