

EXERCISE 3 Worksheet

Task 1

Imagine your church was a product. This might seem sacrilegious and against everything you believe in, but for the sake of this exercise, pretend you are on an advertising team and need to “sell” your church. What would be your pitch? What are the features and benefits of your church?

Task 2

If you were on a church sales floor, what would be your top 3 speaking points?

1.

2.

3.

Task 3

Who would be your ideal customer? What do they look like? What problem or need are they trying to solve with their “purchase”?