

# SOCIAL LISTENING

Whether it's the coffee shop around the corner, a hobby group, Meetup group, Facebook group, or bumming around outside a convenience store - your audience is gathering somewhere. Go there and learn more about them and what opportunities you might have with them.

Places My People Hangout:

Things They Talk About:

What They Complain About:

Overall Attitude & Goals:

Struggles & Pain Points:

Opportunities: