

## Distance:

FAR

What are Far spaces and places where your ideal customers gather?

## Target:

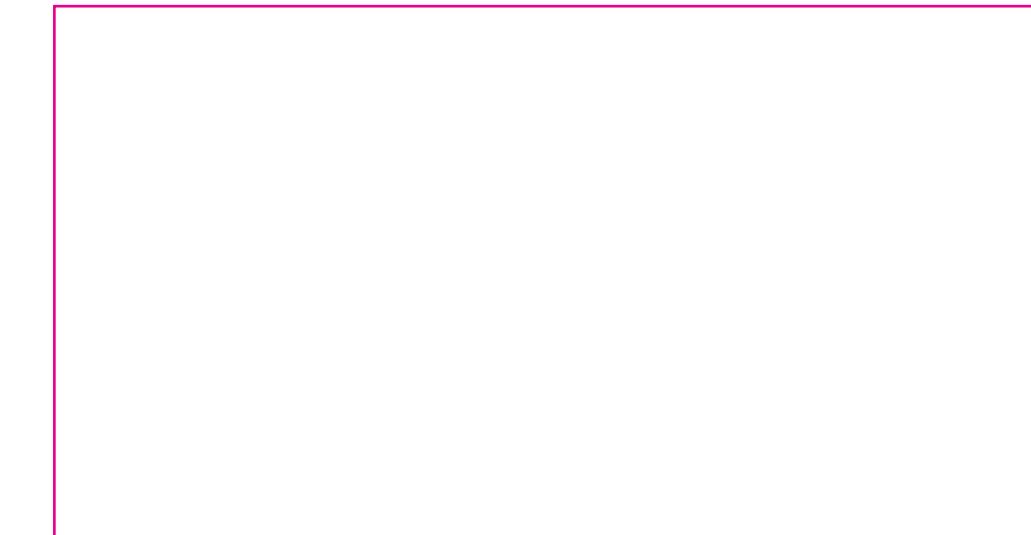
EASE

What's the easiest thing someone could do to get one step closer to your business?

## Actions:

INFORMATION SHARE

What information can you share that demonstrates your overlapping values?



### 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?