

BUILD THEIR TRUST

What Is Deeply Meaningful To Your Audience?

Instructions:

Get the results from your survey and add 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 hope to get out of church?

A1: _____ **A2:** _____

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

A1: _____ **A2:** _____

Q3: In general, what are you sick and tired of when it comes to church?

A1: _____ **A2:** _____

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

A1: _____ **A2:** _____

Q5: What was your most impactful experience at our church?

A1: _____ **A2:** _____

Q9: Why do you attend our church instead of another church?

A1: _____ **A2:** _____

Q12: In what areas of life do you find yourself struggling most?

A1: _____ **A2:** _____

Q13: In what ways could our church be more helpful to you?

A1: _____ **A2:** _____

Q14: What would make you more excited to go to church?

A1: _____ **A2:** _____

Q15: What would you like to do with friends that you haven't had time for?

A1: _____ **A2:** _____

Q17: What do you use these sites for?

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.
