

REVISE YOUR SERVICES

Does Each Service Powerfully Impact Your Audience?

INSTRUCTIONS:

Have Worksheet 7 & 8 filled out and available so you can refer to them. Here you will be adjusting all of your church services to resonate with your Target Audience.

Step 1: Make A List

Take a moment and list all of the ways your church serves the community.

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

Step 2: Make A Decision

Take each of the services you have listed and put them through the Decision Tree infographic in Action Step 2. List the services you will keep in your church and what need (worksheet 8) the service fulfill?

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

Step 3: List Services You Will Change

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

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

Step 4: List Ineffective Services

List the services your church offers that don't resonate deeply with your Target Audience.

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

Step 5: Offer A New Service

What are some new services you could offer that would be deeply meaningful to your Target Audience? (How can you meet the needs on Worksheet 8?)

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

Could you stop providing a service that isn't resonating with your Target Audience and start a new service that does for about the same cost?

A: _____

Where could you market these services to your Target Audience? (See Worksheet 7)

A: _____

Tip: Everything you offer should revolve around the needs of your Target Audience.