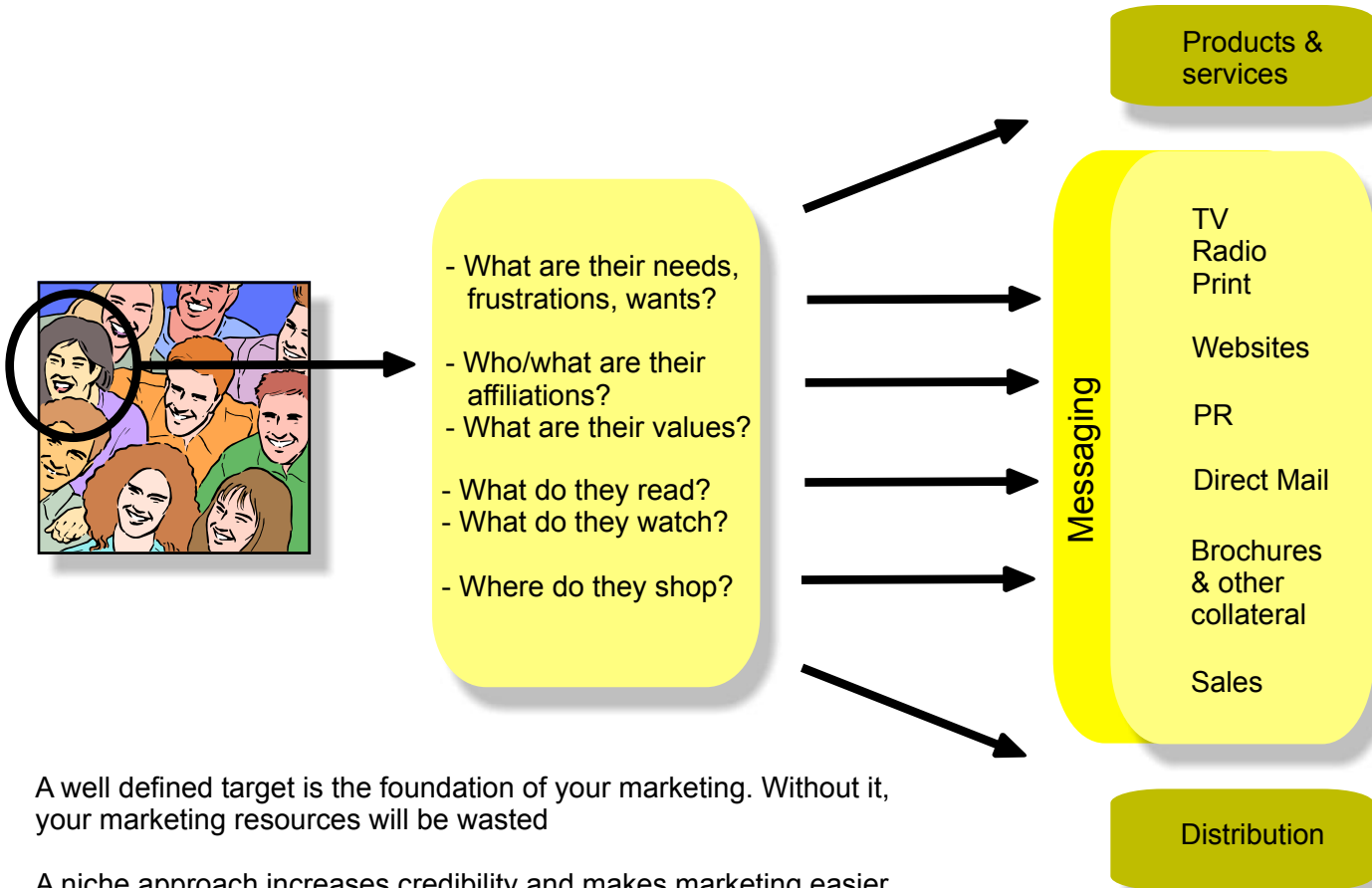


# You Can't Be All Things to All People!



A well defined target is the foundation of your marketing. Without it, your marketing resources will be wasted

A niche approach increases credibility and makes marketing easier. It is also ideal for small businesses!