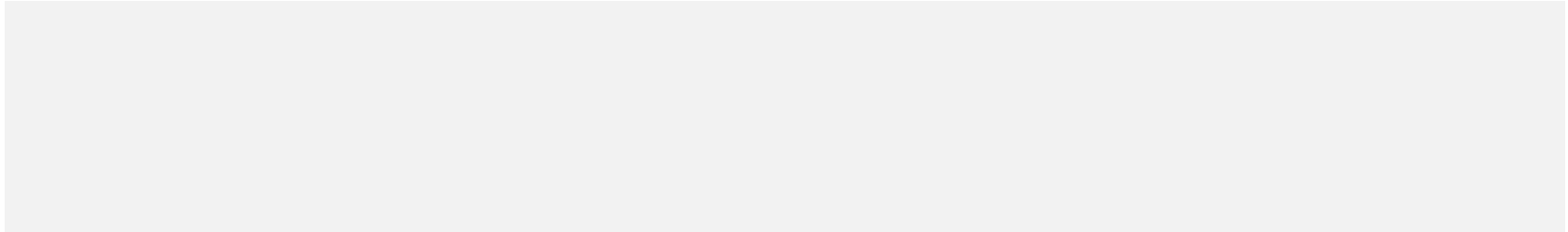


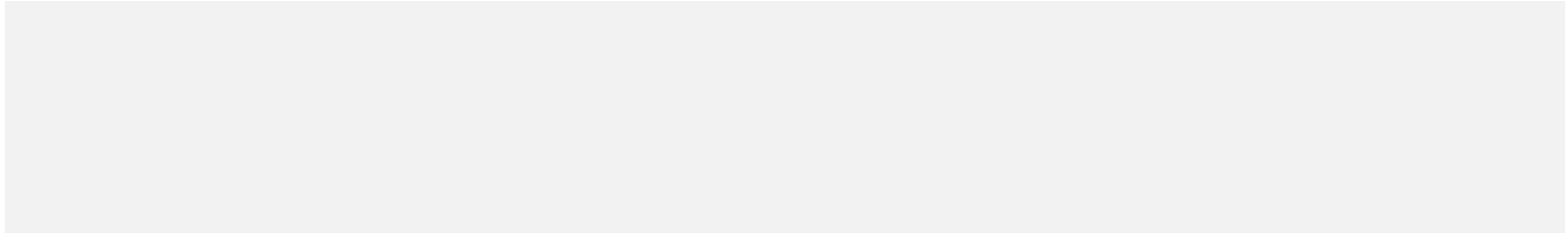
BRAINSTORMING YOUR TRIGGERING EVENTS

INTERNAL TRIGGERING EVENTS

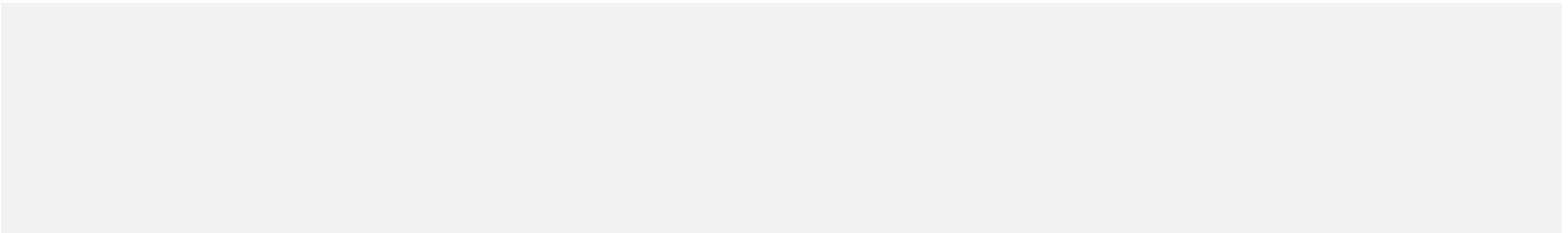
1. What takes a lot of time, costs too much or requires too much effort?



2. What do they dream about? What are their "secret" desires?

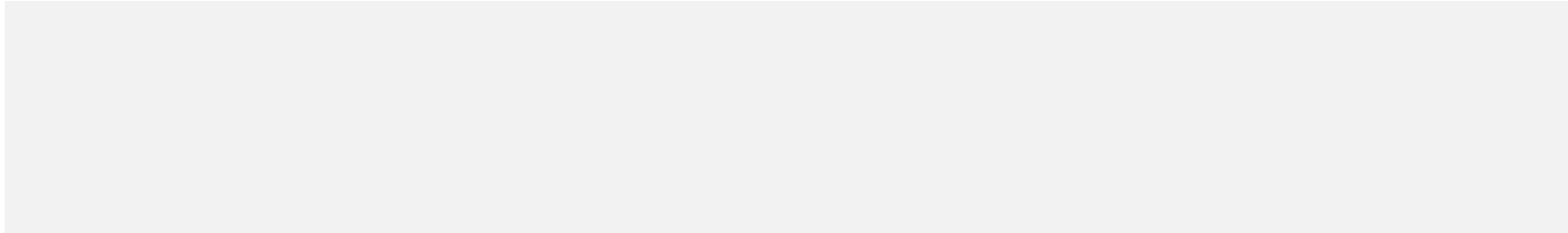


3. What annoys, frustrates and/or disappoints them? What keeps them up at night?

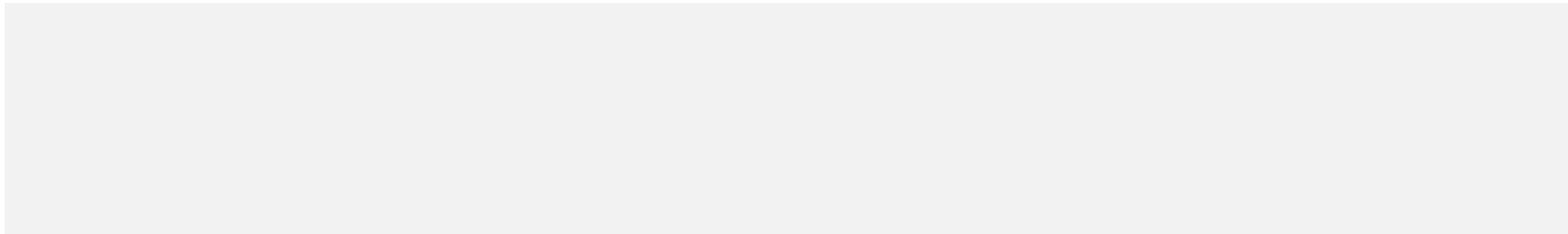


INTERNAL TRIGGERING EVENTS

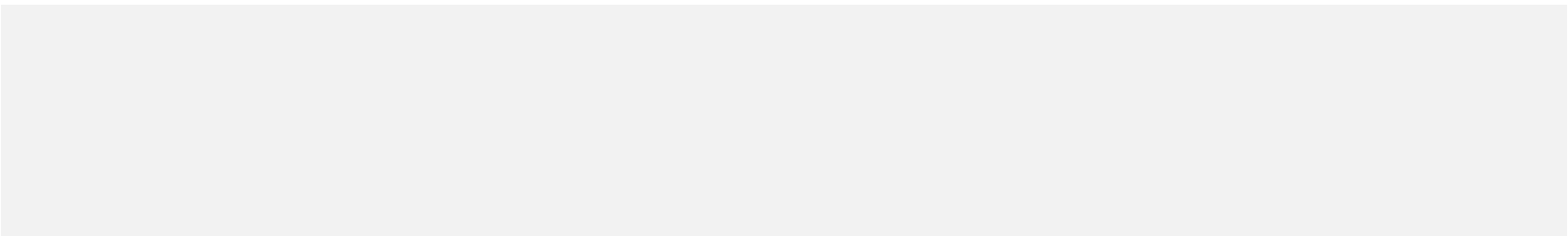
4. What common mistakes do they frequently make?



5. What birthdays and other maturation changes do they most fear?

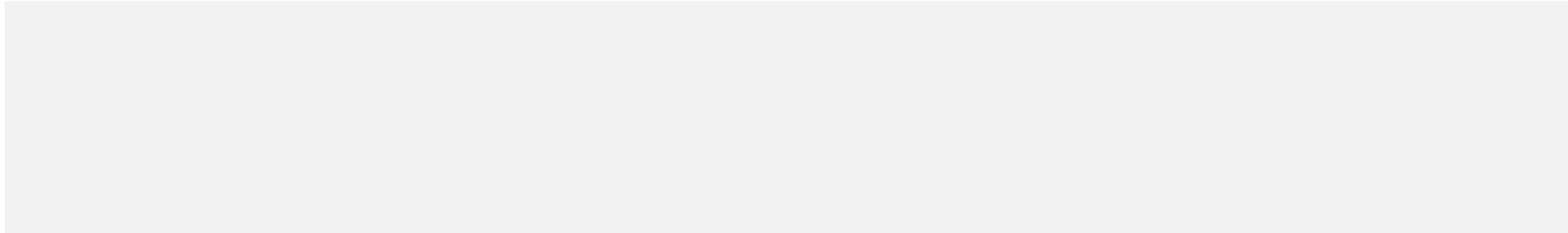


6. What birthdays and other maturation changes do they most welcome?

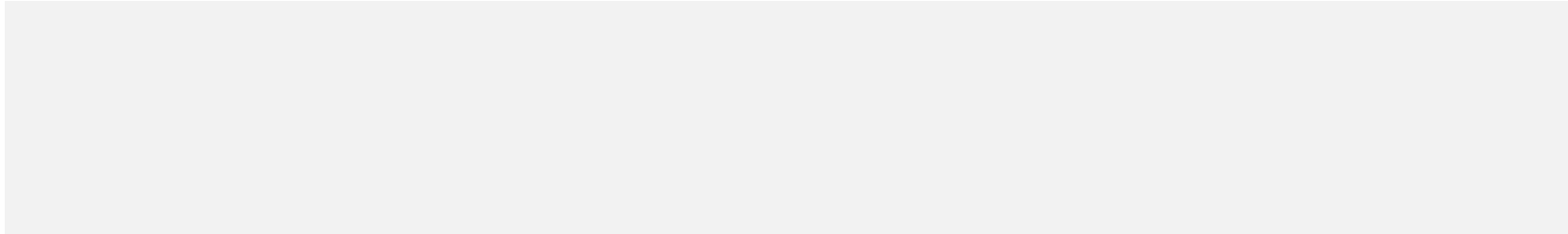


EXTERNAL TRIGGERING EVENTS

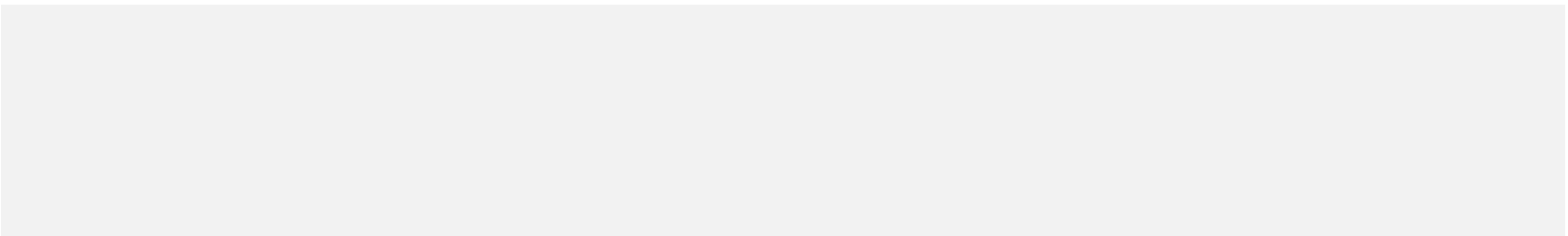
1. What tasks are they likely to be assigned by an authority figure?



2. What are some key systems in their life that are likely to fail?



3. What major events/meetings are they likely to attend?



EXTERNAL TRIGGERING EVENTS

4. What difficulties, challenges and roadblocks are they likely to face? What features (or lack of features) do they regularly complain about?

5. What is something they're forced to interact with that's difficult to understand or hard to get done?

6. What negative social consequences or changes in status do they fear the most? What positive social changes or changes in status would they most welcome?

SEASONAL TRIGGERING EVENTS

JANUARY: Health, Fitness, Diet, Organization, Resolution

FEBRUARY: Valentine's Day, Presidents Day, Black History, Heart Health

MARCH: Easter, St. Patrick's Day, March Madness, Women's History, Sleep Awareness, National Nutrition Month

APRIL: Passover, April Fool's Day, Earth Day, Arbor Day, Administrative Professional Day

MAY: National Teacher Day, Cinco de Mayo, Mother's Day, Kentucky Derby, Armed Forces Day, National Burger Day, Spring Cleaning, Vacation Planning, Swim suit season

JUNE: National Safety Month, Father's Day, Graduation, National Doughnut Day, National Best Friends Day

JULY: Canada Day, 4th of July, Parents Day, Ice Cream Day, Hot Dog Day, Tequila Day, Lasagna Day, Cheesecake Day, UV Safety Month, National Parks Month, National Picnic Month

AUGUST: Back to School, Football, National Dog Day, Beer Day, Sister Day

SEPTEMBER: Labor Day, Grandparents Day, National Cheeseburger Day, Fall begins

OCTOBER: Coffee Day, Yom Kippur, World Food Day, Chocolate Day, National Cat Day, Breast Cancer Month, Halloween

NOVEMBER: Thanksgiving, Black Friday, Small Business Saturday, Cyber Monday, Daylight Savings Time, Election Day, Veterans Day

DECEMBER: Holiday promotions (Christmas & Hanukkah), last chance tax deduction, end of year special offers