

# MARKETING 101 FOR FRIENDSHIP FORCE

## 1. What are we selling: the PRODUCT?

The *vision* of FF: individuals can contribute to world peace.

The *method* of FF: Home Stays during which hosts and ambassadors learn about our lives and cultures, i.e. who we are and how we live.

## 2. Who are our potential customers: the MARKET? *Coherent* Groups.

## 3. How do we identify & connect with these people in our communities?

## 4. How do we show them that our product (vision) connects to their lives and concerns?

## 5. Last, and perhaps most difficult, how do we convert passive interest into *ACTIVE desire and action?* (The *ASK*)

**Please join us!**

YOU can help Friendship Force make a  
difference,

AND

Friendship Force can help YOU make a  
difference!

**SO JOIN US**