

IN THE SHOES OF THE VISITOR



On a yellow Post-It note, write down *two* things that you like to see or that you always look for when you visit a church for the first time

On a green Post-It note write down *two* things that you don't like to see and that can spoil the experience for you

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Consider the church booklets on your table. Separate them into three piles: **Excellent, Quite Good & Poor**

Was this an easy task? What criteria did you base your decisions on?

What are the features of an excellent booklet?	What makes a booklet poor ?
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

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As a visitor, perhaps someone who has never even visited a church before, what would you personally want to know about the church you are visiting?

- 1.
- 2.
- 3.
- 4.
- 5.

.....

We are going to spend about half an hour walking around the church. Put yourself in the shoes of the visitor. As you walk around, think about the following:

- What do you think is special and amazing about this place?
- What do you think is really interesting and what would you like to find out more about?
- How welcome do you feel?
- What do you think the church is doing really well?
- What could be added to the experience?
- Does the church have a Unique Selling Point?
- Can you identify it?
- How could this site market itself?

Is there anything that particularly interested you about the way the church welcomes visitors?
Are there any ideas that you could take back to use at your own site?