

Lesson 4 - The Interested Prospect

The Visitor Experience (from their point of view)

The Profile of a Typical Visitor

- Little or no commitment to this congregation
- Little knowledge of the Bible
- Strong emphasis on self
- Looser morals than our members
- Political correctness is important to them
- They are either single or in a two income family
- Most likely have previous visiting experiences

What Are Their Expectations During a Visit?

- Blend in and observe...just “trying us out”
- Can be defensive and protective of their privacy
 - Info on visitor’s card will help define this
- Want answers to unspoken questions:
 - *“Do I fit here?”* (Acceptance)
 - *“Does anyone want to know me?”* (Friendship)
 - *“Am I needed?”* (Value)
 - *“What is the advantage of joining?”* (Benefit)
 - *“What is required of members?”* (Expectation)

How Will They Judge Us?

- People - People need personal connections. One friendship connection can be the draw for a guest.
- Environment - Physical facilities make a difference to someone with mostly worldly values. So is the building and property aesthetically pleasing, clean, accessible, conveniently located? Signage can make a difference inside and out.
- Vision - Do we have a direction...is something happening?
- Spirit
 - Sincere, respectful attitude
 - Singing - familiarity, quality of song leader, enthusiasm
 - Preaching - relevance, clear
 - Prayer - fervent, thoughtful
 - Length of service

Use of our Guest Booklet

- Always have one with you at services.
- Show the tear out card in the back and give them instructions on what to do with it.
- Get it back after services if they did not put it in the offering plate.

Profile of Your Prospect

All of us have someone in mind we would like to approach with the Gospel. I want you to give some thought about what you know about this person and how you might approach them.

Here are some things to consider:

1. Age -
2. Family and marital status -
3. Work and financial status -
4. Friends and associates (type of people and those you have in common) -
5. Present amount of interest in spiritual things -
6. Problems he/she may have or dissatisfactions in their life -
7. Any other information that may be important and affect his/her response to an invitation to either visit services or study the Bible.