CUSTOMER PROFILE LABEL   **PEOPLE SURVEYED**   **ADOPTION CURVE**

Early Adopters   Early Majority   Late Majority   Laggards

DESCRIPTION	PRODUCT / COMPANY FIT	SALES AND MARKETING	ROLES/TITLES	EARLY ADOPTER SCORING
THEIR NAMES	NEEDS FIT PRODUCT FEATURES	MARKETING CHANNELS (WAYS TO ACQUIRE CUSTOMER)	DECISION MAKER (MAKES THE CALL)	THEY HAVE A PROBLEM WE CAN SOLVE
INDUSTRY/CLASSIFICATION	FIT COMPANY CORE VALUES	COST TO ACQUIRE CUSTOMER	ECONOMIC BUYER (WRITES THE CHECK)	THEY UNDERSTAND THEY HAVE A PROBLEM
DEMOGRAPHICS	COST TO ADAPT TO THEIR NEEDS	ESTIMATED SALES CYCLE (TIME TO ACQUIRE CUSTOMER)	INFLUENCERS (SPEAKS FOR THE PRODUCT)	THEY ARE ACTIVELY SEARCHING FOR A SOLUTION
BEHAVIORS	TIME TO ADAPT TO THEIR NEEDS	RECURRING CUSTOMER (WILL THEY PURCHASE AGAIN)	END USERS (USES THE PRODUCT/SERVICE)	PROBLEM IS PAINFUL ENOUGH THEY HAVE HACKED A SOLUTION
NEEDS/GOALS	NEEDS FIT TEAM SKILLS	LIFETIME CUSTOMER VALUE (ESTIMATED CUSTOMER VALUE)	SABATOGERS (SPEAK AGAINST PRODUCT)	THEY CAN QUICKLY ACQUIRE DOLLARS TO PURCHASE
SCORE	SCORE	SCORE	SCORE	SCORE / TOTAL