**Competition analysis**

**Lutheran Marriage Encounter**

1. Weekend to Remember
   1. Program of Family Life Today, national marriage and relationship organization
   2. Weekly radio program promotion
   3. National podcast promotion
   4. Professional/paid presenters
   5. 93 national events annually
   6. $350 per couple registration fee (doesn’t include lodging and meals)
   7. [Weekend To Remember Marriage Retreat - FamilyLife®](https://www.familylife.com/weekend-to-remember)
2. XO Marriage
   1. Jimmy Evans founder
   2. Weekly promotion through Dave and Ashley Willis national podcast/youtube channel
   3. Professional/paid presenters
   4. 4-6 national events annually
   5. Regionally specific locations
   6. $79 each registration (doesn’t include lodging, meals, or transportation)
   7. [XO Marriage Conferences 2023 | Buy Tickets Today](https://xomarriage.com/conferences/)
3. Smalley Marriage Institute
   1. Dr. Gary Smalley founder
   2. Personalized in-person/virtual marriage intensives
   3. 8 locations across the United States
   4. Pricing unavailable online
   5. [Smalley Institute - proven strategies for the marriage you want](https://www.smalleyinstitute.com/intensive)
4. Win Shape Marriage
   1. 3 types of retreats
   2. 15+ different events annually with different themes
   3. Same location (Rome, Georgia)
   4. $620 per couple (doesn’t include lodging or meals)
   5. Offer clergy specific retreats.
   6. [Marriage Retreats - WinShape Marriage](https://marriage.winshape.org/retreats/)
5. “Self” driven marriage enrichment
   1. 35 different marriage enrichment podcasts (ranked on feedspot.com)
      1. [35 Best Marriage Podcasts You Must Follow in 2023 (feedspot.com)](https://podcasts.feedspot.com/marriage_podcasts/)
   2. Most of these podcasts do live events once or twice per year, locally where they live.
   3. Most of these podcast leaders have marriage/relationship books on the market.
   4. Most offer a program that can be purchased individually and walked through by each couple.
   5. Podcast ministry finds couples where they are when they want to hear the message.
   6. Examples of podcast sites:
      1. [ONE EXTRAORDINARY MARRIAGE SHOW - ONE Extraordinary Marriage](https://oneextraordinarymarriage.com/one-extraordinary-marriage-show/)
      2. [Podcasts (daveandashleywillis.com)](https://www.daveandashleywillis.com/podcasts)
      3. [Delight Your Marriage | Christian Intimacy Transformation](https://delightyourmarriage.com/)
      4. [Fierce Marriage - Build a healthy, Christ-centered marriage](https://fiercemarriage.com/)
      5. [Marriage and Martinis | A Real Marriage Podcast](https://www.marriageandmartinis.com/)
6. Individual congregational sponsored and promoted marriage programs
   1. Some churches or pastors promote their own internal programs to their congregations.
   2. This offers control to the pastoral group of those churches, so they know the message.
      1. Southwood Lutheran Church, Lincoln Nebraska
         1. [Southwood Lutheran Church](https://southwoodlutheran.church/)
      2. St. Pauls Lutheran Church, Grand Island Nebraska
         1. The Tie that Binds- Jeff Pedersen