





205 Riverside Drive, Suite A  
 Klamath Falls, OR  
 (541) 884-5193  
[www.klamath.org](http://www.klamath.org)

Now list the benefits and the target customer that requires those benefits.

Benefit	Target Customer

Now create a profile for each of your target customers:

Customer Group
<b>Age</b>
<b>Location</b>
<b>Gender</b>
<b>Income</b>
<b>Family Status</b>
<b>Occupation</b>
<b>Values</b>
<b>Other</b>
<b>What type of media do they enjoy (online, tv, newspaper)?</b>
<b>How and when will they need your product?</b>



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