



IDENTIFY YOUR IDEAL FAMILIES AND THE BEST COMMUNICATION STRATEGY FOR REACHING THEM

RECOMMENDATION: Identify at least 3 but no more than 5 unique family profiles to maximize your communication message; print 1 page per profile

FAMILY PROFILE: _____

[Name them such as "Stay At Home Mothers of Kindergartners" or "Military Dads" or "Active Church Moms Who Default to Public School"

[List characteristics, demographics, behaviors about this type of family or individual]:

- _____
- _____
- _____
- _____
- _____

[What is their greatest need, problem, pain, frustration, fear ?]:

[Identify any key word/phrase that this profile may use when articulating their need/problem/pain/frustration/fear]:

- _____
- _____
- _____
- _____
- _____

[List unique ways that your school can **meet their need, solve their problem, or alleviate a pain, frustration or fear**]:

- _____
- _____
- _____
- _____
- _____