

Worksheet #2.1

Local Church Simplified Segmenting Chart
 Who is God calling you to reach and serve?

Focus on 3 to 5 Groups:
Your Divine Niche!

IN THE SIMPLIFIED SEGMENTING CHART below, there are 12 groups that a church, for example, might focus on. Few churches can serve the diverse needs of all 12 groups effectively. Pray, ponder, plan and then prioritize the groups below—and concentrate your passion, your people, and your payroll on just three to five segments. You can't ignore all the others, but you also can't be all things to all people. When you hear from God, you'll then enjoy the freedom to reach and serve your unique calling—your divine niche. *Pray...and then serve them well!*

Priority #1 _____ **(Primary Customer)**
 Priority #2 _____ (Supporting Customer)
 Priority #3 _____ (Supporting Customer)
 Priority #4 _____ (Supporting Customer)
 Priority #5 _____ (Supporting Customer)

SIMPLIFIED SEGMENTING <i>Focus on 3 to 5 Groups</i>	CHILDREN	YOUTH	ADULTS
CHRISTIANS Who Attend Church	A	B	C
CHRISTIANS Who Do Not Attend Church	D	E	F
NON-CHRISTIANS Who Attend Church	G	H	I
NON-CHRISTIANS Who Do Not Attend Church	J	K	L