

WHAT MOTIVATES YOUR TARGET AUDIENCE?

Are You Delivering What Your Target Audience Really Wants?

Overview:

Here you will add to what you have already discovered about your Target Audience Profile. In this exercise, you will identify their want's, needs, likes, and dislikes.

Step 1:

Identify and list people in your congregation, or in your community, who match the Target Audience Profile you created on Worksheet 5. List as many people as you can.

Step 2:

Make a list of the most likely places and times you can find these people. If your Target Audience is already at your church, be sure you still do Steps three and four.

Step 3:

Find these people and ask them to fill out the Target Audience Survey and hand it in. The information they provide will become more useful as your completed surveys increase.

Step 4:

Be prepared to compile the answers you have received in the following sections of this course. Look for common trends within the answers to each question.

Tip: If you know where you can find your Target Audience online, you can ask them with one question from the survey each day.