

2 CREATE A GEOGRAPHIC PROFILE

Who Lives Near Your Church?

Overview:

Sometimes it's hard to reach our Target Audience because they don't exist or they're a small minority in your geographic area. This exercise will help identify the type of person who will be searching for churches in your location on a typical Sunday.

Example: If the Typical Client Profile you made on Worksheet 1 is a 72-year-old Filipino woman but you're located in the rural Midwest, you're going to have problems attracting your Target Audience.

Later, we will identify discrepancies between your Typical Client Profile and your Geographic Profile. If there are major differences here, it may be time to target a new audience.

Local Demographics:

Identify the main type of person living within 5-10 miles of your church on the profile to the right.

Geographic Profile:

- The individual profile is an imaginary person who embodies people living near your church.
- Adding a name and a face to people in your geographic area can help us understand and reach them more effectively.



Sketch of Geographic Individual

Name: _____

Age Range : _____ - _____

Location: _____

Gender: _____

Occupation: _____

Income Level: _____

Education Level: _____

Marital or Family Status: _____

Occupation: _____

Ethnic Background: _____

Personal Interests: _____

What they like about Church: _____

What they dislike about Church: _____

Preferred Denomination: _____