

REVISE YOUR EXPERIENCES

Do Your Experiences Make Them Feel At Home?

INSTRUCTIONS:

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

Step 1: Make A List

Take a moment and list all of the ways your Target Audience experiences you Church.

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

Step 2: Make A Decision

Take each of the experiences you listed and put them through the Decision Tree infographic in Action Step 3. List the experiences you will keep and what needs (worksheet 8) each one fulfills.

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

Step 3: List Experiences You Will Change

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

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

Step 4: List Ineffective Experiences

List the experiences your church creates that don't resonate deeply with your Target Audience.

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

Step 5: A New Experience

What are some new experiences you could create that your Target Audience would appreciate? (What needs are still going unfulfilled on Worksheet 8?)

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

Could you stop providing an experience and start a more impactful one for about the same cost?

A: _____

Could your experiences be marketed to your Target Audience? (See Worksheet 7)

A: _____

Tip: Each experience you offer should be highly targeted and purposeful to meet the needs of your Target Audience.