1. TARGET MARKET
   a. Size
      i. Large Enough
      ii. Small Enough
   b. Visibility
   c. Inner Communication

2. PASSION

3. BEST-IN-THE-WORLD

FIVE ELEMENTS
1: 18 sec. Introduction – one LCD
   A: Product or Service
   B: Target Market
   C: Benefit
   D: Credentials
2: 20 sec. Tell a story
3: 10 sec. ASK for the business
4: 5 sec. Call to action
5: 7 sec. Memory hook

SIX WEEK CAMPAIGN
Week 1: General
Customer-centric
Week 2: General
Biz partner-centric
Week 3: Testimonial
Name target biz partner
Week 4: Specific benefit
Name dream referral
Week 5: Fear of Loss Story
Link to exit strategy
Week 6: General
Link to next market