

Who Do You Love?



15.1

One way to start finding your Audience is to look at the people you've already helped in your life. In the left column, jot down specific individual and groups you've helped in a significant way in the past. Briefly note how you served each one. Once you have the left column filled up, start looking for patterns or common elements. What types of people or needs consistently appear in your list? They may be a certain age, gender, nationality or socio-economic status; people with specific needs or that you bump into in certain places, neighbors, saved or unsaved, etc. What characterizes the people you help?

People & Groups I've Helped	Characteristics/Needs

