|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Profile #1 | Profile #2 | Profile #3 | Profile #4 | Profile #5 |
| Blogs & Websites they comment on or links they share |  |  |  |  |  |
| Questions they post or comments they make online |  |  |  |  |  |
| Conversations they have (and with whom) |  |  |  |  |  |
| Personality traits (eg. Humor, snark, etc.) |  |  |  |  |  |
| Things that they really want |  |  |  |  |  |
| Things that drive them batty |  |  |  |  |  |
| Competitors they may be following |  |  |  |  |  |
| Any new demographic info |  |  |  |  |  |
| Any new psychographic info |  |  |  |  |  |

\*What one or two new questions do you have that you’d like them to answer? Go ask those questions and include your answers here.

\*\*Do follow up research on competitors: product, pricing, distribution and branding – what advantages or disadvantages do you have in comparison?