

Worksheet: Target Early Adopters

Step	Question	Answers
Define your target population	How would you describe your target population?	
Identify your early adopters	Which portion of your target population knows they have a problem your service/product can solve and is looking for ways to solve the problem?	
Determine how to selectively target early adopters	What are your early adopters' characteristics or activities that would enable you to selectively target them? What characteristics make them distinct from the rest of your target population?	