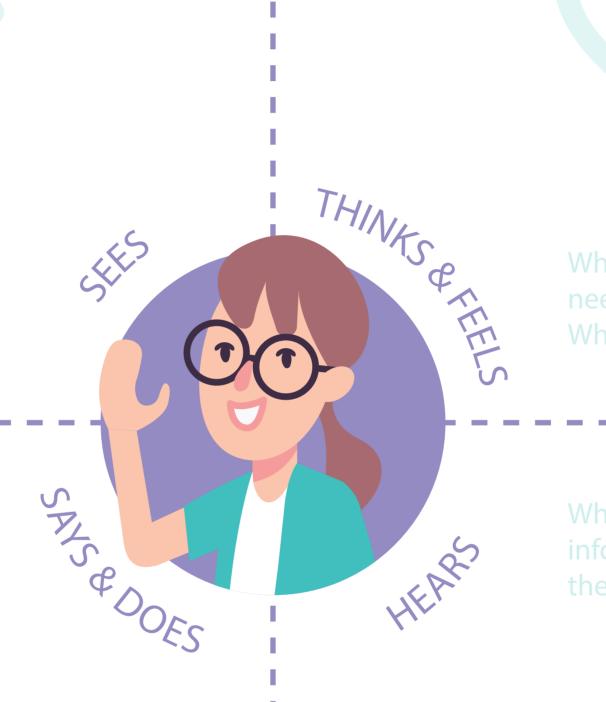


What is the environment around them? How do they interact with your marketing?

What is their expected behavior? Can/do they influence other customers?



What are their concerns,

needs, fears and hopes? What makes them happy?

Where do they get their information? Who influences their position?

