

**THINKING**

**FEELING**

**OTHER INTERESTS  
OR DISTRACTIONS**

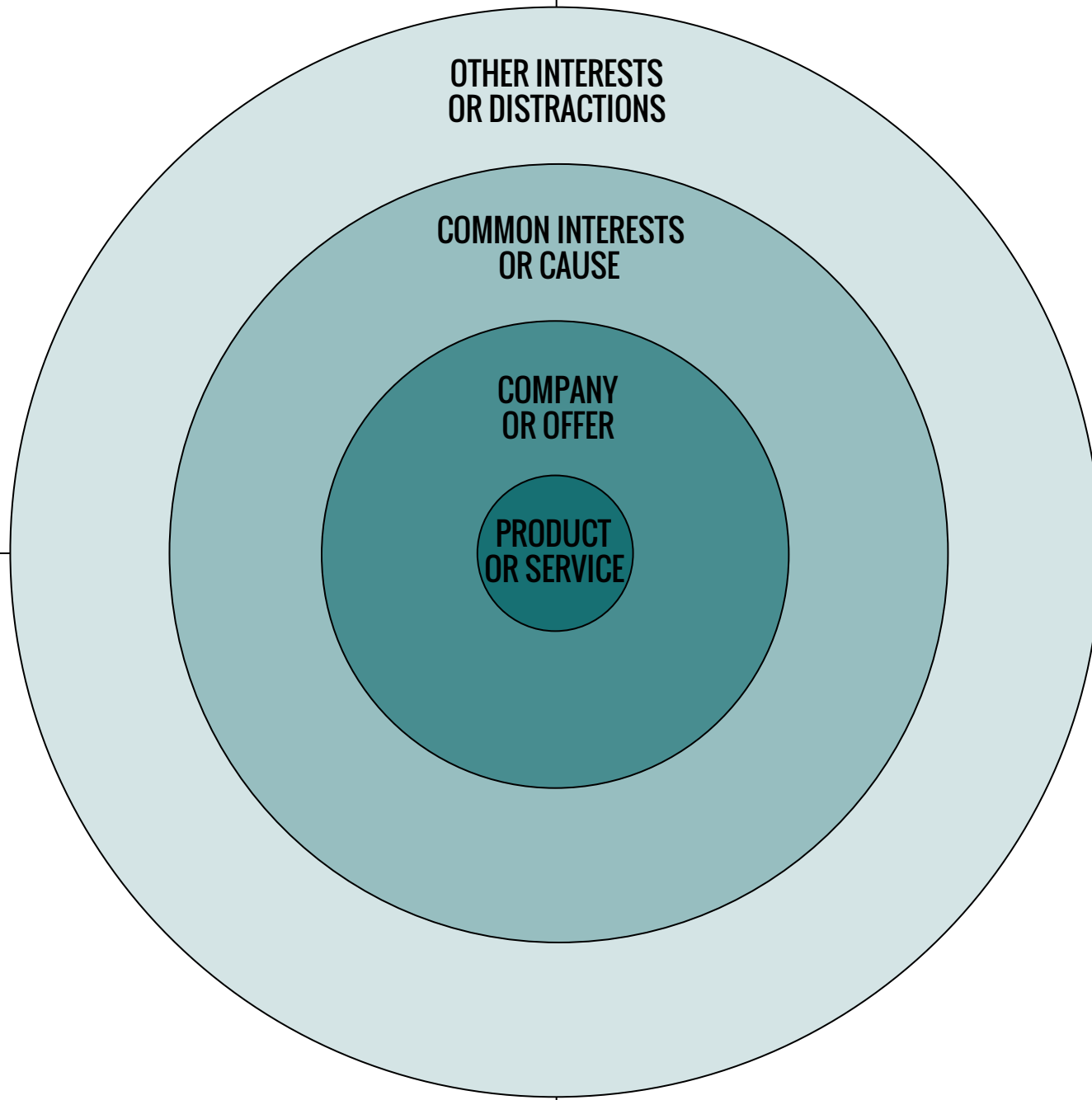
**COMMON INTERESTS  
OR CAUSE**

**COMPANY  
OR OFFER**

**PRODUCT  
OR SERVICE**

**SEEING**

**DOING**



<b><i>What are they...</i></b>	<b><i>... In relation to...</i></b>			
	<b>YOUR PRODUCT, SERVICE OR ACTIVITY</b>	<b>YOUR ORGANISATION, COMPANY OR OFFER</b>	<b>COMMON INTERESTS THAT YOU SHARE</b>	<b>THE REST OF THEIR LIVES</b>
<b>THINKING?</b>				
<b>FEELING?</b>				
<b>SEEING?</b>				
<b>DOING?</b>				