

# IDENTIFY YOUR TARGET AUDIENCE

Who Can You Most Effectively Reach?

# 5

WORKSHEET

## Overview:

When determining your target audience, it's easiest to begin with your existing audience in mind. If there is a pressing reason your Target Audience Profile shouldn't become your target audience (Example: There are not enough of these people near your church) then you should modify who you think your target audience should be.

**Q:** Is it more likely your church isn't attracting new visitors because:

- 1.)** Your Target Audience Profile is the wrong type of person OR...
- 2.)** You're speaking to the right Target Audience but you are not meeting their needs as well as you could be?

**A:** \_\_\_\_\_

**Q:** If you're talking to the wrong type of person, who should you be talking to instead?

**A:** \_\_\_\_\_

Create Your Target Audience Profile on the right. Remember, this is a single fictional person that represents your key audience. If you need, you may create a secondary profile as well. (Churches typically create one male and one female profile.)



## Sketch of Target Audience Profile

Name: \_\_\_\_\_

Age: \_\_\_\_\_ - \_\_\_\_\_

Location: \_\_\_\_\_

Gender: \_\_\_\_\_

Occupation: \_\_\_\_\_

Income Level: \_\_\_\_\_

Education Level: \_\_\_\_\_

Marital or Family Status: \_\_\_\_\_

Ethnic Background: \_\_\_\_\_

Personal Interests: \_\_\_\_\_

Deeply Felt Needs : \_\_\_\_\_