

Case Study

Can a Business Email Platform Be Used for the Gospel?

A test of spiritual engagement among MLGS leads

22nd of April 2025



By Peter Graf

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1. Executive Summary

I work for my living as an online affiliate marketer. This case study explores whether a commercial email marketing platform – MyLeadGenSecret (MLGS) – can be used effectively for evangelistic purposes. MLGS delivers daily email leads primarily interested in online income opportunities. My question was:

Are these people also open to biblical messages?

Over three days in April 2025, I sent three emails with links to Bible-based blog posts - a total of 51,900 emails to about 17,000 MLGS leads. These emails were sent from five interconnected MLGS accounts, which together held about 17,000 leads at the time of the test. The result: 609 clicks and an average **click-through rate (CTR) of 1.17%** – far above average for this type of audience. When scaled across 12 months with five MLGS accounts, the **cost per click** can drop as low as **\$0.001**.

The results indicate that MLGS is not only technically suitable for evangelistic outreach – it is also highly cost-effective and surprisingly spiritually fruitful.

You can set up your MLGS accounts here:



<https://www.myleadgensecret.com/?rid=52515&src=GP>

Affiliate Disclaimer: Please note, that I, Peter Graf, earn a living as an online affiliate marketer, i.e. MyLeadGenSecret. This means I may earn a commission if you buy an MLGS account through my links – at no extra cost to you. **Thank you for your support!**

2. Background & Motivation

What is MLGS? MLGS (MyLeadGenSecret) is a low-cost, beginnerfriendly and easy-to-use email marketing system that provides 100 permission-based leads per day to each account. These leads are primarily individuals from the United States seeking online income opportunities. MLGS also provides a built-in mailing system. So, the user gets email leads into his account and can send email messages to all leads from the MLGS platform itself. Thus, it is very easy to use the system and MLGS is suitable for absolute beginners. If you can write an email on Gmail or Hotmail, you can handle MLGS too. All you need is a computer and an internet connection.

The Big Question: Can such a platform, originally designed for business purposes, be reimagined as a digital tool for gospel outreach?

Biblical Example

When the Apostle Paul addressed people at the marketplace (Acts 17,17) or the philosophers on Mars Hill in Athens (Acts 17,22), he didn't condemn their culture. He began with what they knew – their poetry, their altars, their hunger for meaning. I believe God can use digital platforms like MLGS the same way today: to plant seeds of truth in unexpected places.

3. Setup & Methodology

In April 2025, I conducted a 3-day test using my five interconnected MLGS accounts. Together, these accounts had about 17,000 active leads at the time of the test.

Three emails were sent:

Please find the full text of the emails and blog posts in the appendix or click on the links below to read the blog posts.

1. **April 19, 2025** – *"What if God sees you right now?"*
Sent: 16,300 | Clicks: 221 | CTR: 1.36%
Blog post: <https://affilibear.com/god-sees-you-right-now/>
2. **April 20, 2025** – *"A surprising principle from the Bible about money"*
Sent: 17,300 | Clicks: 165 | CTR: 0.95%
Blog post: <https://affilibear.com/one-biblical-principle-that-changes-how-you-view-money/>
3. **April 21, 2025** – *"There is more to life than just making money"*
Sent: 18,300 | Clicks: 223 | CTR: 1.22%
Blog post: <https://affilibear.com/you-were-made-for-more/>

Total: 51,900 emails sent – 609 clicks – **1.17% average CTR**

All emails included a link to a blog post hosted on the author's website, offering short, respectful, and uplifting biblical messages relevant to the reader's life situation.

4. Results

Key Metrics:

- **Total Emails Sent:** 51,900
- **Total Clicks:** 609
- **Average CTR:** 1.17%
- **Potential Cost per Click (CPC) after 12 Months:**
 - 1 MLGS account (after 12 months): 36,000 leads → ~10,800 clicks/month → \$0.0028 per click
 - 5 linked MLGS accounts (after 12 months): 324,000 leads → ~97,200 clicks/month → \$0.0011 per click

These costs are *orders of magnitude* lower than conventional online advertising.

These calculated costs are based on the above actual results and extrapolated 12 months into the future. Please note that results are not guaranteed or implied, and they can vary wildly depending on how well the email messages resonate with the readers' interests.

5. Interpretation & Analysis

- A CTR of 1.17% on business-focused leads may not sound much, but is remarkably high
 - Topics with a biblical worldview **do resonate** with people searching for income and stability
 - The format (written word, permission-based, personal tone) fosters deeper engagement than many social media ads
 - MLGS proves to be a viable environment to present the gospel, **without intruding** or spamming
-

6. Implications for Churches & Ministries

MLGS is a practical, scalable, and affordable method for digital evangelism. After 12 months and for about \$5/day with 5 MLGS accounts, one church or even one single person could reach 324,000 people/month – and generate nearly 100,000 clicks per month (after 12 months) on gospel-centered content.

Est. Potential and Cost Effectiveness after 1Y

	1 MLGS Acc.	5 MLGS Acc.
New Leads/Month	3.000	27.000
Total Leads/Year	36.000	324.000
Est. CTR	1,00%	1,00%
Sent Emails/Month	30	30
Est. Clicks to Content/Month (after 1 Year)	10.800	97.200
Cost/Month	\$ 30	\$ 150
Net Cost	\$ 30	\$ 110
Est. Cost/Click	\$ 0,003	\$ 0,001

Advantages:

- No algorithm, no social media dependency
- No design or video skills required
- The written word – perfect preparation for Bible-based discipleship
- Fully legal and permission-based
- Works even for small churches with limited staff and budget

7. Conclusion

This test strongly suggests that MLGS, though designed for business marketing, can be **redeemed** as a powerful tool for gospel outreach.

The people behind MLGS leads are more than just "business prospects" – they are human souls, searching for meaning, stability, and truth.

And the gospel still speaks into that hunger.

Read more about this opportunity to spread the Word on my website:

<https://affilibear.com/gospel>

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8. Appendix

Email 1 - Fulltext

What if God sees you – right now?

Hey {!firstname_fix},

What if God watches you all day long?

In your situation, with your questions,

your worries, and your hopes?

I've written a short encouragement

that might speak to you today:

→ <https://affilibear.com/god-sees-you-right-now/>

More to come soon.

Blessings,

Peter Graf

affilibear.com



P.S. Don't worry – next week I'll be back

with brand new [MLGS marketing emails](#).

This message is just a personal encouragement

that I wanted to share with you today.

Blog Post #1

God sees you – right now

April 18, 2025 by Peter

Maybe you're in a season of looking for extra income.

Maybe you're worried about your future.

Maybe you feel overwhelmed or even alone.

What if God sees you – right now?

"The eyes of the Lord are on the righteous, and His ears are attentive to their cry."

– Psalm 34:15 (NIV)

That verse isn't just feel-good talk.

It's from the Bible – and it speaks directly into real life.

It means God is not distant. He's not indifferent.

He sees you.

And He hears you.

Even when it might not feel like it.

You may have tried many things.

Maybe you're still searching.

But maybe this is the moment to stop looking outward –
and start looking upward.

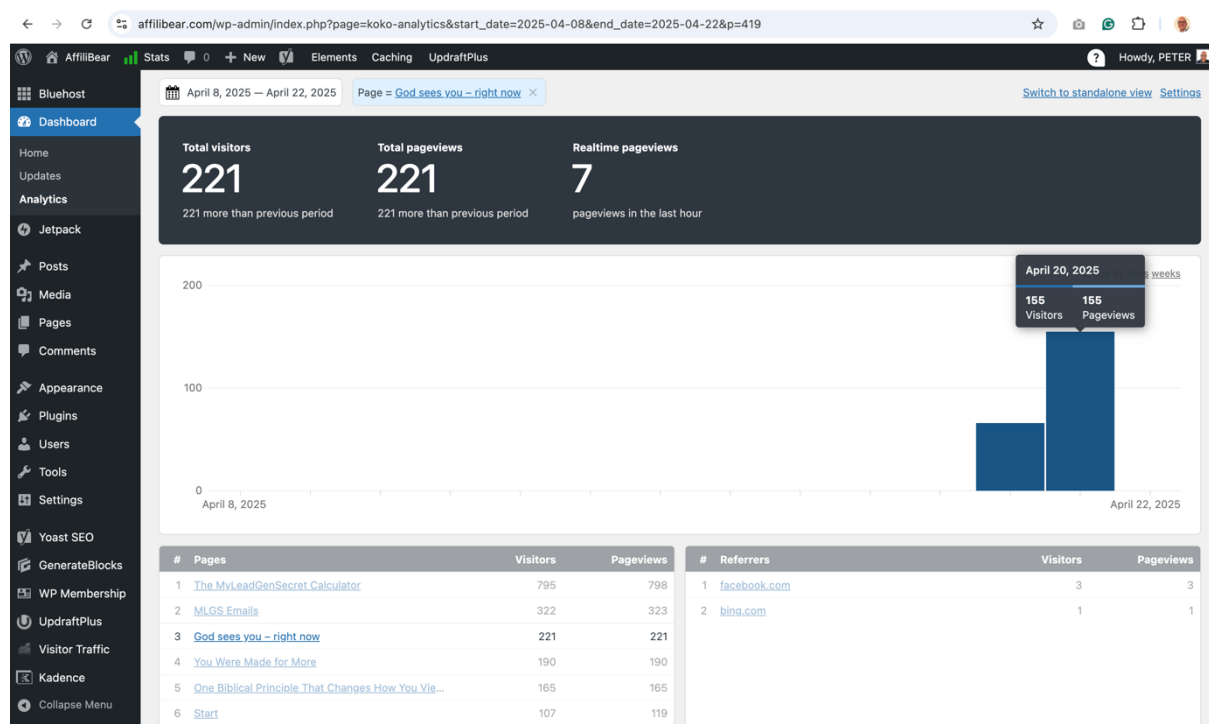
God is not a vending machine, but He is a Father.

He knows what you're going through –

and He can open doors you didn't even know existed.

Maybe today is your moment to trust again.

Stats for Blog Post #1



Email 2 - Fulltext

A Surprising Principle from the Bible about Money

Hey {!firstname_fix},

Did you know the Bible actually has
a lot to say about work, money, and provision?

I just published a second short post –
with a simple but powerful principle
that has changed how I see finances:

→ <https://affilibear.com/one-biblical-principle-that-changes-how-you-view-money/>

More encouragement coming soon.

Blessings,

Peter Graf

Affilibear.com



P.S. And yes – my regular [MLGS marketing emails](#)

will continue as usual next week.

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One Biblical Principle That Changes How You View Money

April 18, 2025 by Peter

When we think about money, we often feel pressure.

Pressure to earn more, to have enough, to survive, or to succeed.

But the Bible offers a completely different foundation:

“But seek first the kingdom of God and His righteousness, and all these things will be added to you.”

– Matthew 6:33

It’s not about ignoring practical needs.

God knows we need food, clothes, shelter – and even income.

But the Bible shows us this:

When we put God first, He takes care of the rest.

That means:

- We don’t have to panic.
- We don’t have to chase after everything.
- We don’t have to live in fear.

God is a provider.

Sometimes He provides through work,

sometimes through people,

sometimes through unexpected doors.

But always through His love.

So today, take a breath.

You don't have to carry the pressure alone.

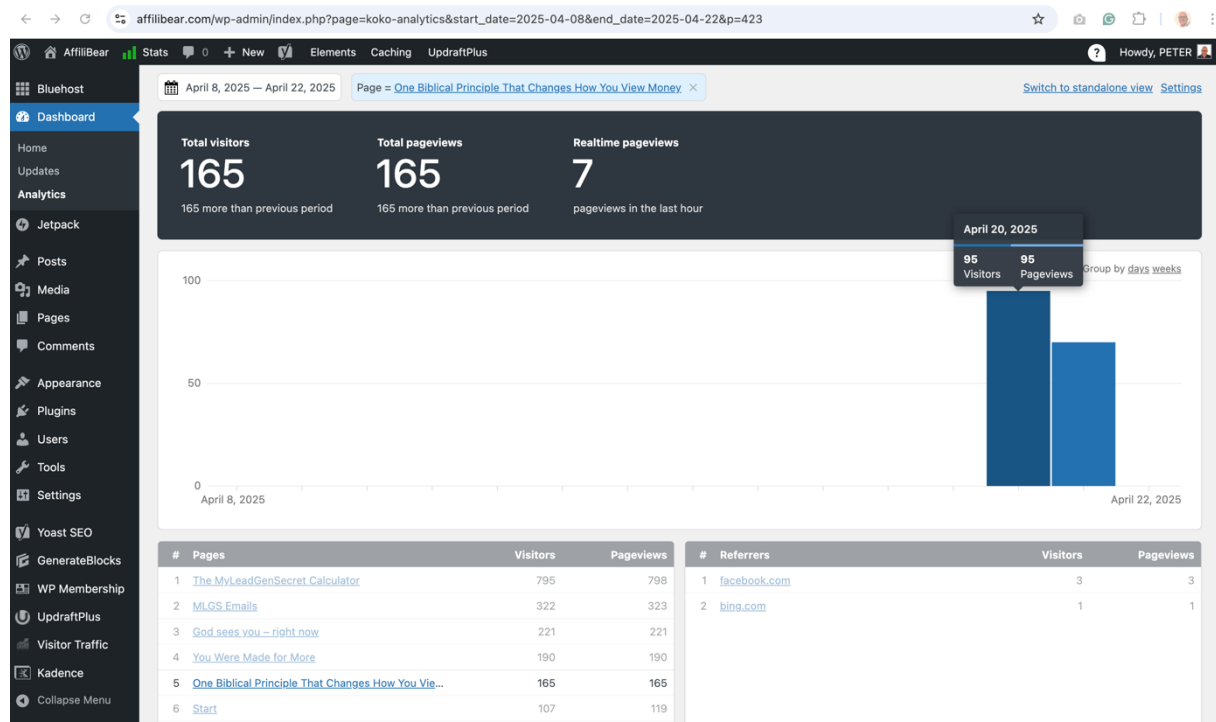
You're not forgotten.

You're not stuck.

You're not on your own.

Put Him first – and watch what He does.

Stats for Blog Post #2



Email 3 - Fulltext

There's more to life than just making money

Hey {!firstname_fix},

Have you ever felt like you were made for more
than just surviving, working, or trying to earn?

That thought led me to write one final post in this short series.

If you've read the last two, this one brings it all together:

→ <https://affilibear.com/you-were-made-for-more/>

Thanks for following along.

Blessings,

Peter Graf

Affilibear.com



P.S. My **regular MLGS** updates will continue tomorrow –
but this message may be the most important one.

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You Were Made for More

April 18, 2025 by Peter

So many people wake up every day feeling like they're running in circles:

Work. Hustle. Stress. Repeat.

But deep down, something keeps whispering:

"There must be more to life than this."

The Bible answers that whisper with something powerful:

You were created on purpose.

You were created for a relationship with the living God.

"For we are His workmanship, created in Christ Jesus for good works..."

– Ephesians 2:10

You're not just here to survive.

You're here to walk with God – to know Him, to grow, to love, to serve.

Even in your search for income, new opportunities, or a way forward...

God has more for you than just financial success.

He offers:

- Peace that money can't buy
- A purpose that no job can replace
- And a love that never gives up

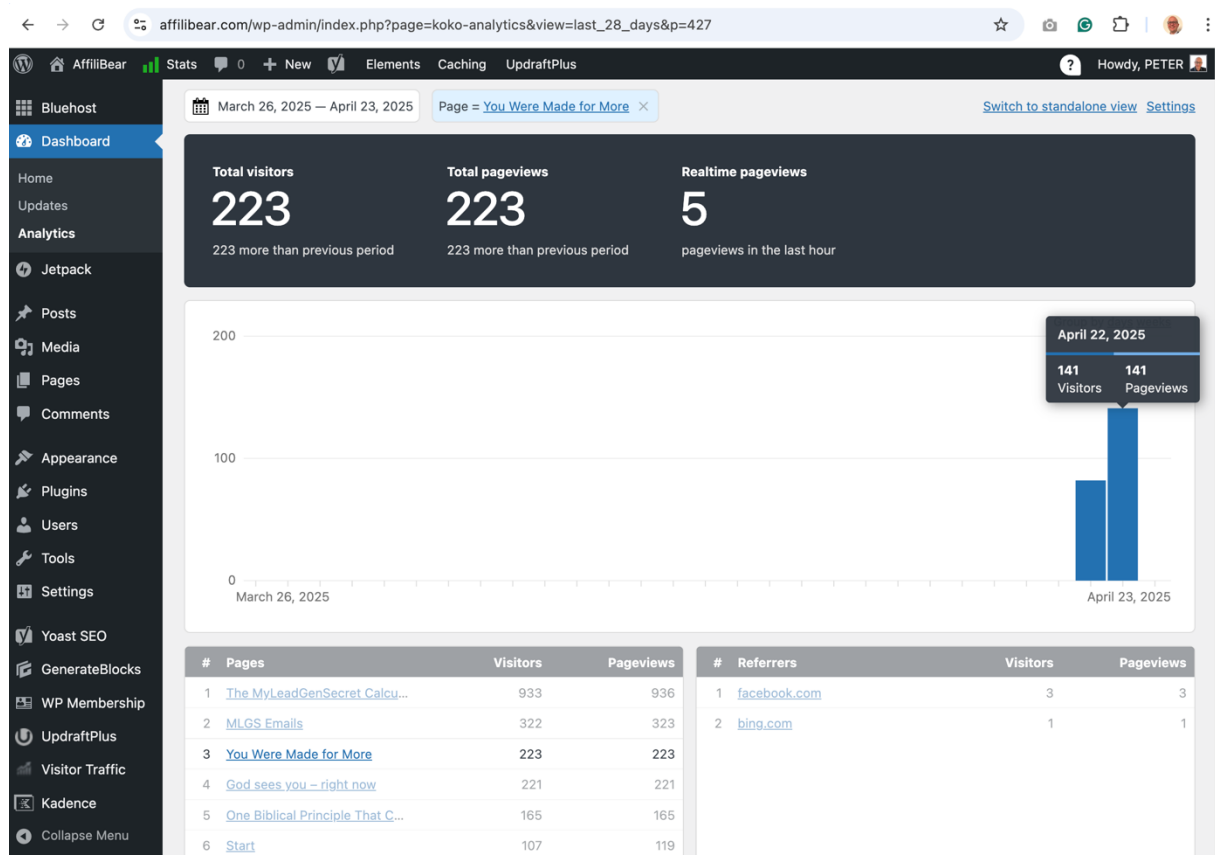
Jesus said:

“I came that they may have life, and have it abundantly.”

– John 10:10

That’s what He wants for you. Not just survival – but **real life. Full life. Eternal life.**

Stats for Blog Post #3



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