

REVISE YOUR MARKETING MATERIAL

Does Each Service Powerfully Impact Your Audience?

11

WORKSHEET

INSTRUCTIONS:

Have Worksheet 7 & 8 filled out and available so you can refer to them.

Step 1: Make A List

Take a moment and list all of the ways your church markets itself (digital and physical).

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____

Step 2: Make A Decision

Take item you listed and put it through the Decision Tree infographic in Action Step 2. List the material you will keep and why it's appealing to your audience (based on on survey results)?

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____

Step 3: List Material You Will Change

How you will change each item to better resonate with your target audience?

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____

Step 4: List Ineffective Services

List the promotional material that doesn't resonate deeply with your Target Audience.

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____

Step 5: Offer New Marketing Material

What are some new approaches that would impact your Target Audience? (How can you meet the needs on Worksheet 8?)

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____

Break It Down

Break each piece of marketing material down into its component parts and ask if that specific part will appeal to your audience. Consider these questions:

- Does the message address the individual reader?
- Does it address issues relevant to their life?
- Are the chosen colors appealing?
- Does the marketing medium itself appeal?
- Are the images impact to them? Etc...