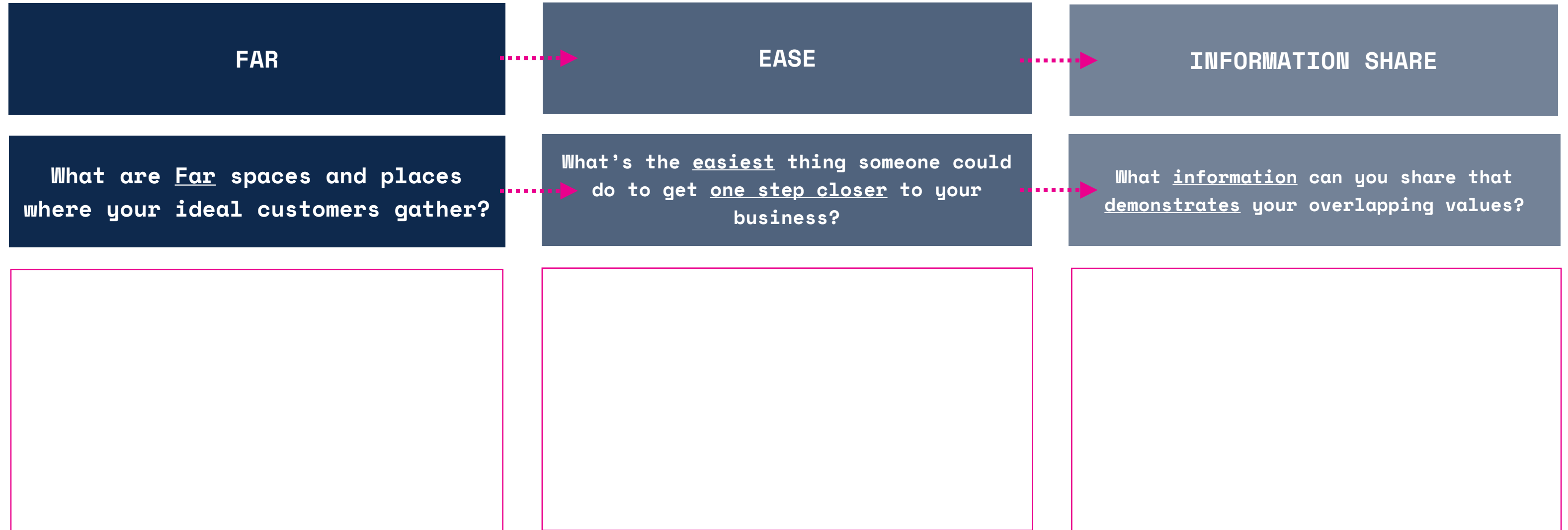


Kelford Inc. Marketing Rangefinder™

Distance:

Target:

Actions:



Questions to consider:

- What do I know about people's habits when they're far from me? How do they search? Who do they trust? What do they say?
- Where am I present and how do I show up in far away spaces?
- How much time can I (reasonably) spend here?
- How will I know if progress is being made? What evidence do I want/need?