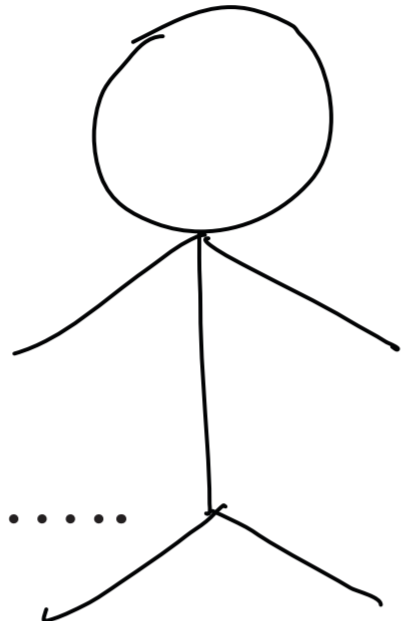


# who's in the spin?

You are washing her socks at the laundromat and listening in on conversations about your engagement event, which was a great success. what does you hear?

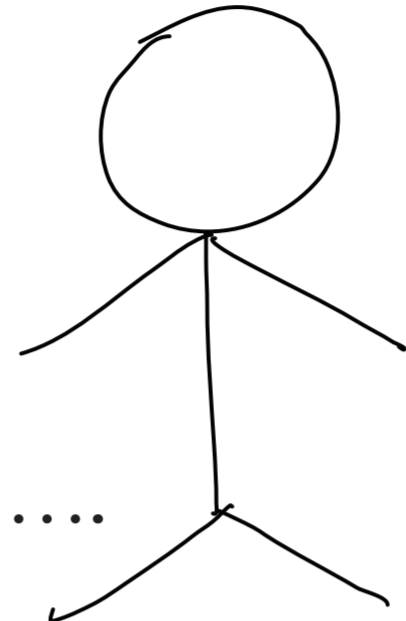
person one

(this is who you were targeting)



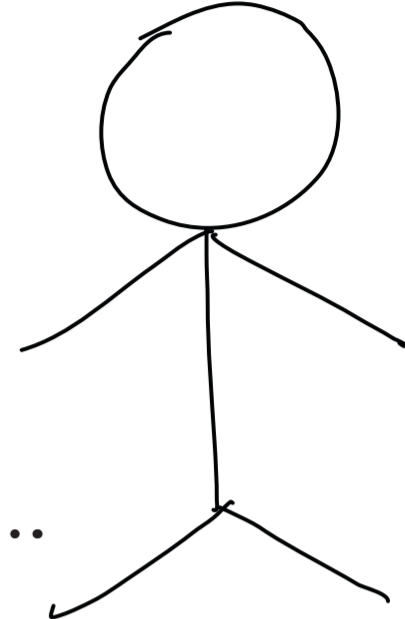
person two

(this might be a secondary audience)



person three

(this might be a 'secret' audience)



about why they went?

what were the catalysts?  
motivations?  
incentives?  
sweeteners?

about why they went?

what were the catalysts?  
motivations?  
incentives?  
sweeteners?

about why they went?

what were the catalysts?  
motivations?  
incentives?  
sweeteners?

about the experience

what did they get out of it?  
what did they do?  
how did it feel?

about the experience

what did they get out of it?  
what did they do?  
how did it feel?

about the experience

what did they get out of it?  
what did they do?  
how did it feel?

about the things they learnt + remember

skills?  
facts?  
things about you, or themselves?

about the things they learnt + remember

skills?  
facts?  
things about you, or themselves?

about the things they learnt + remember

skills?  
facts?  
things about you, or themselves?

What do they say...

about why they went?

what were the catalysts?  
motivations?  
incentives?  
sweeteners?

about the experience

what did they get out of it?  
what did they do?  
how did it feel?

about the things they learnt + remember

skills?  
facts?  
things about you, or themselves?