

GO TO THEM WHERE CAN YOU FIND YOUR TARGET AUDIENCE?

Inviting Your Target Audience Is Easy If They're All In The Same Place

7

WORKSHEET

INSTRUCTIONS:

Based on your Target Audience Profile and your survey results, try to answer the questions below.

Q7: What places does your audience frequent around town?

A1: _____ **A2:** _____

Q8: What social networking sites does your audience use most?

A1: _____ **A2:** _____

Q10: What do they do every day outside their home?

A1: _____ **A2:** _____

Q18: What part of town do they live in?

A1: _____ **A2:** _____

Example: If your Target Audience is single working moms, where might you find them? There is a good chance they have to show up at daycare twice a day. What do single moms want? A night out with supportive friends while their kids are in safe hands. Is it possible your church could provide child care and supportive friends (other single mothers)? Could you plan a great night out for them based on your survey results? Could you find a way to get the word out at daycare centers near your church?

Based on what you know about your Target Audience, create a schedule you believe your Target Audience Profile would go through on a normal day. Where do they go and what do they do? Be as thorough as possible.

_____ 's Morning Schedule:

- 1.) _____
- 2.) _____
- 3.) _____

_____ 's Afternoon Schedule:

- 1.) _____
- 2.) _____
- 3.) _____

_____ 's Evening Schedule:

- 1.) _____
- 2.) _____
- 3.) _____

Q: Knowing this schedule, where would you be most likely to find your target audience profile?

A: _____

Q: What sort of creative marketing efforts could you deploy in these locations?

A: _____

Q: How is it possible to plan church activities in these locations?

A: _____

Q: Does your target audience have an unmet need or want that could be filled at any of these places? How would you do it?

A: _____