

# The Rainmaker Marketing Simplified Strategy Matrix

		Market Size	
		Large	Small
Number of Competitors	Many	<p style="text-align: center;"><b>Archer</b></p> <p style="text-align: center;">(Targets prospects or niches, specializes in or otherwise develops a narrow service focus.)</p> <p style="text-align: center;"><b>(Porter's Generic Strategy)</b>  <b>Focus &gt;&gt; Differentiation or</b>  <b>Focus &gt;&gt; Low Cost Leadership</b></p>	
	Few		