



the cure for being common.™

PRODUCT QUESTIONNAIRE

Name of your product:

What kind of community of clients do you want to create?

List some specific ways you can market to them.

What specific groups or individuals would buy this product?

How many clients would you like to participate in this community?

How much will they pay each and how often?

What are some other functions you would provide to this community besides this specific product?

What other ways can you get conversations about this community “out there?”

How much time, per week, can you devote to development of this community?

How long will it take for you to reach your goal for size of this community?

