

Courageously Reaching Your Audience with a Message

by Sarah Holman
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What Defines You?

Name: _____

Age _____

Gender _____

Education background _____

Where you came from:

1. _____
2. _____
3. _____
4. _____
5. _____

What were the defining moments of your life:

1. _____
2. _____
3. _____
4. _____
5. _____

What life choices have impacted most how you see the world:

1. _____
2. _____
3. _____
4. _____
5. _____

What you are passionate about:

1. _____
2. _____
3. _____
4. _____
5. _____

What are your deepest hurts:

1. _____
2. _____
3. _____
4. _____
5. _____

What are your greatest joys:

1. _____
2. _____
3. _____
4. _____
5. _____

Your audience is:

Gender: Male Female

Genre/type: _____

Market: Christian General Niche

Who are you passionate about: _____

Defining Element(s): _____