



# marketing 101

let's get started

Presented by Lindsey  
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you **need**  
a  
**plan**

..even a **sticky**  
**note** plan

# what's your target?

..you don't want to miss them

**SIGHTING-IN TARGET**

**SIGHT-IN INSTRUCTIONS**

1. Hold rifle steady for first three or four breaths and with the forearm, set the barrel, making a good sight picture.
2. Sight in at 25 yards for centerfire rifles and 15 yards for .22 rifles. If still striking the target, aim at three o'clock and adjust the windward screw until 1 inch high at 100 yards.
3. Use three carefully held shots using the vertical and horizontal crosshairs to maintain a constant sight picture, secure the corner of three shots on the grid picture to determine direction and amount of correction required.
4. The scope adjusting screws are marked showing direction of bullet strike change. Scope graduations are usually 1/2 mils (mil) of scope or 1 mil per angle. 20 mils of angle is 1 inch at 100 yards. For 20 yard range adjustment must be a total amount shown on scale, in a scope having 1/4 MOA of adjustment graduations you would have to move 20 yard scope left and 20 graduations up to bring the bullet from that point to the corner of the target.
5. When the scope adjusting screws in the direction you want the shot striking the target to move, be sure you hold them that way after making the sight correction required. This group should be in the corner of the target.
6. After sighting in at 25 yards on the corner of the target, then go to 100 yards for final setting. Be certain after a shot group 3.2 inches high at 100 yards and good, that approximately one at 200 yards and 7 inches low at 300 yards.

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**POA**

who's your **competition**?





what's  
your  
**USP?**





# the marketing mix

product

place

price

promotion



# communication strategy





RANDOM ACTS OF KINDNESS  
URBANOMICS  
PRICING PANDEMONIUM  
ONLINE STATUS SYMBOLS  
WELLTHY

SOCIAL-LITES AND TWINSUMERS  
EMERGING GENEROSITY  
PLANNED SPONTANEITY  
OWNER-LESS

trends

from trendwatching.com

# back to the **plan**

- Goal / objectives
- Target market
- Competition
- USP
- Product
- Com Strat
- Promotion
- Budget



# keep peddling

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