

The image features a group of approximately 15 business professionals in silhouette, standing on a high-rise floor with large glass windows. They are engaged in various interactions, such as talking, looking at documents, and standing in small groups. The background shows a dense city skyline with several prominent skyscrapers under a bright, hazy sky. The lighting is warm, suggesting a sunrise or sunset, which creates a strong glow and casts long, dark reflections of the people and buildings onto the polished floor. A bright yellow rectangular banner is positioned horizontally across the middle of the image, containing the word 'Targeting' in a bold, dark blue font.

Targeting

Define your target customer.

- It's a matter of faithful stewardship.
- Who was Jesus' target group?
- Start with those who are hungry.
- Aim small; think big.

“But He answered and said, ‘I was sent only to the lost sheep of the house of Israel.’” (Matt. 15:24)

Connect with your target customer.

- Become an expert on your target group.
- Find common ground with your target group.
- Pick your core team from your target group.