

# BUILD THEIR TRUST COMPILE THE DATA

# 8

WORKSHEET

## INSTRUCTIONS:

Get the results from your survey and write down the two most common answers to the survey questions below. Your goal is to identify a deep need (or want) in the life of your target audience

### Step 1: Identify a Need

Q1: What do you most hope to get out of church?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Q2: What three things do you like most about your church?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Q3: What three things do you like least about our church?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Q4: What do you wish our church offered more of?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Q5: What was the most impactful experience you have had with our church?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Q6: What social networking site do you use most?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Q7: Why do you attend our church instead of another church?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Q8: In what areas of life do you find yourself struggling most?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Q9: What would make you more excited to go to church?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Q10: In what ways could our church be more helpful to you?

A1: \_\_\_\_\_ A2: \_\_\_\_\_

Step 2: List the top 5 wants and needs of your Target Audience.

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_
- 4.) \_\_\_\_\_
- 5.) \_\_\_\_\_

Step 3: Brainstorm ways you could fulfill the need of your Target Audience in a way that would be deeply meaningful and give evidence of Christ's love. This will build their trust.

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