

Module 4

Audiences



Exercise / Module 4 / Audiences

Who are Your Audiences? Be as specific as possible and remember they are REAL PEOPLE, so think about the nuances that make your audiences yours.

How many audiences do you have?

Name them: (i.e. investor/patron, your prod. Team, buyer, etc.)

Now let's work on the buyer/consumer of your work

Think in terms of my audience's:

Age or age range:

Gender(s):

Occupations(s):

Marital Status:

Passions:

Interests:

Where do they live? Locally? US? Globally? Be specific:

What social media platforms do they participate in?

Their Primary:

Secondary:

What clubs, organizations or churches/denominations are they a part of?

What do they like?

What do they dislike?

What offends your audience? Violence? Curse words? Political or Religious agendas?

What are their aspirations and dreams?

Do you have examples of your audience enjoying, being moved by, loving, your work today?

How many?

Would they allow you to use their kind words as testimonials/ recommendations?

List possible testimonial clients here:

How have you added value to your audience? (if you haven't yet, how will you?)

What will it cost your audience if they do not have or experience your art/film/music/work?

How will your artwork transform/enlighten/change/educate/delight/benefit your audience?

What does the Bible say about your audience(s)?

To Love them!

How will you love your audience(s)?

Your team:

Your investors/patrons:

Your audience (Consumer):

Biblical examples of how to love your audience(s):

³⁷ And he said to him, “You shall love the Lord your God with all your heart and with all your soul and with all your mind. ³⁸ This is the great and first commandment. ³⁹ And a second is like it: You shall love your neighbor as yourself. ⁴⁰ On these two commandments depend all the Law and the Prophets.” Matt 22:37-40 ESV

Don't lie to them, i.e. confuse good and evil

²⁶ Like a muddied spring or a polluted well
are the righteous who give way to the wicked. Proverbs 25:26 NIV

¹¹ “Do not steal. Do not lie. Do not deceive one another.” Leviticus 19:11

Don't be a stumbling block to them coming to Christ and/or their relationship to Christ

¹³ Therefore let us stop passing judgment on one another. Instead, make up your mind not to put any stumbling block or obstacle in the way of a brother or sister. Romans 14:13 NIV

Care about their weaknesses- don't feed the weakness or humiliated them for their weakness

²¹ It is better not to eat meat or drink wine or to do anything else that will cause your brother or sister to fall. Romans 14:21 NIV

Respect your audiences

¹⁰ Be devoted to one another in love. Honor one another above yourselves. Romans 12:10 NIV

Care for your audiences

⁴ not looking to your own interests but each of you to the interests of the others. Philippians 2:4 NIV

Provide truth to your audiences

“I hate and despise falsehood, But I love Your law.” Psalm 119:163 NASB

Be kind to them

¹² Therefore, as God's chosen people, holy and dearly loved, clothe yourselves with compassion, kindness, humility, gentleness and patience. Colossians 3:12 NIV

Challenge them to grow

¹⁷ As iron sharpens iron,
so one person sharpens another. Proverbs 27:17 NIV

Have healthy boundaries with them

² Carry each other's burdens, and in this way, you will fulfill the law of Christ. ³ If anyone thinks they are something when they are not, they deceive themselves. ⁴ Each one should test their own actions. Then they can take pride in themselves alone, without comparing themselves to someone else, ⁵ for each one should carry their own load. Galatians 6:2-5 NIV

Help them to become better

⁹ Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up. Galatians 6:9 NIV

Be a salve to their wounds/ participate in their healing

¹⁶ Therefore confess your sins to each other and pray for each other so that you may be healed. The prayer of a righteous person is powerful and effective. James 5:16 NIV

Now ask yourself--- How does my art/work do any of these things?

Homework / Module 4 / Audiences

1. Go back over Module 4's, spend time in prayer and reflection and answer the questions as thoroughly as possible. Finish them completely.
2. As you finish your audience research use that information to hone your mission statement.
3. Use your finished audience research to hone your branding. Your research should help you to make FINAL decisions on your logo design, website, promotional materials, colors and fonts to use in advertising you and your work. It should also inform you of which social media platforms to pour your time into.
4. Choose your headshots or get them done!!!!!!
5. Look at your year ahead--- Have you already planned the work you are going to do? Is it in line with your Mission statement? Your branding? Your Audience?
6. Begin thinking and strategizing on the website you will build or change to update.
7. Finish updating your CV or resume.
8. Pray over & solidify your career goals and intentions in light of your audience.
9. Continue to pray over your identity and ask God to reveal any other places or people you are getting your identity from other than Him.
10. Like, follow or sign up for your fellow Catalyst Members pages, emails, etc. Then pray for them and their success.