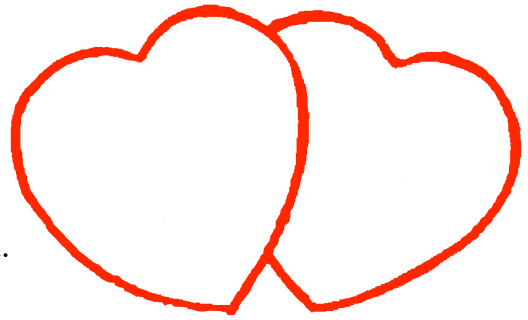


# Personal Perfection

Welcome to Personal Perfection, the multinational personal ad corporation. The success of our formula has meant exponential growth for our company and the need to hire all of you as ad editors. This evening, we will train you.



There is no better way to start than to write your own ad.

To figure out how much space you have, fold the paper into eighths. Use the top one-eighth for your ad, which should consist of 20 to 30 words.

## PP Formula Guidelines:

- Keep it clean, but suggestive.
- Make it specific, detailed, different, unique, original — avoid clichés
- Use the standard abbreviations:
  - ◇ S(ingle), M(arried), D(ivorced)
  - ◇ A(sian), B(lack), J(ewish), L(atino), W(hite)
  - ◇ F(emale), M(ale)
  - ◇ ISO = in search of.
- Include these ingredients, in any order:
  - ◇ who you are
  - ◇ what sort of person you're looking for and/or not looking for
  - ◇ what you enjoy doing
  - ◇ a wild card of some sort

After the ads are written, we will begin the PP fold-and-pass editing process. You will carry out your editing task, (as instructed by us,) then fold the paper so that the next editor sees only the latest version of the ad (as edited by you.) Our formula depends on each editor bringing a fresh new perspective in this exact order. Anyone can write an ad, but it takes Personal Perfection to give it punch!

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After the editing process, the original author will read aloud the final version of the ad, expanding the standard abbreviations. For training purposes, he or she will follow this with a reading of the original ad, so that the group can ascertain which ads are Most Improved. Post the winning ads on the wall -- they are sure to get responses!

[Remember that the PP Formula is guaranteed: if you believe an ad has strayed too far from its original intent, we guarantee that you will not retain your position with Personal Perfection.]

### **The 7-Step Formula for Personal Perfection:**

[To be read by the leader, and/or written on a board or equivalent -- not included in the handout. Each step is preceded by the folding and passing of the ad.]

1. Brevity is the soul. Remove unnecessary words, and replace 3 words with shorter synonyms. (Example: the beach → sand)
2. Opposites attract. Replace 3 words with their opposites. (Example: beach → mountains)
3. Sounds good. Introduce one or two instances of alliteration or rhyme. (Example: beguiling barefoot beach, or reach the beach)
4. Vive l'amour. Translate one or two words in the ad, or insert a foreign phrase. (Example: beach → Riviera)
5. Get smart. Replace 3 words with longer synonyms. (Example: beach → seashore)
6. Love letters. Add, remove, or change a single letter in up to 3 words, without changing the part of speech. (Example: beach → bleach, or peach, but probably not Bach.)
7. First impression. Open the ad with an attention-grabbing title.