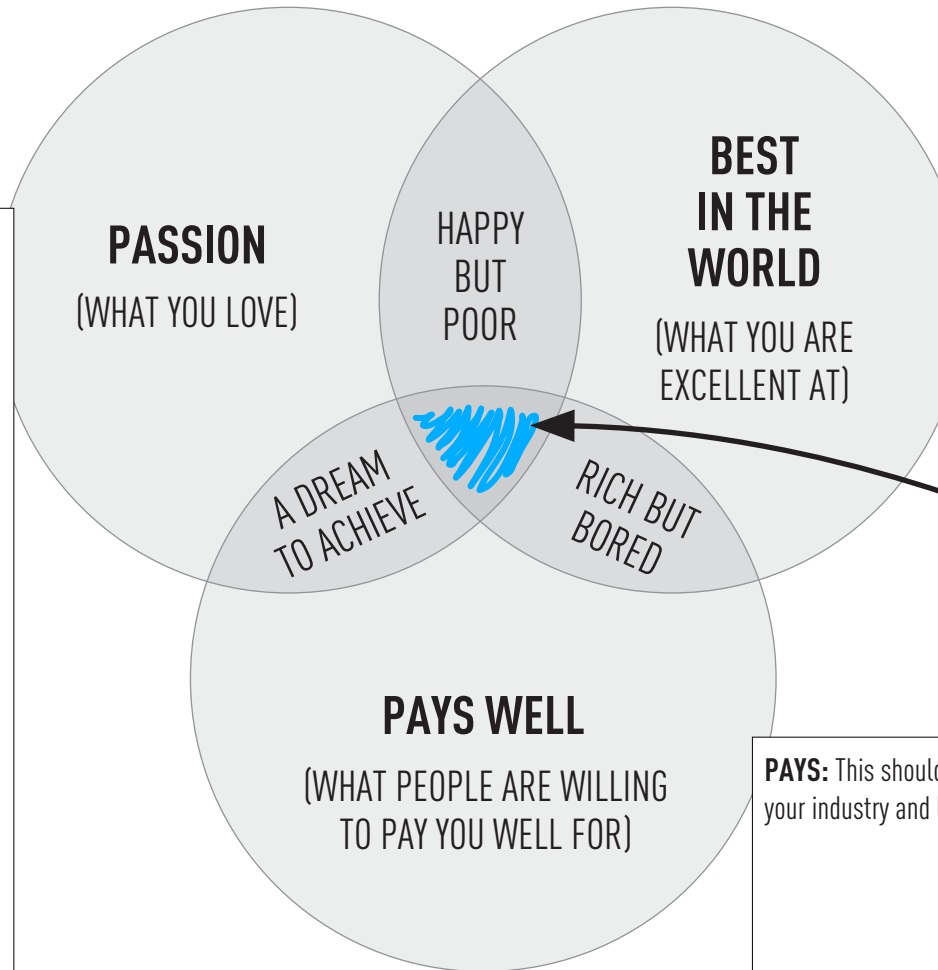


# The Hedgehog Concept

WHO **ARE** MY CLIENTS?



**PASSION:** this is something that you love, that can benefit others  
YES: I love to explain baseball to others  
NO: I love baseball



**BEST:** at what, be very specific, are you going to do better than EVERYONE else in a specific area (community, city, region, state, country, industry, expertise, etc.)

**HEDGEHOG CONCEPT**

**PAYS:** This should allow you to break-even, pay yourself the minimum wage of your industry and leave a profit. Discounts and incentives are not required.