

PERSON TYPE:**Problems and Pains**

Fears, Challenges, Worries, Annoyances

Desires and Gains

Hopes, Wants, Benefits

Essentials

Basic tasks person needs to complete (find church, get parked, etc.)

CHURCH NAME:**Relievers**

Ways church relieves problems and pains

Creators

Ways church meets desires and provides gains

Programs and Services

The church's core offerings and features