

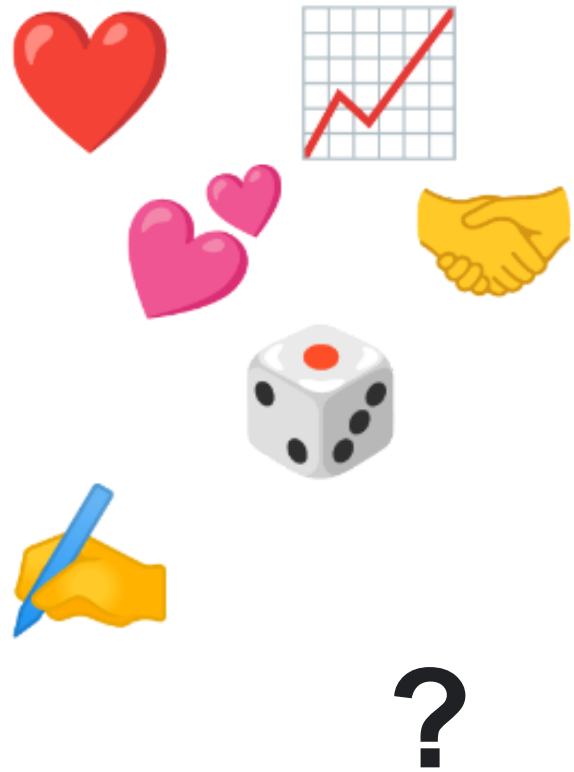
Personals Perfection — Pro!

Originally by Barbara Selfridge and Henri Picciotto

Welcome to **Personals Perfection**, the multinational personals-and-more 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.

However! In the modern world, people use connection apps to establish connections of all sorts, not just romantic. Don't get it twisted - that's still our top category. But these days, people are using connection apps to connect for business contacts, hobbyist partners, and all sorts of things. I hear there are people who find groups online to do silly things like play word games. Imagine that! Or imagine something else.



Whatever you imagine:

First, 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 if that's what you're looking for.
- Make it specific, detailed, different, unique, original
- Avoid clichés
- Include these ingredients, in any order:
 - ◇ who you are
 - ◇ what sort of connection you're looking for
 - ◇ what sort of person you'd like to connect with
 - ◇ 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) and 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 Personals Perfection to give it punch! ... After the editing process, share your results with your table; your table will then be asked to share the best results with the room. Read both the final and the original to see how much our system helps!

[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.]