Name

Add your own photo here

|  |  |
| --- | --- |
| Occupation:  |  |
| Nationality:  |   |
| Gender:  |   |
| Age range:  |   |
| Urbanicity:  |   |
| Interests:  |  |

**IDENTIFIERS** (Feelings about Christian faith & openness to spiritual change + describe level & types of disruptions)

* Feelings toward Christianity (-3 to +3)
* Level of Belief Disruption (-3 to +3)
* (add types of disruption here)
*

**FELT NEEDS** (What are their core issues and spiritual pathway(s)?)

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**SUCCESS FACTORS** (What will keep them moving forward toward conversion?)

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**PERCEIVED BARRIERS** (Things that stand in the way of faith and conversion, in their minds or external to them)

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**DECISION CRITERIA** (What needs to change in their beliefs, feelings, etc. for conversion?)

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**QUESTIONS THEY ARE ASKING**

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*

**TRUSTED SOURCES / INFLUENCES / POINTS OF CONTACT & ENGAGEMENT (The WHERE of how they may engage content)**

*

**KEYWORDS ASSOCIATED WITH ALL OF THE ABOVE**

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*

**OTHER DISTINCTIVES** (Unique cultural situation, media environment, religious climate, accessibility, etc.)

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