



ZERO-SUM
WHOM DO TO COMPETE WITH



WHERE TO FIGHT



STRATEGY



USP TO PROMOTE



PROMOTION ROI

ALL IS ZERO SUM - WHAT IS THE VISION/STRATEGY



NATURAL BUSINESS EVOLUTION



AWARE

PURCHASE

OPINION

PREFERENCE

EVALUATION

UNIQUE

VALUE

NEW/BETTER USE OF TIME



NEW / BETTER USE OF RESOURCES



NEW / BETTER USE OF SKILLS



NEW / BETTER USE OF NETWORK



SELF ACTUALIZATION



ESTEEM



LOVE / BELONGING



SAFETY



PHYSIOLOGICAL



USER JOURNEY