

PROFILE CREATE YOUR TARGET AUDIENCE PROFILE

Who You Is Your Existing Core Audience?

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WORKSHEET

OVERVIEW:

When you're unclear about whom your church is trying to reach, or if you want to target everyone, you will effectively speak to no-one. This principle is the foundation of good marketing. Worksheet 1 will help you identify the audience that your church has already won over.

To begin, read the information below and fill out your Target Audience Profile. This profile is a visual representation of the main audience currently in your church. The further you can identify your audience, the more effective your marketing efforts will be. If you need, you can create a second profile. Just remember, never make more than two profiles.

Current Audience Demographics:

People who have chosen to stay at your church do so because what you offer resonates with them. It's possible this won't be your target audience, but let's start by learning who they are.

Create Your Audience Profile:

- The individual profile is an imaginary person who embodies your typical churchgoer.
- This should not be a real person.
- The demographics of your current church audience should determine "who" this individual profile becomes. Give him/her a name.
- This profile will help identify and personalize the type of person who will most easily connect with your church



Sketch of Typical Churchgoer

Name: _____

Age: _____

Location: _____

Gender: _____

Occupation: _____

Income Level: _____

Education Level: _____

Marital or Family Status: _____

Ethnic Background: _____

Personal Interests: _____

Personality Traits: _____