



6. What is the best way to contact them? \_\_\_\_\_

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7. What are their wants and needs? \_\_\_\_\_

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8. What would they buy if money weren't an object? \_\_\_\_\_

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9. What do they do for a living? \_\_\_\_\_

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10. How much do they earn? \_\_\_\_\_

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11. How many children do they have? \_\_\_\_\_

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12. How many incomes does the family have? \_\_\_\_\_

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13. What kinds of cars do they drive? \_\_\_\_\_

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14. Do they have college degrees? \_\_\_\_\_

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15. Why do they buy? \_\_\_\_\_

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16. What makes them happy? \_\_\_\_\_

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17. What do they expect from you? \_\_\_\_\_

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18. What do they think about your competition? \_\_\_\_\_

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19. What are their price points? \_\_\_\_\_

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