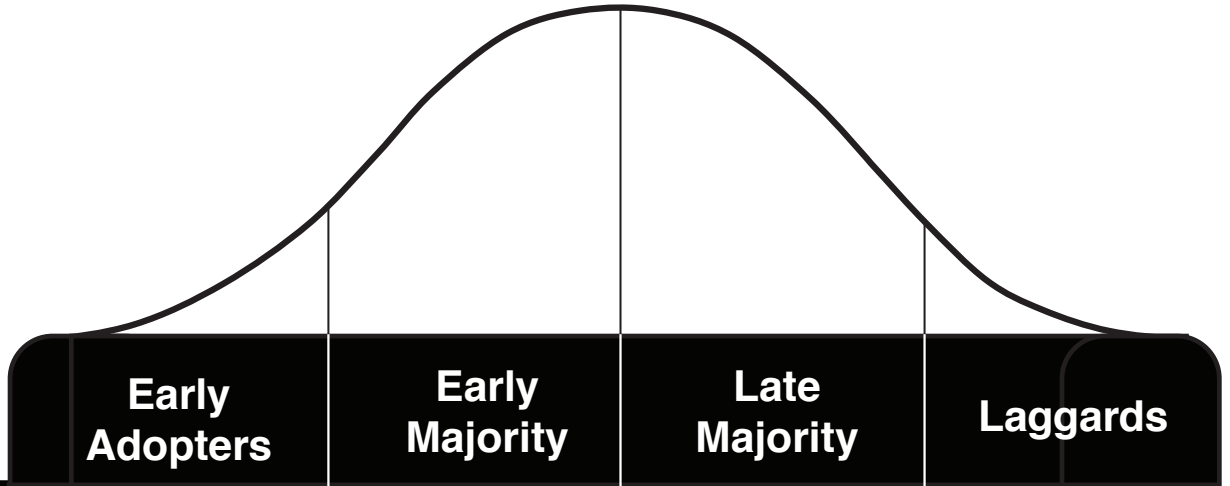


YOUR EARLY ADOPTERS

Segment: _____



	Early Adopters	Early Majority	Late Majority	Laggards
Problem				
Have the problem				
Know they have it				
Actively trying to solve it				
Behaviors				



	Externally Observable Behaviors
1	1
2	2
3	3
4	4
5	5
6	