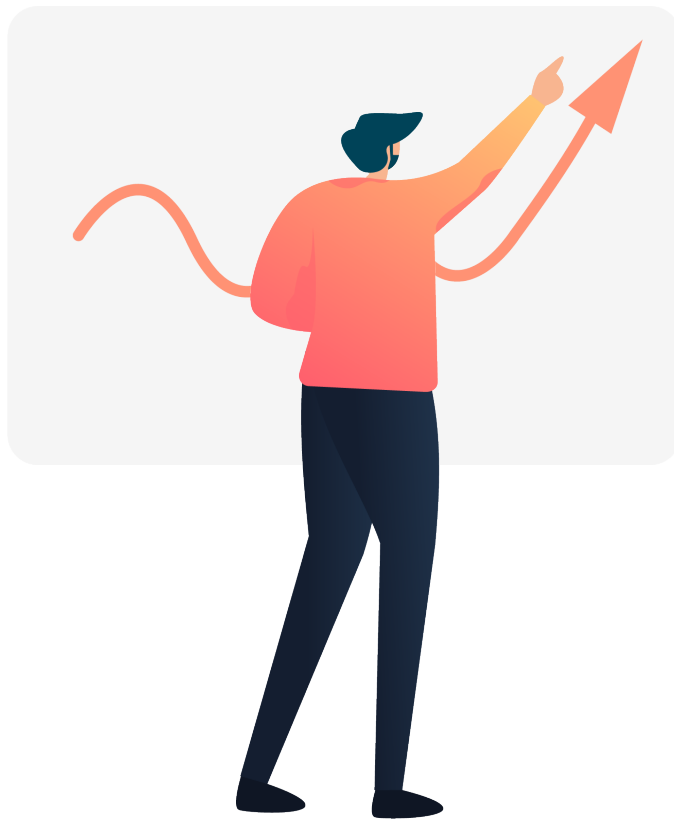




Church Communications Strategy Training Course



Journey Map Worksheet

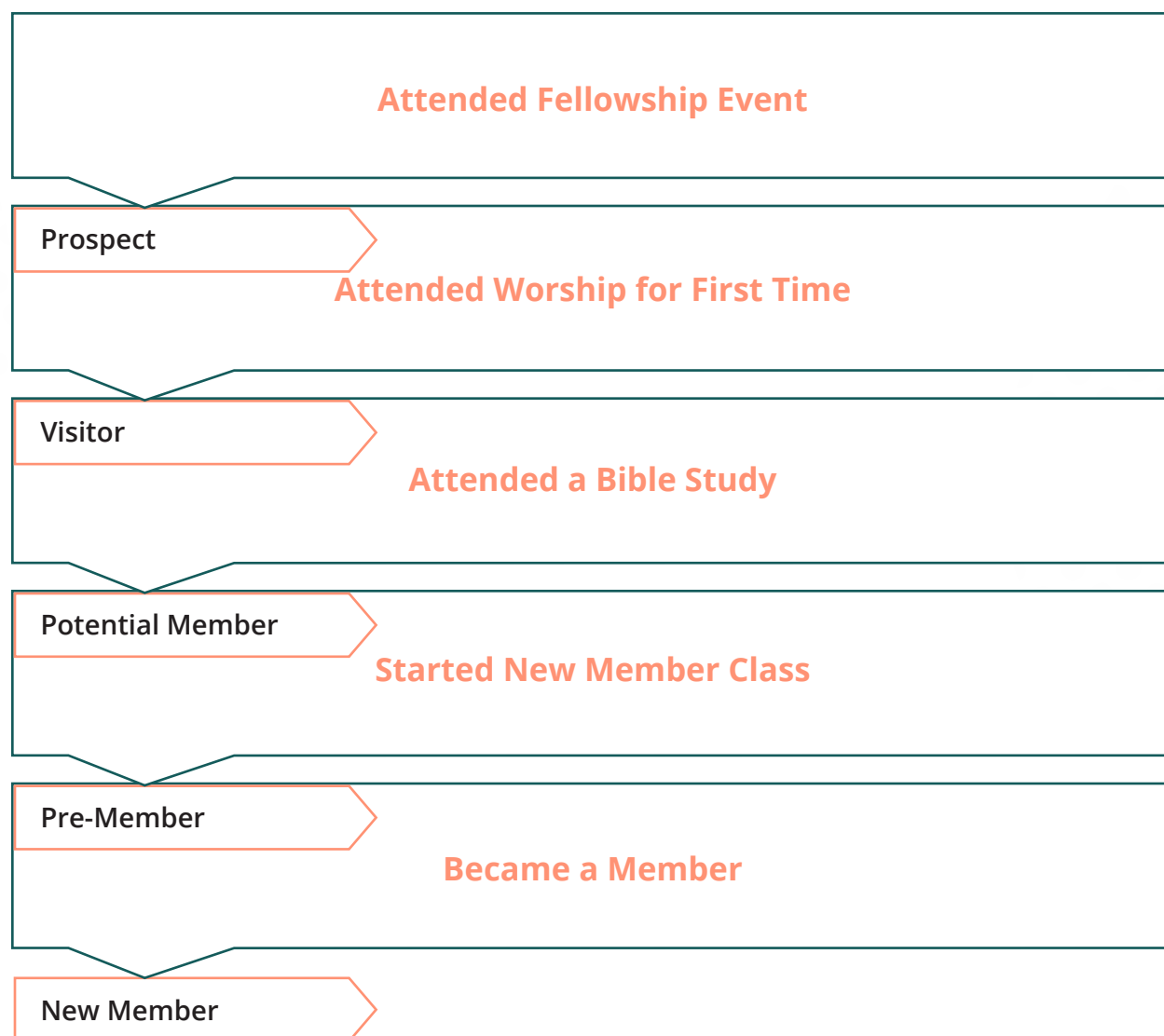
How to Plan the Ideal Path

Sample Journey Map

A well-defined journey map will provide you with another point of context to help send the right message to the right audience at the right time.

To start developing a journey map, first list all the possible trackable actions that individuals can take in your church in the green boxes. In the orange boxes, define a name for the audience that will take the action.

The following example provides a few ideas, but your church will likely have different actions and use terms that better fit your situation. Use the template on the next page to start creating your own journey map.





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