



REVISE YOUR MERCHANDISE

What Need Do Your Products Fill?

INSTRUCTIONS:

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

Step 1: Make A List

Take a moment and list all the products your church offers (both digital and physical).

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

Step 2: Make A Decision

Take each of the products you listed and put them through the Decision Tree infographic in Action Step 4. List the products you will keep and what needs (worksheet 8) each one fulfills.

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

Step 3: List Products You Will Change.

How will you change them to appeal to your audience?

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

Step 4: List Ineffective Products

List the products that aren't addressing the needs or pains of your Target Audience.

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

Step 5: Offer A New Product

What are some new products you could create that your Target Audience would appreciate? (How can you meet the needs on Worksheet 8?)

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

Could you cease providing a product that isn't resonating with your Target Audience and create a new one for about the same cost?

A: _____

How could your products be marketed to your Target Audience? (See Worksheet 7)

A: _____

Tip: Each product you create should be highly targeted to meet the needs of your Target Audience.