

*Rewiring Premarital Preparation by K. Jason Krafsky*

# Rewiring Premarital Preparation

**K. Jason Krafsky**  
*Smart Marriages 2007*

[www.FullMarriageExperience.com](http://www.FullMarriageExperience.com)

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# Who are You? Why are You Here?

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# My Wife & Kids



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# Over Ten Years Experience Consulting, Creating, and Launching



## Community Marriage Initiatives

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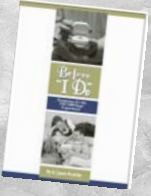
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# Author of Before "I Do" – Premarital Coach


## BEFORE "I DO"

Preparing for the Full Marriage Experience

- Eight sections – Seven day segments
- Individual – Couple – Marriage Investor
- Relationship Skills & Biblical Principles
- Over 100 Resources Online
- Ministry Coaching by Veteran Strategist
- Bulk Pricing at Just Two Copies



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*Before "I Do" - Preparing for the Full Marriage Experience*

# ABOUT THE AUTHOR

- Written by Gen X marriage junkie, K. Jason Krafsky
- Married since 1994, father of four
- Raised in divorced home
- Pastor and church planter
- Marriage & Family Ministry coach
- Cultural strategist
- Northwest University graduate
- Trained in PREP, PREPARE, FOCCUS



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## ABOUT K. JASON KRAFSKY

Glenn Stanton – author of *Why Marriage Matters*



"K. Jason Krafsky understands the unique challenges and fears this up-and-coming generation of couples face before and after the wedding day. He also knows what they need to overcome those obstacles. *Before 'I Do'* is his very beneficial effort to get that wisdom into as many couple's hands as possible and most importantly ... yours!"

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## ABOUT BEFORE "I DO"

- Published in 2005 by independent publisher
- Comprehensive workbook to take pressure off Marriage Investors from having to "know it all"
- Blends Scriptural principles, relationship skills, and interactive exercises
- Fluid style to fit in existing program or new program
- Over 100 additional resources available online

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## OVERALL LAYOUT

Eight sections divided into seven-day segments

- Day 1-5: Individuals work through material alone
- Day 6: Couple meets together to discuss section
- Day 7: Couple meets with Marriage Investor

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## LAYOUT OF SECTIONS

- Unique Layout of Each Section Prevents Monotony
- Concise Reading Material Teach Single Idea or Concept
- Introspective Questions Maximize Dialogue
- Easy-to-Use Charts for Fun Exercises
- Couples Learn Necessary Relationship Skills
- Margin Material Filled with Facts, Quotes & Scriptures
- The Message & NIV Scripture References

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## BEFORE "I DO" & CHRISTIAN PREP


Sections Four & Five use adapted Christian PREP concepts

- Endorsed by Scott Stanley, PhD. – Christian PREP



"*Before 'I Do'* is a marvelous way to prepare for the greatest journey in life – marriage. K. Jason Krafsky applies his wisdom and experience to helping couples set a clear destination, check and pack the essentials, leave unnecessary baggage behind, and, most importantly, make the clear decision if they really have the will to make the journey. I highly recommend his thoughtful and thorough approach."

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## BEFORE "I DO" SECTIONS

- Section One: Lay the Foundation for a Lifelong Marriage
- Section Two: Discover God's Gift to You – Your Mate
- Section Three: Survive a Positive Identity Change
- Section Four: Fight with Your Mate & Please God Too
- Section Five: Ensure the "I Do's" Last a Lifetime
- Section Six: Walk on the Spiritual Side of Marriage
- Section Seven: Plan Your Future Together, Together
- Section Eight: Prepare the Marriage Bed for a Lifetime of Pleasure

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**ENDORSED BY THE EXPERTS**

David & Claudia Arp – 10 Great Dates

*"Before I Do" will give you the Scriptural insights, knowledge and skills you need to make your marriage go the distance! This book is a must read before you say, "I do!"*



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**BEFORE "I DO" & INVENTORIES**

- Great practical tool to use with the Couple's Checkup (at FullMarriageExperience.com), PREPARE or FOCUS
- Endorsed by Peter Larson, PhD. - Life Innovations



*"Before I Do" provides a theologically informed, fun, and in-depth review of the key issues premarital couples need to be considering. It's sure to help engaged couples build a solid foundation for a great marriage."*

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**Major Challenge for the Marriage Movement**

Cross-Generational Translation

Taking marriage information and relationship skills developed by Boomers -and- translating them and contextualizing them for the emerging Gen X & Mosaic couples.

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**Questions About the Upcoming Generation of Premarital Couples**

- Who are "they"?
- What do "they" need & why?
- What do "they" want?
- How do we find "them" and reach them?
- Why does it matter?

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**Fact #1: Premarital Makes a Difference**

- Higher rate of marriage success\*
- Higher marriage satisfaction and commitment\*\*
- Better communication and conflict resolution\*\*\*

\*A National Survey on Marriage in America by National Fatherhood Initiative - 2005.  
\*\* Premarital Education, Marital Quality and Marital Stability by Stanley, Alamo, Johnson, Markman - 2006.  
\*\*\* Evaluating the Effectiveness of Premarital Prevention Programs by Carroll & Doherty - 2003

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**Fact #2: People Support & Want Premarital**

- Most Americans (86%) say couples should get pre-marital education.
- Vast majority of never married adults (86%) would like to marry someday.
- Three-out-of-four unmarried persons (73%) who are searching for someone to marry say they will attend pre-marital education.

Source: With This Ring ... by National Fatherhood Initiative

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### Fact #3: Premarital Needs Improvement

- Only one in three couples get pre-marital
  - 38% say it was helpful
  - 42% say it was somewhat helpful
  - 20% say it wasn't helpful
- Only one in ten couples rate pre-marital helpful

\*Washington Marriage Report by Families Northwest – 2004 (replicated in multiple states)

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### Who "They" Are

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### Today's Generations

Seniors	Before 1926	81+
Builders	1927-1945	62-80
Boomers	1946-1964	43-61
Gen X	1965-1983	24-42
Mosaics	1984-2002	5-23

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### "They" : Late Gen X – Early Mosaics

- Know Ozzy & Sharon – not Ozzie & Harriett
- Desert Storm & Operation Iraqi Freedom
- Post-Berlin Wall and collapse of USSR
- High publicity deaths include Princess Di, John F. Kennedy Jr, Kurt Cobain
- Tragedies of 9-11 and Columbine

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### "They" : Late Gen X – Early Mosaics

- Active, experimental lifestyles
- Diverse, fluctuating relationships
- Value authenticity, genuineness, realness
- Open minded, non-judgmental attitudes
- Technologically savvy

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### What "They" Need & Why

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### The Topics Couples Want (and Need) to Know

- Marriage
- Covenant, Commitment, Vows
- Communication & Conflict Resolution
- Family of Origin
- Finances & Budgeting
- Roles and Expectations in Marriage
- Sex & Intimacy
- Personality & Gender Differences
- Spiritual Life Issues

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### Twenty Types of Unmarried Couples

- Couples seeking a first-time marriage (6)
- Couples considering remarriage (5)
- Low risk cohabiting couple (4)
- High risk cohabiting couple (5)

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### Couples Seeking a First Time Marriage

1. Young & In Love
2. Conventional & Ready
3. Pregnant & Pressured
4. Older & Independent
5. Him, Her & Them
6. First Love, Then Kids & Then Marriage

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### Couples Considering Remarriage

7. For One or Both Due to Divorce (no kids)
8. For One or Both Due to Divorce (with kids)
9. For One or Both Due to Death (no kids)
10. For One or Both Due to Death (with kids)
11. Reversing Their Own Dissolution

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### Low Risk Cohabiting Couples

12. Pre-Wedding Convenience Seekers
13. Ring-less Biological Parents
14. Trial Marriage Practitioners
15. Unmarried Benefactors

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### High Risk Cohabiting Couples

16. Relationship Game Players
17. Relationship Evolutionists
18. Marriage-Phobic Resisters
19. Habitual Cohabitors
20. Anti-Marriage Advocates

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### Where Are They Coming From?

- Raised during the peak of the divorce culture
- Witnessed the assault on marriage
- Surrounded by a highly-sexualized culture
- Lived among families of all shapes & sizes
- Seeking marriage with no model or blueprints

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### Modern Trends in Dating & Mating

- Online dating, chat room romances
- Diverse relationships on television and media
- Matchmaking services for everyone
- Classes and college courses on relationships
- Friends with benefits

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### Modern Trends in Marriage & Divorce

- Online ordination & divorce services
- Starter marriages, ice breaker marriages
- Celebrity weddings & high profile dissolutions
- Unlikely marriages & unexpected divorces
- Pre-nups, post-nups, expectation contracts

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### How They Want It

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### What Today's Couples Are Looking For

- Interactive Experiences
- Informative Materials
- Personalized Attention
- Practical Skills
- Models of Marriage
- Empowerment
- Grace

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### Multi-Faceted Pre-Marriage Education

- Small Groups
- Classes
- Workshops
- Retreats
- Marriage Mentors
- Pastor-Couple
- Counselor-Couple
- Relationship Coaches
- Online Courses
- Congregation Rotation
- Community-wide
- Phone Conference

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### What Today's Couples Are NOT Looking For

- Seminar lectures
- Mini-sermons
- Being told how to think and act
- Large amounts of books to read
- Judgment

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### Engage the Engaged in Your Program

1. Cross the Point of No Return
2. Assume Nothing
3. Interview Couple BEFORE You Give Them an Answer
4. Separate Wedding Prep & Premarital Education
5. Choose Your Terms Wisely
6. Set Up a Plan They Can Follow

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### Engage the Engaged in Your Program

7. Avoid One-Size-Fits-All Premarital Program
8. Get Their Signature
9. Charge Something
10. Don't Waste Their Time
11. Make Them Sweat a Little Bit
12. Put Some Teeth Into the Accountability

Original article at FullMarriageExperience.com. Based on original premarital training conducted by K. Jason Krafsky

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### Find 'Them' & Reach 'Them'

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### Marketing Your Premarital on the Web

- Make it easy to find on home page
- Create friendly and inviting language
- Include testimonials of couples
- Give simple instructions to find out more
- Lay out expectations in positive terms
- Use phrases so couples can search and find

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### Engage in Their Online Social Networks

- MySpace.com, FaceBook.com, Xanga.com
- 55-65% of "Them" belong to an OSN
- Highly individualized with music, videos, pictures, skins, names, personal blogs
- Search capabilities within the OSN
- Groups, Blogs, Discussions, Pictures, Videos
- Accessed throughout day by computer and phone

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### Join an Online Social Network

- Becoming mainstream communication vehicle
- Set up a MySpace page
- Different than web site
  - Who you are versus what you do
- Link web site to MySpace page
- Find Friends

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### Use the Online Social Network

- Set up or join a Group
- List articles and writings in Blogs
- Encourage couples to write about premarital experience
- Upload Videos through YouTube
  - Video testimonials of couples
  - Spoofy, creative, funny clips
  - Clever dramas

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### Why It Matters

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### Rewiring Premarital Preparation

- "They" want & need premarital
- Without it, young marriages at higher risk
- Future of marriage & family rests upon "them"
- Pass on a legacy for marriage education
- Set up the next generation for success

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### How Can I Learn More?

- Purchase MP3 or CD recording of this presentation thru FullMarriageExperience.com
- Join the Registry of Before "I Do" Providers
- Sign up for Marriage Investors Quarterly
- Visit FullMarriageExperience.com
- Discuss at groups.myspace.com/premaritalcoach

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### How can I contact you in the future?

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**groups.myspace.com/premaritalcoach**

**www.FullMarriageExperience.com**

