**Who are your target customers?**

Cultural grouping:

* Back to the lander
* Dedicated localvore
* Aspiring Vermonter
* Traditional Vermonter

Recreational preferences:

* Wine enthusiasts
* Second homeowners
* Outdoor enthusiasts
* Tourists – Bus/Tour Group
* Tourists – Culinary/Beer

Employment/affiliation grouping:

* Eco-conscious college student
* K-12 school community
* Employees of significant local employer
* Municipal & elected officials

Life circumstances grouping:

* Grandmas & Grandpas
* WIC and EBT recipients

**How do your target customers communicate?**

* Read a newspaper – which ones?
* Read a magazine/periodical - Which ones?
* Watch T.V. Listen to Radio - Which ones?
* Gather news & entertainment
	+ Facebook/Instagram
	+ Email
	+ Community posting boards
* Talk to their friends
	+ In person
	+ On social media
	+ Email & Front Porch Forum
* Seek recommendations
	+ Tripadvisor, Yelp, Google
	+ Trusted advisors (yoga teachers, nutrition consultants, chefs, teachers, etc)
* Research
	+ Books
	+ Websites
	+ Listings and guides