The Unit of Measure Method 
(AKA The Football Pitch Method)

Take 100 metres, or any smaller better recognized distance as your unit and see how many units you can fit in between yourself and an object.

Ranges are marked out at one hundred meter intervals

A full size Football pitch is approximately one hundred meters

Once you know what 100m looks like see how many you can fit between you and the target

However don’t you the unit of measure method if….
• It’s over 400 meters.
• If you can’t see all of the ground between you and the target.