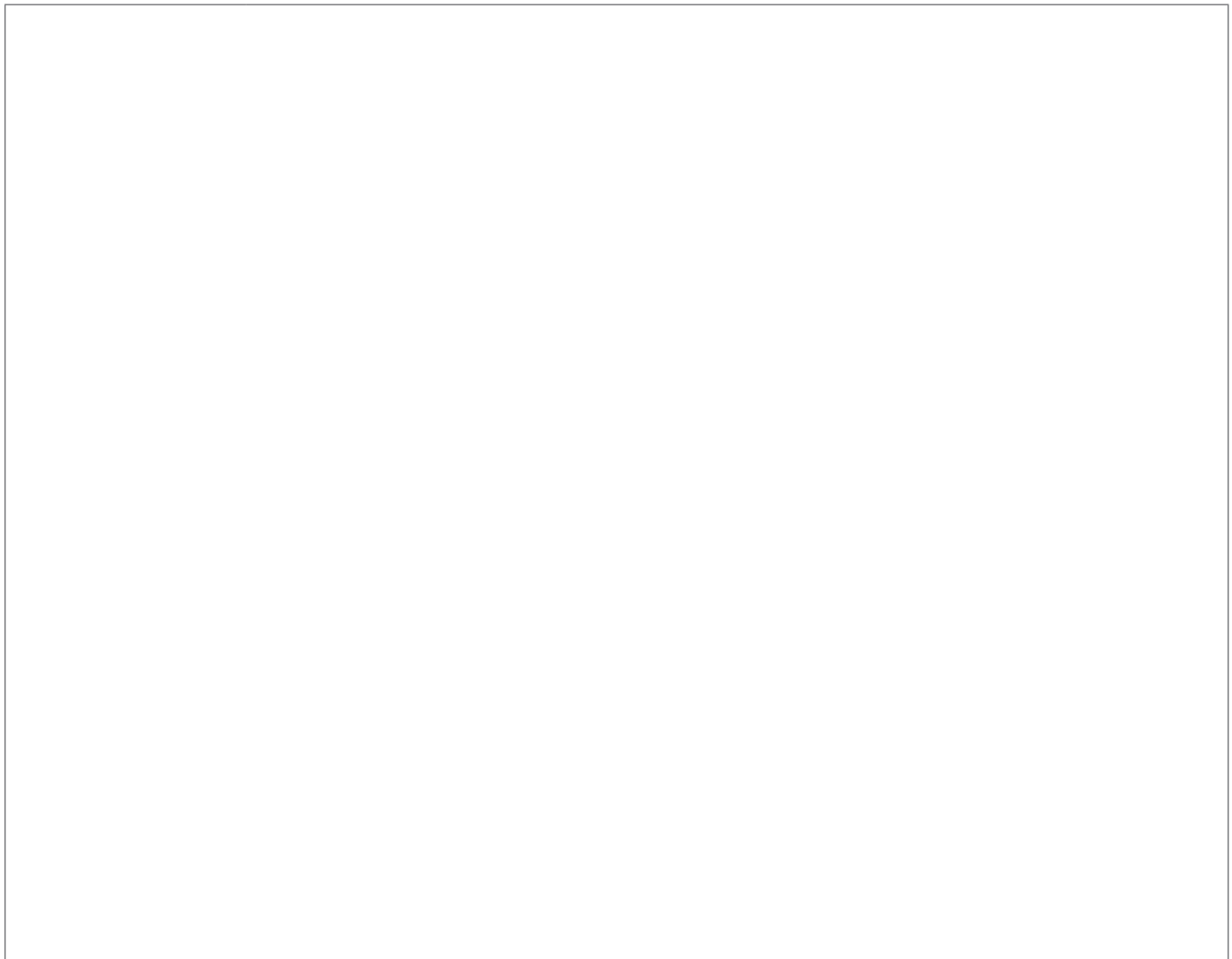


- 1 Using magazines related to (but not dedicated to) your industry, have all team members cut out at least 6 images that represent your Core Customer's attitudes, lifestyle, values, and drivers.
- 2 Ask each team member to compile their images into a collage below.
- 3 Have each team member give their collage a title that describes the Core Customer's essence.



Collage Name	
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- 4 Ask each team member to present their collage and explain why they chose the images and title. Encourage each team member to share if there were any images they were looking for but could not find.
- 5 Repeat Step 4 to allow each team member to share their collage.
- 6 When all team members have shared, compile the words and ideas from the group to create a succinct list that summarizes the qualities of your Core Customer.