

GoPastor

Target Member Profile



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By POWR Digital

Like any other successful relationship, in order to most effectively connect with the individuals that you are targeting for your church or ministry,

“The first thing you must do is to be crystal clear with WHO your ideal person is, where they are, what they do and what challenges they are facing in life.”

Building your target profile will have a tremendous impact on your ability to connect and provide value.

First, it's important to understand the *why* and the *how* to get this done.

- **Content/Information:** What blog posts, videos, podcasts, resources, sermons, or reports should you create to attract and engage your targets?
- **Paid Advertising:** What type of ads should you use and what ad platforms are the most effective? What targeting options should you use?
- **Product/Resource Creation:** What solutions are your ideal candidates searching for and what will they find most valuable?
- **Copywriting:** How should you describe what you have to offer as a ministry and what tone should you use? Whether you are emailing, using ads, or sending letters, how can you compel your target to want to engage, attend, worship online, or donate?

- **Communications:** Which targets should receive a specific communication series and why?

Any part of your outreach connection process that touches your targets and potential members will improve when you gain clarity about your Target Profile(Avatar). It makes sense to take steps to understand the people you want to serve, so that you can find and present them with a message that motivates them to action.

Before you create your own member avatar, it's important to understand the process.

Some potential Targets for your ministry may be:

- Sam the Unchurched
 - Sam could be local or somewhere in the US or overseas. He is not attending church but has many questions and is looking for answers.
- Jim the Millennial College Student
 - Jim may have attended church in the past, but needs a place to worship or stay connected to the word whether in church or online.
- Larry and Sue the Married Couple With Kids
 - Larry and Sue are a young couple who may or may not have a place to worship. They need resources to help with their own spiritual growth and the growth of their kids. They need to have a convenient place that they can trust to be there when they need it.
- Mary the Young Professional

- Mary is looking for spiritual growth and guidance. She is also bombarded with a lot of information, some accurate and some not. She needs a church or ministry that can provide her with what she needs spiritually as she goes about her busy life.
- Andrew the Current Inactive Member
 - Andrew shows up on Sundays, but is not active in any ministry. Although he gives occasionally, he is not engaged with the church body as a whole and needs more. He could go on like this for years or he could leave the church tomorrow.

There are five key areas to a Target Profile. In some cases, you'll need to survey or have conversations with existing members of your congregation to help you to accurately develop your Target Profile.

In other cases, you'll be very familiar with the characteristics of your ideal profile, but they may be a little different from your current member base (i.e., international or nationwide).

Either way, move forward. Don't wait for surveys or interviews to be conducted to create your first draft of your profile. Make assumptions where you have no confirmed information or feedback and put it on your short list of things to do to complete your research.

Now let's take a closer look at each section of the Profile Worksheet.

Goals and Values:

Begin with the **goals** and **values** of your ideal Target.

Make note of the goals and values that align with and are relevant to the ministries and services that you offer. You can also use this information to discover new ministries and services that you should be offering or what you should focus on in your blogs and other content.

We know, for example, that Sue is very interested in the spiritual development of her children.

As a result, you can tailor your emails and other communications to her targeted profile to promote your ministries that meet the needs of her, her relationship with her spouse, and her children.

- Remember, women fitting this profile could be anyone. She could be someone who grew up in your church. She could be a new member a thousand miles away, or even overseas. Both profiles would be active members of the same ministry in your church.

Sources of Information:

This section of the Member Target Profile Worksheet is critical to determine the *where* of your Member Target.

You will determine the best place to advertise and post information. One of the keys to this exercise is to try to narrow the choices to answers that are more unique and to eliminate the ones that are common to everyone. For example if your profile would see Billy Graham as well as

a lesser known (niche) and more specific guru like Beth Moore, you would select Beth Moore.

Demographic Information:

Applying demographic information will bring your Member Target profile to life. While the usual demographics are critical, the exercise of filling in the fields can be very helpful to better understand your ideal Member Target.

Demographics are another, very useful part of the profiling process. When it's time to decide where to focus the information or place ads and sponsorships, you will need this information.

It will also provide guidance when writing content, sending emails, and making other decisions along the way. Demographic information like age, gender, and location will give your profile a look and feel.

Challenges & Pain Points:

This section will help you to determine new ministries and services that can help Sue and her family, and the creative ways you can compel Sue to action.

When explaining ministries to Sue, for example, you would be successful by building solutions to her challenges and pain points and using language that addresses them in your messaging towards her.

Your marketing messages could include copy like,

“Are you concerned about raising your children, and want to ensure that your church children’s ministry is giving them a strong spiritual foundation?”

Copy like that will get a response from Sue because it speaks to an issue that is close to her heart.

Objections & Role in Purchase Process:

Why would Sue choose NOT to come to the church or use one of the church’s services? These are considered to be *objections* and must be addressed in your marketing.

For example, if we know that one of Sue’s concerns is a lack of access to timely Children’s Ministry information, you might send an email with a subject line like, “Children’s Program Ministry Online Connection (Daily Information)”

Your candidate’s(Avatar’s) role in the process of developing the ministry or service must be determined. Are they the primary decision maker? Are they a decision influencer?

Understanding your ideal candidate’s decision-making process is vital to the success of your marketing campaigns.

CUSTOMER AVATAR

Sue

GOALS & VALUES

GOALS

Good teaching
Good children's program
Resources for teaching and growing
Couples fellowship & guidance

VALUES

Spiritual development for herself & her family
Providing Bible based fellowship
Looking for Practical Guidance in an ever changing culture



AGE 33

GENDER Female

MARITAL STATUS Married

#/AGE OF CHILDREN 2 Children/ 8, 6

LOCATION Atlanta

OCCUPATION Sales & Marketing

JOB TITLE Marketing Manager

ANNUAL INCOME \$85,000

EDUCATION College Graduate

OTHER Works out,
Daughter is in dance classes

CHALLENGES & PAIN POINTS

CHALLENGES

Locating strong programs within church for the spiritual growth of Sue and family
Gaining Proper tools to be Godly leader in family and Church

PAIN POINTS

Concerns of working & living in a world of tolerance without watering down gospel
Concerns of raising kids and getting best education

SOURCES OF INFORMATION

BOOKS: Beth Moore, Priscilla Shirer, Lisa TerKeurst

MAGAZINES: Today's Christian Woman, Called, Christian Woman Magazine

BLOGS/WEBSITES: Ann Voskamp, Kellyminter.com is a

CONFERENCES: Women of Joy Conference

GURUS: Dr. Oz, Beth Moore

OTHER: Facebook, Google, Pinterest, Women's ministry groups

OBJECTIONS & ROLE

OBJECTIONS TO THE SALE

Does ministry offer fit an existing need or a new need
How long would Sue need to wait for the ministry need to be fulfilled

ROLE IN PURCHASE PROCESS

Sue is the decision maker. She invests in the church ministry or service to fulfill her needs and those of her family

BUILD MULTIPLE TARGET PROFILES

Start by building a single Target Profile, but don't stop there! Soon you will have multiple Target Profiles that represent the different segments of your ministry.

Any branch of your ministry with a distinct set of goals, source of information, or pain point will have a Target Profile. Use the Target Profile below (both male and female versions are included) to get a clear picture of your ideal member.

CUSTOMER AVATAR



GOALS & VALUES

GOALS

VALUES



CHALLENGES & PAIN POINTS

CHALLENGES

PAIN POINTS

SOURCES OF INFORMATION

BOOKS:

MAGAZINES:

BLOGS/WEBSITES:

CONFERENCES:

GURUS:

OTHER:

- AGE
- GENDER
- MARITAL STATUS
- #/AGE OF CHILDREN
- LOCATION
- OCCUPATION
- JOB TITLE
- ANNUAL INCOME
- EDUCATION
- OTHER

OBJECTIONS & ROLE

OBJECTIONS TO THE SALE

ROLE IN PURCHASE PROCESS

CUSTOMER AVATAR

GOALS & VALUES

GOALS

VALUES



CHALLENGES & PAIN POINTS

CHALLENGES

PAIN POINTS

AGE

GENDER

MARITAL STATUS

#/AGE OF CHILDREN

LOCATION

OCCUPATION

JOB TITLE

ANNUAL INCOME

EDUCATION

OTHER

SOURCES OF INFORMATION

BOOKS:

MAGAZINES:

BLOGS/WEBSITES:

CONFERENCES:

GURUS:

OTHER:

OBJECTIONS & ROLE

OBJECTIONS TO THE SALE

ROLE IN PURCHASE PROCESS