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)?)



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



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



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



**QUESTIONS THEY ARE ASKING**



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



**KEYWORDS ASSOCIATED WITH ALL OF THE ABOVE**



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