



MOVE FORWARD

Church Planting Exercise

What is the name of your church?

Where is your church located?

What are your goals as a church?

What are your core values?

What will make your church unique or different?

What will be your church's main challenges?

What would be your main persuasive point when getting someone to choose your church?

Describe your primary target audience (ethnicity, financial status, family, hobbies, etc.)

List 5 key things that would be key for your brand to clearly communicate

Who would play your church in a movie?

What kind of car would your Church be?

Where would your Church hang out?

What Age and Gender would it be?