

TRENDS ASSESSMENT - YOUR INDUSTRY PROFILE

Directions: You should evaluate Every Industry Leader source if applicable and available and most importantly their sites, and their blogs (if they have one) now, and for each quarter hereafter. You're looking for their prediction of the future.

Four Steps For Industry Trends Assessment

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| 1) Industry Mazazines (if Available) | 3) Industry Events (if Available) |
| 2) Industry Associations (if Available) | 4) GOOGLE SEARCH: [INDUSTRY] Trends
(use different target market names) |

What Are Industry Leaders In My Target Markets Saying About:

The Absolute Best Solution(s) To The Markets Biggest Problem(s) are:

[illegible]

Action Thoughts

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