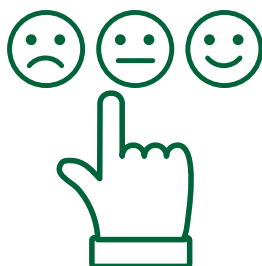


Business Startup Badge**Focus Group Best Practices****FOCUS
GROUP
BEST
PRACTICES**

Invite focus group members
who you think will provide
honest feedback.

Prepare your questions in
advance; use them as a
guide to open up discussion.

Keep your questions
informal and simple.
Your goal is to encourage
conversation

Call on people for feedback.
Try not to let one member
dominate. Let everyone know
their opinions are valuable.