

Use the Control4 Creative Strategy Worksheet to:

- 1. Develop a Target Market Profile using the Prospect Definition. (:45 min.)**
 - a. Give your person a name, age, city where they live, occupation, education level**
 - b. Tell me what his/her hobby is**
 - c. Give him a Back Story: What kind of family did he come from? What kind of extracurricular activities did he enjoy?**
 - d. What motivates him? Why does a Control4 system appeal to him?**
 - e. What other likes does he have? Food, leisure activities, etc.**
 - f. Find a photo on the Web and attach it to the profile**
 - g. Deliver your profile from a First Person perspective. "I am..."**