

Audience Research Questions

- What are your biggest questions/concerns/challenges about <your area of service>?
- What have you tried in the past? What worked or didn't work?
 - Tell me more.
 - What investment have you made in the past to solve this problem?
- In a perfect world, if I waved a magic wand, what would your ideal solution look like?
 - How would you prefer this solution to be delivered to you? Digital/In-Person? Over time. Intensive? Etc.
 - What time frame would you prefer to receive this information/solution?
- What investment would you expect to make to solve this problem?
- What networking groups are you actively engaged in?

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Audience Research Analysis
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