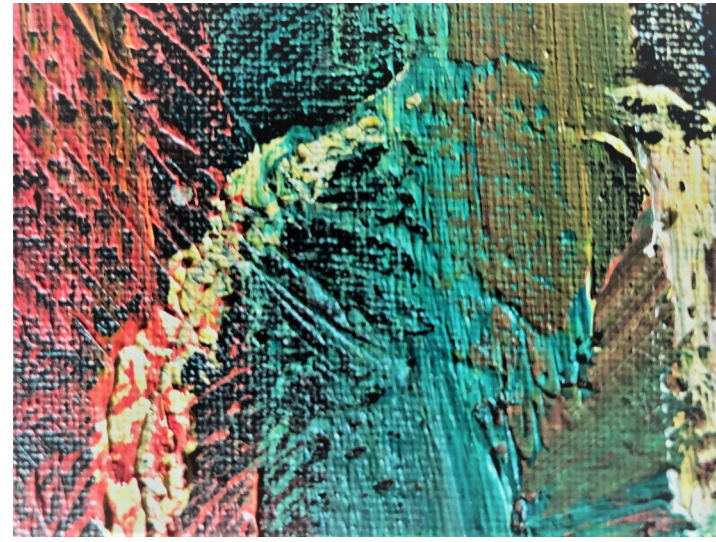
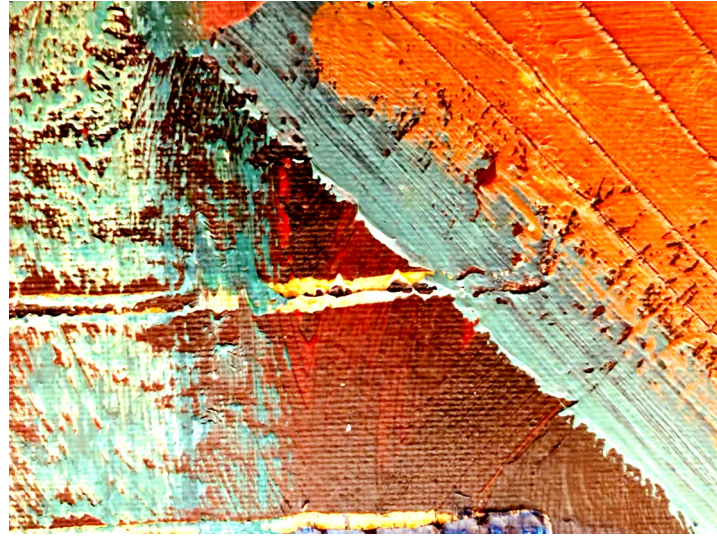
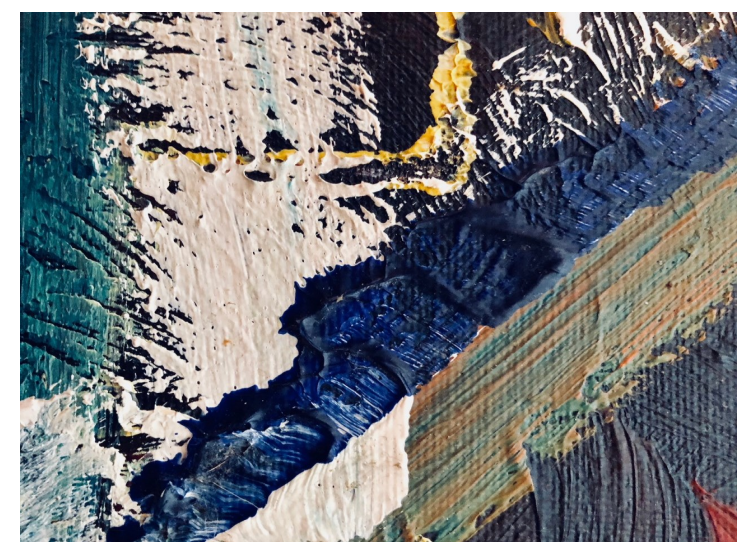
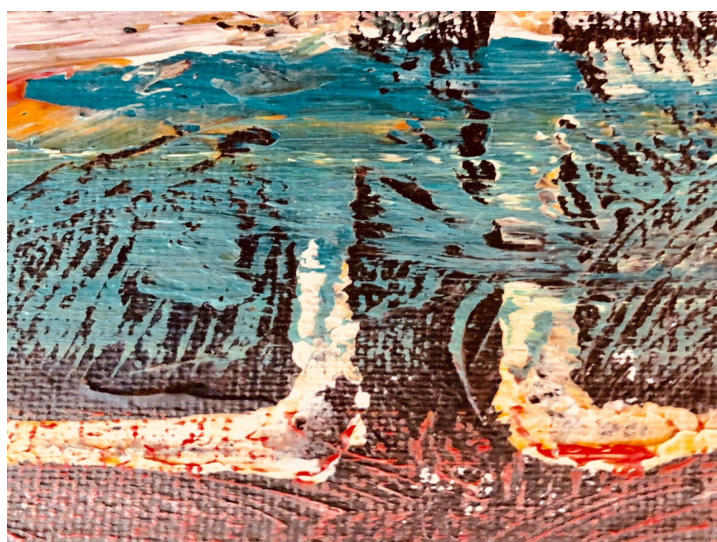
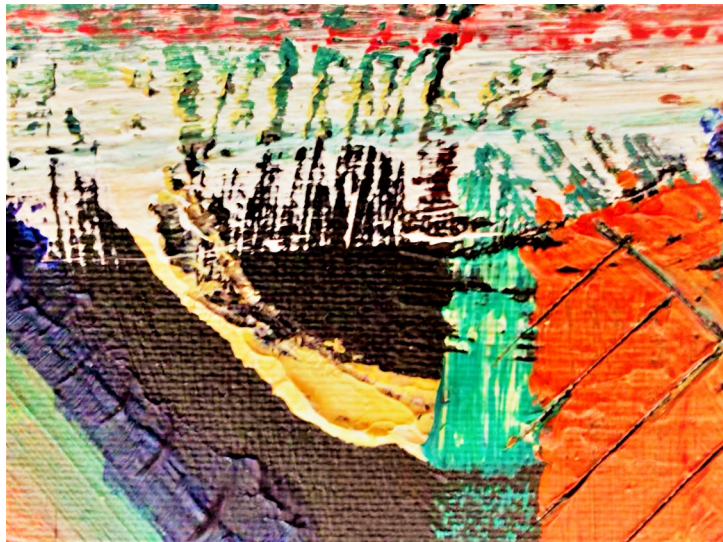


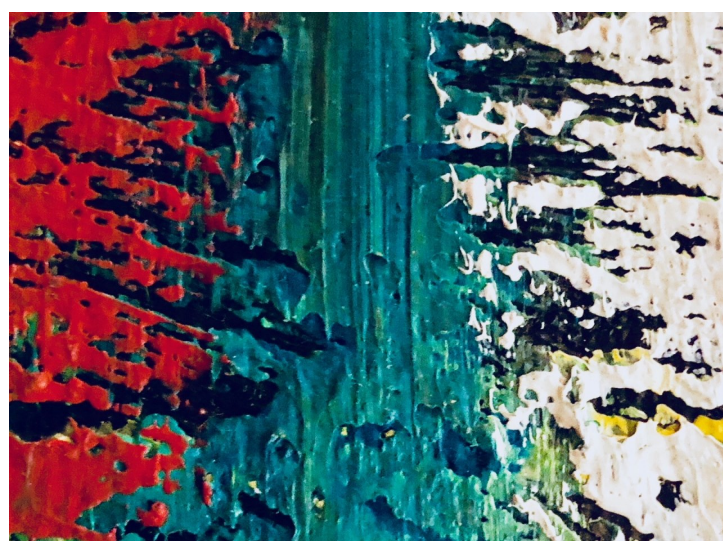
The Art of Strategy: 1. Look for the wow factor. Ask yourself, “What makes buying my product special?”



2. What ‘season’ is your business in: spring, summer, fall or winter? 3. What do people want to hear from us?



4. Pretend you’re the competition; how would you steal your best customer? 5. Move beyond value to *values*.



6. Find a ‘blue ocean’ strategy: make competition irrelevant. 7. Bundle with products that are ‘adjacent’ to yours.

