

ANALYZE THE RESULTS OF WORKSHEETS 1-3

Are You Reaching Out To The Right People?

INSTRUCTIONS:

Have Worksheets 1-4 ready to review. Answer the questions below.

Step 1: Compare Worksheet 1 & 2

Compare your Target Audience Profile on Worksheet 1 to your Geographic Profile on Worksheet 2 and answer the questions below.

Q1: If your Typical Audience Profile were a real person, would he/she be in the majority or minority of people living within 5-10 miles of your church?

A: _____

Q2: Are there enough people living within 5-10 miles of your church who match your Typical Audience Profile to realistically build church attendance?

A: _____

Q3: What are the major differences between the type of people that live near your church (Geographic Profile) and the type of people who attend your church (Target Audience Profile)?

A: _____

Q4: How could these differences be affecting your ability to attract new church visitors?

A: _____

Q5: Would it be more effective to market to the person in your Target Audience Profile or your Geographic profile?

A: _____

Step 2: Compare Worksheet 1 & 3

Q1: Are your local church audience Profiles similar or different from your Target Audience Profile? How are they similar and different?

A: _____

Q2: Why might these local churches be targeting their specific audiences?

A: _____

Q3: Are these local churches marketing to the Geographic Profile you created in Worksheet 2? Why?

A: _____

Q4: What are these local churches doing that that resonates deeply with their target audience? Would this resonate with your audience? Why?

A: _____

Q5: What part of their marketing strategies might be more effective than your own? Why is it more effective?

A: _____