***Researching your audience & branding***

1. **Who is your target audience?**

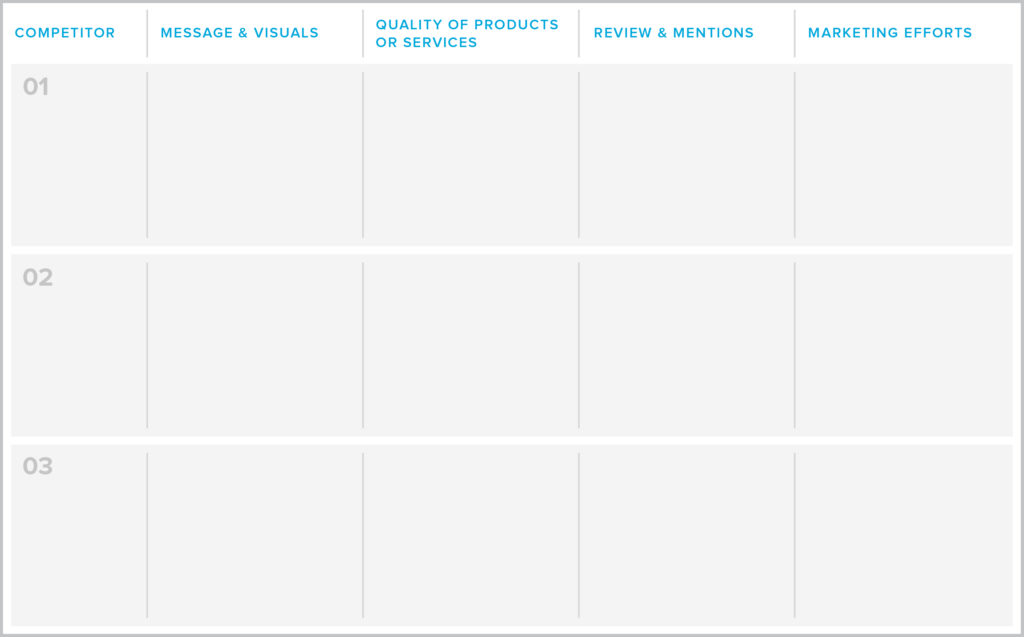
Look at the specifics - demographic, gender, lifestyle, hobbies, behaviours etc.

1. **Do you have a Mission Statement?**

This should sum up in a few lines what your goal is.

1. **Research others**

Look at your “competitors” (other churches). Use the spreadsheet below to note the messages, visuals, quality, reviews and mentions, marketing efforts etc.



1. **Outline key qualities and benefits you offer that the others don’t.**
2. **Do you have a logo/ tagline?**

Does it support your answers to the above questions?

1. **Your Brand voice**

How you communicate needs to be relevant for each audience. Looking at your answers above, how are you communicating?

1. **Brand message and elevator pitch**

You’ve got one chance to speak to someone. In 1-2 sentences spell out your brand message, your quick grab ‘elevator pitch’.

1. **Brand Personality**

Experience tailored to audiences’ needs, backed by genuine personal interaction = brand personality

1. **Brand should be visible in everything the customer sees, reads, hears.**
2. **Consistency**

Be consistent in what you show people, how you speak to people. You are aiming to build trust. People need and like to know what to expect.

1. **Be its biggest advocate**