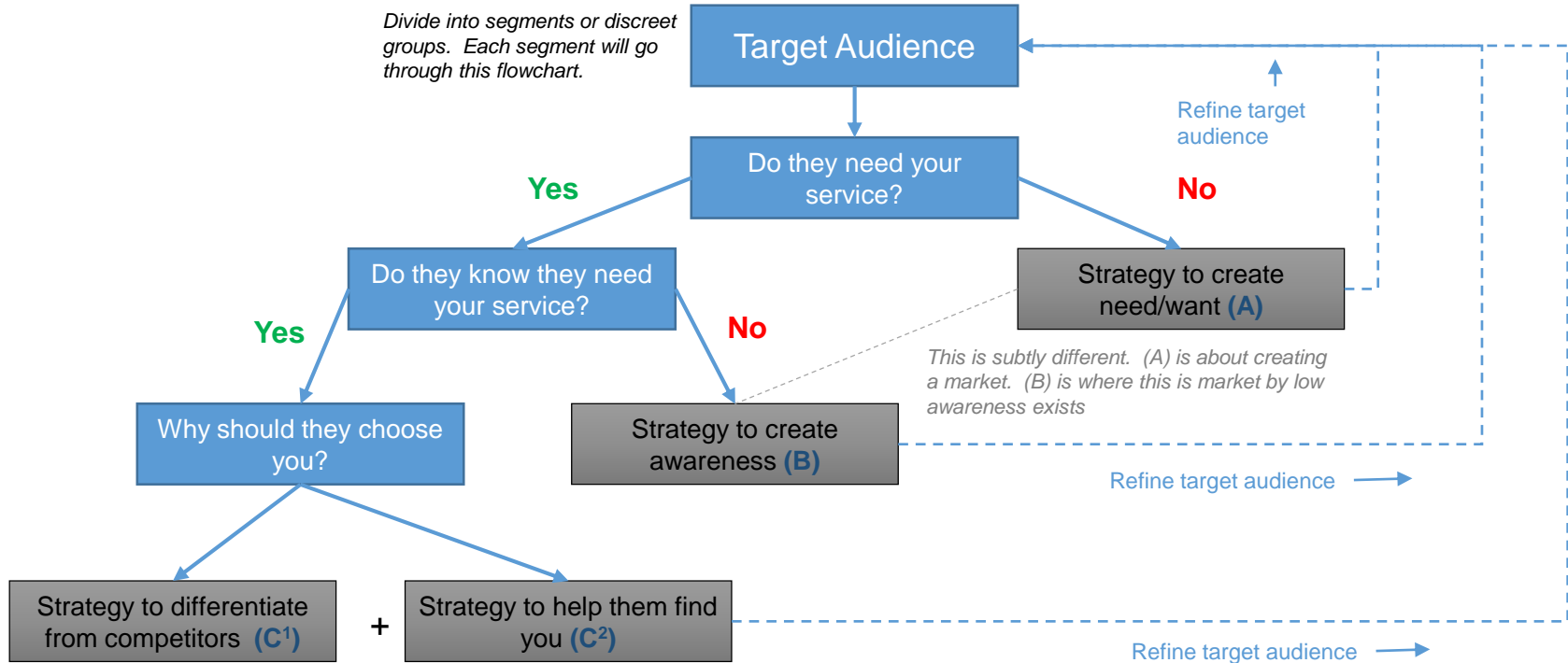


Divide into segments or discreet groups. Each segment will go through this flowchart.



This is subtly different. (A) is about creating a market. (B) is where this is market by low awareness exists

This is your Unique Selling Proposition

### TIP! - Defining your target audience

For each attribute that your select, ask yourself WHY? Each attribute should make it easier for the segment to fall into the next box in the flowchart. The more you refine each segment, the easier it will be to get your strategy right.