

1. Describe the idea:

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2. What will the concept be used for?

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3. Where are similar concepts used and sold?

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4. What places do my prospects go to for recreation?

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5. Where do my prospects go for education?

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6. Where do my prospects do their shopping?

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7. What types of newspapers, magazines, newsletters do my prospects read?

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8. What TV and radio stations do my prospects watch and listen to?

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