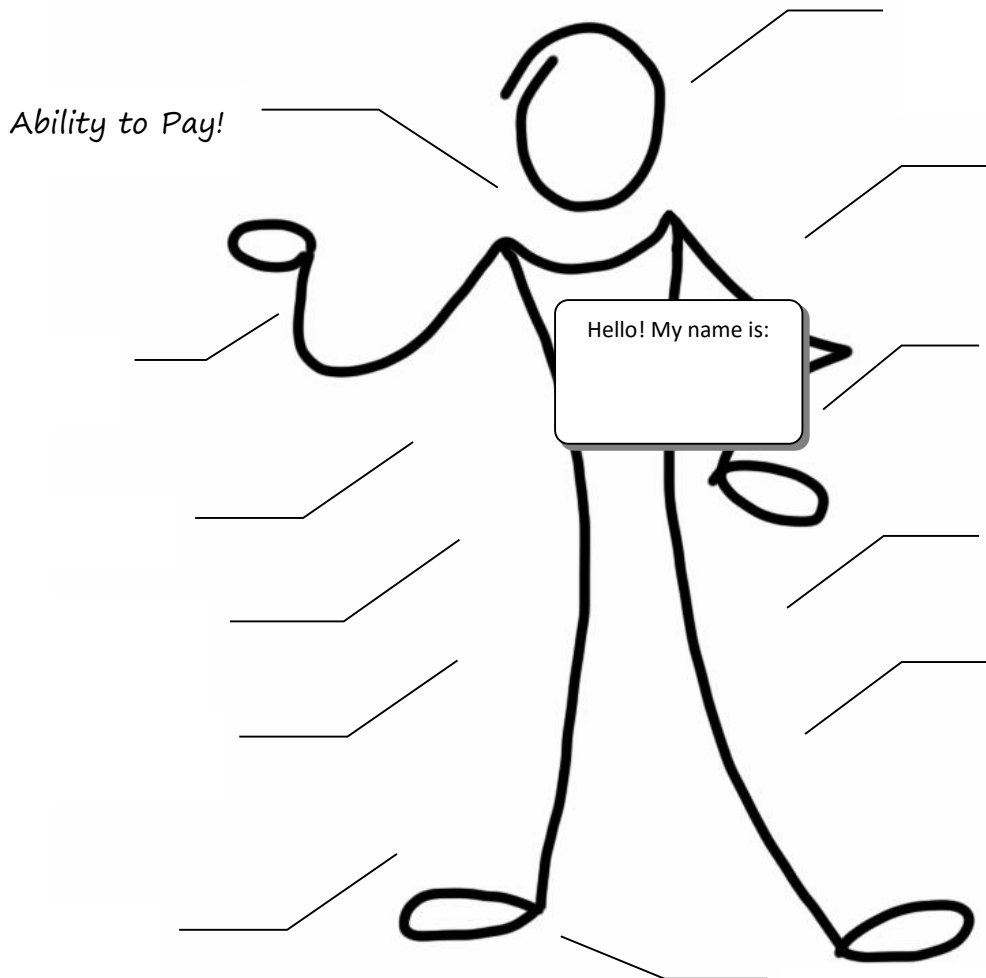


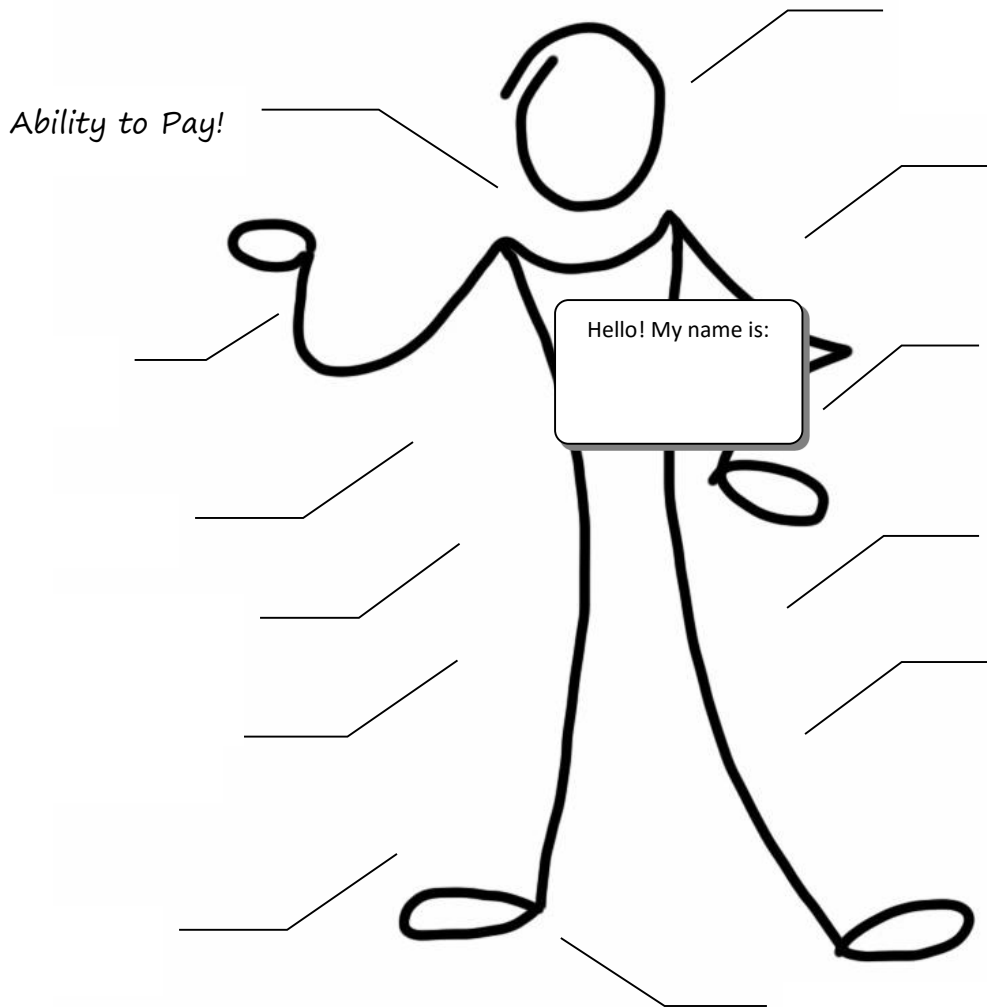
Ideal Client A's Common Traits



Circle the values important to him or her:

- | | | |
|-------------------------|----------------------|-------------------------|
| Faith Spirituality | Convenience | Giving Contribution |
| Family | Prestige Status | Volunteerism Altruism |
| Relationships Loyalty | Environmental Impact | Conservative Policies |
| Best Quality | Health Fitness | Liberal Policies |
| Low Price | Community | Entertainment Fun |

Ideal Client B's Common Traits



Circle the values important to him or her:

Faith | Spirituality
Family
Relationships | Loyalty
Best Quality
Low Price

Convenience
Prestige | Status
Environmental Impact
Health | Fitness
Community

Giving | Contribution
Volunteerism | Altruism
Conservative Policies
Liberal Policies
Entertainment | Fun