**Lifestyle Segment Worship Preferences Worksheet**

This sheet helps you to get a quick overview of the worship preferences of the top five segments in your study area. These are the top five segments on (or around) page 24 of the FullInsite report you ran. Using *Worship Ways* (along with the [online Mosaic guides](http://missioninsite.com/missionimpact-guide/)), think about which groups overlap and which don’t. Don’t try to record every single thing about the worship-related preferences of a segment, just jot down a few notes for yourself. Again, you don’t need to turn this in – it’s for your information and thinking processes only; if you come up with a better layout, share it with us!

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Segment** | **Worship Pref.** | **Hospitality notes** | **Format notes** | **Worship Leadership notes** | **Facility notes** |
| O54 – Striving Single Scene | Coaching,  Inspirational | Coaching: multiple options; available before, during and after  Inspirational: enthusiastic greeters;  simple (people may not hang around) | Coaching: informal, simple, contextual  Inspirational: flexible; more about flow than structure; heartfelt; experiential | Coaching: emcee/coach (does it even need to be clergy?)  Inspirational: credible, motivational, authentic | Coaching: flexible space, some technology, movable furniture  Inspirational:  Presentational, some technology |
| Other notes:  Coaching worship can blend with Inspirational, or possibly with educational or mission-connectional  Inspirational worship can blend with educational, coaching, or transformational; or possibly with mission-connectional  So, a coaching-inspirational service would probably resonate with this group. [But you need to look at the other segments, too – you are thinking about which ones might be blessable, right?] | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Segment 1 of Top 5** | **Worship Pref.** | **Hospitality notes** | **Format notes** | **Worship Leadership notes** | **Facility notes** |
|  |  |  |  |  |  |
| Other notes: | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Segment 2 of Top 5** | **Worship Pref.** | **Hospitality notes** | **Format notes** | **Worship Leadership notes** | **Facility notes** |
|  |  |  |  |  |  |
| Other notes: | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Segment 3 of Top 5** | **Worship Pref.** | **Hospitality notes** | **Format notes** | **Worship Leadership notes** | **Facility notes** |
|  |  |  |  |  |  |
| Other notes: | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Segment 4 of Top 5** | **Worship Pref.** | **Hospitality notes** | **Format notes** | **Worship Leadership notes** | **Facility notes** |
|  |  |  |  |  |  |
| Other notes: | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Segment 5 of Top 5** | **Worship Pref.** | **Hospitality notes** | **Format notes** | **Worship Leadership notes** | **Facility notes** |
|  |  |  |  |  |  |
| Other notes: | | | | | |