



NAME..... DATE..... RATING OUT OF 10.....

TITLE: TIME FOR A SHEEP DIP

QUOTE: “You can’t use up creativity. The more you use, the more you have” Maya Angelou

OBJECTIVES FOR THE WEEK:

It is time to immerse yourself in an audience.

Define the audience you want using sheet 3 and get to work. Talk to people in that age group and find out what they are interested. Collect pictures, video, social media chatter etc. Put together a report that covers a selection of subjects and takes you through relevant things they are interested in and how they like to live their life.

Find out what their normal routines are, their hopes, aspirations and dreams.

Immerse yourself in what they like until you can see the world through their eyes.

RESULTS:

