

# REDIRECT THEIR ATTENTION

After Providing For His Audience, Jesus Redirected Their Attention To Spiritual Matters

9

WORKSHEET

## Instructions:

Have Worksheet 8 filled out and ready. In Worksheet 8 you provided for your audience's physical needs to build trust. In this worksheet, we will consider different ways to redirect the attention of your Target Audience to the Gospel message or another main goal.

### Step 1: Create a seamless transition

There are multiple steps that a customer goes through before making a "purchase". If you're going to book a wedding venue, you don't just call up the first place you find and give them your credit card. Example steps:

- 1.) You look over their website to see if the venue resonates with you.
- 2.) You "Book your free tour" on the website.
- 3.) You show up at the venue and take the Tour to see if it's as great as you think.
- 4.) It is great, so you make a reservation and you leave happy about it.

**Q1:** List one way you plan to build the trust of your Target Audience? (Refer to the end of Worksheet 8)

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

**Q2:** What is the you're main goal for your Target Audience? Accept Christ? Attend Church? Join the Choir? Donate? What's the next logical step for your audience to take after you build their trust in you?

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

**Q3:** If the goal were to deliver your Target Audience the Gospel in a way that deeply resonates with them, and made them happy to hear it, what steps would go between building their trust and sharing the Gospel?

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

**Tip:** Create only as many steps as you need and no more. Be sure the transition between each step is seamless. Jesus mastered a two-step process. He gave hungry people bread and then redirected by saying "look, I'm the bread." What does your Audience "purchase" and what steps get them there?

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

### Make A Plan To Redirect:

**Go to them:** Where will you go to find your Target Audience?

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

**Build Their Trust:** How will you provide for their needs in a meaningful way?

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

**Redirect:** What steps will help you move their focus from what you provided to your main goal?

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

### Ideas:

- 1.) Provide 2.) share the Gospel.
- 1.) Provide 2.) get their email 3.) Send email follow-ups with event and Church invitations.
- 1.) Provide 2.) Get phone number 3.) Text an invite to Bible study 4.) Invite to church from study.