






For  Demographic Fact #1 people who  Demographic Fact #2  Demographic Fact #3 ,

and like  Psychographic Insight #1  Psychographic Insight #2 and  Psychographic Insight #3 ,

 bring them the

 Point of Difference 1 ,  Point of Difference 2 and  Point of Difference 3

among all

 Frame of Reference 1  Frame of Reference 2  Frame of Reference 3

because  Your Why 1 ,  Why 2 and  Why 2