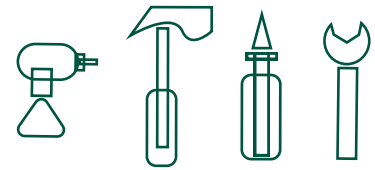


Surveys

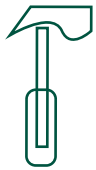
Finding a Target Audience



Answer the following questions to help determine how you might best find a target audience to send your survey out to.



Who is the typical customer that will use the service/program you are learning about?



Who are the outlier customers that will use the service/program you are learning about?

Ideally, your survey audience should include proportionate sample sizes of your typical and outlier customers. Some ideas for recruiting a customer target audience:

- Reaching Out to Managers for Nominees
- Personal Networking
- Cold Calling (Emailing)



Brainstorm here how you might reach your sample audience: