



ARTSPEAK  
CREATIVE

REACH  
PEOPLE



# 8 questions for authentic connection



BRANDING,  
WEB,

MARKETING,  
AND CONSULTING

FOR LIFE-  
CHANGERS



# Marketing has gotten a bad rap

As a ministry leader, you know how to invite people into your mission if you have a one-on-one opportunity. But how do you multiply your effectiveness when you're not in the room?

Usually, people discover your organization through an ad, word of mouth, or some other means. And, most of the time, they won't give you a chance for a conversation before they make a decision about you.

So if you want to speak to people who don't know you, you have to do some marketing.

**However, “marketing” has gotten a bad rap. To a lot of us, it just means spamming people:**

- Come to my church!
- Sign up for my event!
- Buy my book/app/service!
- Sunday, **Sunday, SUNDAY!**

So for too many of us, “getting better at marketing” usually just means getting better at spamming people...

**Unless you start thinking differently about how you market—and how you communicate to your audience.**



# Effective communi- cation starts with authentic connection

You didn't get into ministry to spam people more effectively.

You got into ministry to make authentic connections that lead to changed lives.

**Effective marketing is about making authentic connections.** The best way to understand this is through a framework called the communication triangle.

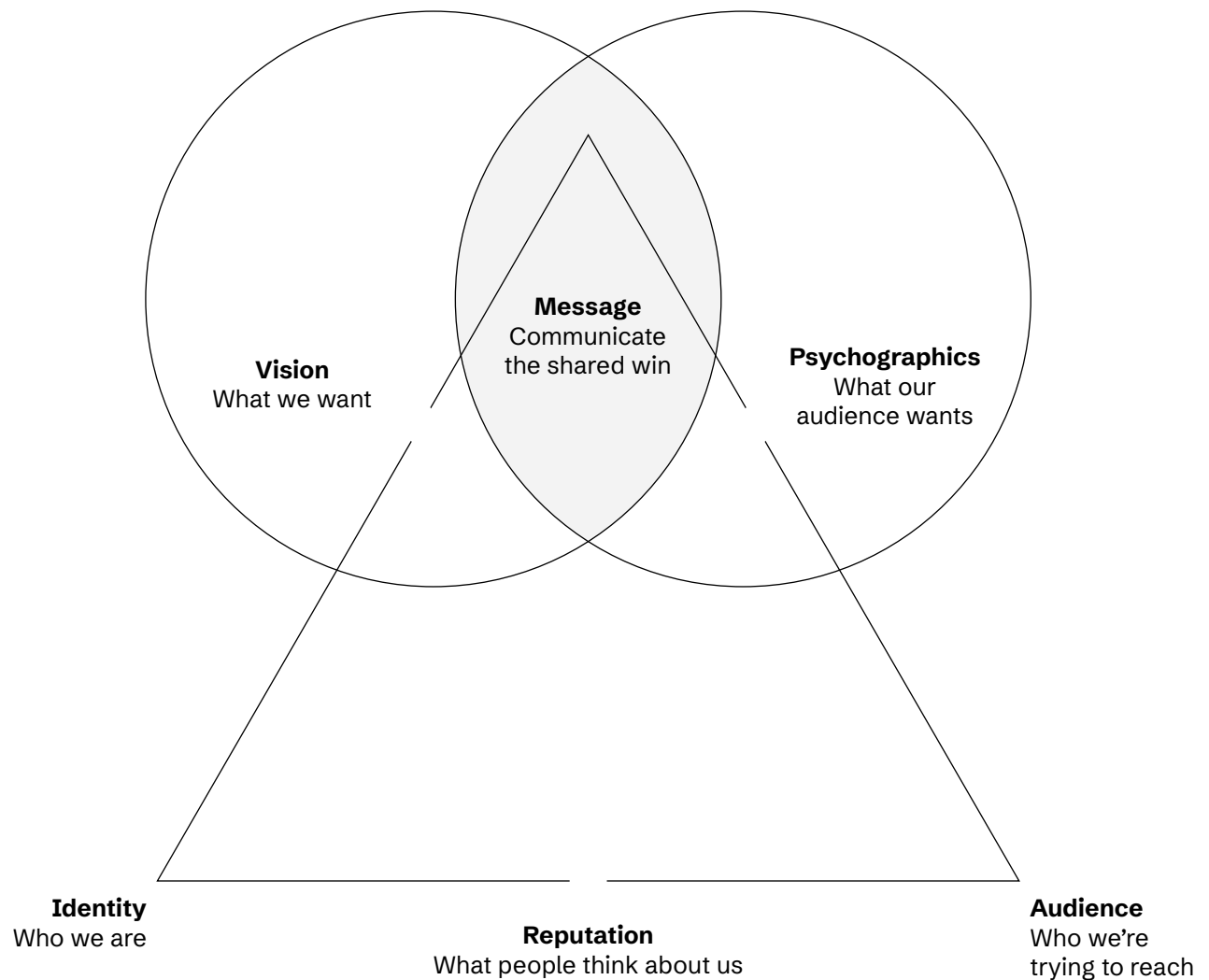
- Identity = “Who are we — honestly?” These are your talking points.
- Audience = “Who are they — empathetically?” These are your psychographics.
- Shared win = “How should we craft our invitation?” This is your strategic message.



**Want to learn more about the communication triangle framework for empathetic communication?**



# Communication triangle



# The eight questions your audience is asking

Before your audience ever engages with you, they're asking questions—good questions that will determine if and how they choose to interact with your mission and brand.

These are unspoken questions, but we like to think of it as a conversation—one happening between you and your audience through your marketing and communications.

So how do you prepare for that crucial conversation?

## Here's our four-step process:

1. Understand the questions they're asking
2. Develop your talking points as a brand
3. Run your talking points through the lens of empathy for your audience
4. Rewrite your talking points so your audience will understand and connect to them

## And what are the actual questions? Here's what your audience wants to know:

- Who sees me?
- Do I like you?
- How do you do it?
- Where do I start?
- What are you?
- Do I trust you?
- What's available?
- Is it working?

In the following pages, we'll help you answer these eight questions for your audience.

And we'll show you where people typically want these questions answered.

So you can **stop spamming and start connecting.**

Question 1:

# Who sees me?

Our audience doesn't know we exist yet, but we know they feel frustrated.

This is your audience asking, "Who sees me?" and you want the answer to be that *you see them*.

**Questions for you to answer:**

**Name your audience. Who do you want to reach?**

**Generally speaking, who do they aspire to be?**

**Generally speaking, what gets in their way?**

*Rewrite it like this:*

**If you're someone who wants to be (their aspiration):**

**But experiences (their primary challenge):**

*This is your primary audience.*

REACH  
PEOPLE



ARTSPEAK  
CREATIVE



Question 2:

# What are you?

When your audience first hears about you, they're skeptical. Your reputation is affected by the reputations of others like you—both their positive and negative standing. We need to name that reputation gap and repair it.

**If someone were to google you, they'd see you're listed as [a Baptist church, an accounting firm, a consultancy]. What are you listed as? This is your "category."**

*Talking point:*

**Most people think that means you're [what's your category's negative reputation?]**

*Your audience thinks:*

**So, more accurately, you're a [what are you really]?**

*Your message:*

Question 3:

# Do I like you?

Now that we've established a positive reputation, your audience is intrigued. They'll ask, "Are you equipped to help me with my particular challenge?"

**What's your mission statement, or the statement that most completely describes your most deeply-held purpose or unique difference?**

*Your talking point:*

**When you look at your audience, what challenge do you want to address?**

*Your audience thinks:*

**How would you reword your mission statement into a promise to your audience?**

*Your message:*



Question 4:

# Do I trust you?

You say you can help them.  
Are you too good to be true?

Here, your audience may be considering you among a variety of alternatives, including the alternative of doing nothing at all—ignoring the problem and hoping it goes away.

**What are you and your team best in the world at? List between three and five of your best qualities.**

**What do you think your audience is looking for from you?**

**Now, with your audience in mind, write down three to five promises you can make to your audience based on (a) what you're good at and (b) what they need.**



Question 5:

# How do you do it?

Your audience wants a peek behind the curtain. They want to know what they'll have to do and if it will work. If you're a church, this is your discipleship pathway. If you're not a church, this is your proven process.

**Try to summarize this in three to five points.**



Question 6:

# What's available?

Next, your audience wants to know what you have for them—the ministries, products, or services they'll get to choose from.

**See if you can break this down to between three and five master categories**



Question 7:

# Where do I start?

You've given your audience a lot of choices, and they're overwhelmed.  
**What's the first step?**



ARTSPEAK  
CREATIVE

REACH  
PEOPLE



Question 8:

# Is it working?

If your audience commits to you, they'll want to make sure you're delivering on your promise. What results should they see in their life?

**In a few words, what words summarize the stories of life change you hear from people?**

**When you look back at the audience in question one, what kind of life change would they tell you they want for themselves?**

**If your audience fully commits to your mission, what kind of life change can you promise them?**



# How (*and where*) to use your answers to reach your audience

Congratulations! Now that you've answered these eight questions that your audience is asking, you can use those answers to create an authentic customer journey for your brand.

On the next page are examples of places and parts of your audience's journey where you can deploy the answers you've prepared.



Question	Where to answer this question (examples):
<b>Who sees me?</b>	Social media ads Landing pages Print ads Billboards
<b>What are you?</b>	Home page Social media ads Google ads Landing pages Print ads Billboards
<b>Do I like you?</b>	Home page About page Merch Handouts and brochures Environmental graphics
<b>Can I believe you?</b>	About page Merch Handouts and brochures Email sequences Content plan
<b>How do you do it?</b>	Home page About page Our process page Gift baskets Discipleship page One-pager Talking points for volunteers or sales team
<b>What's available?</b>	Home page About page Ministry/service pages Gift baskets One-pagers Talking points for volunteers or sales team
<b>How do I start?</b>	Home page Bottom of landing pages Gift baskets Email sequences On-stage announcements
<b>Is it working?</b>	Bottom of pages Merch Environmental graphics Content planning Internal comms. Planning sessions Surveys



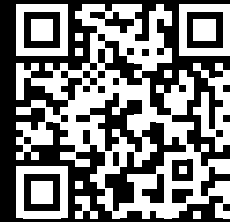
ARTSPEAK  
CREATIVE

REACH  
PEOPLE



Your next steps:

# Do more good. Reach more people.



You have a life-changing message and a vision to see more people thrive. But the real bottleneck isn't reach—it's resonance. And it starts with clear communication, effective strategy, and healthy momentum.

ArtSpeak is a team of strategists, consultants, and creatives who want to be part of your mission and help you push it forward. We're a branding and marketing agency that helps life-changers like you reach more people and do more good.

**Because this is about people. Let's help them.**

Scan the QR code to schedule a free 30-minute strategy session with our team. We'd love to meet you!



BRANDING,  
WEB,

MARKETING,  
AND CONSULTING

FOR LIFE-  
CHANGERS

