

Reaching Your Audience

1. WHO CURRENTLY ATTENDS YOUR CHURCH?

Write out a profile(s) of a person/family/group that represents who attends your church today. Use key words to describe them.

- Where do they work, live, go to school, shop, vacation?
- What do they love?
- What do they need?
- What do they struggle with?
- What do they worry about?

2. WHO LIVES IN YOUR COMMUNITY?

Write out a profile(s) of a person/family/group that represents people in your community. Use key words to describe them.

- Where do they work, live, go to school, shop, vacation?
- What do they love?
- What do they need?
- What do they struggle with?
- What do they worry about?

3. WHERE DO YOU NEED DATA TO HELP YOU FILL IN THE GAPS FOR EACH PROFILE?

4. HOW ARE YOU MEETING THE NEEDS OF YOUR AUDIENCES?

5. HOW ARE YOU ADAPTING YOUR CONTENT TO MEET THEM WHERE THEY ARE?

6. WHERE HAVE YOU CREATED OPPORTUNITIES FOR TWO-WAY COMMUNICATION WITH YOUR AUDIENCES?