



The Holiday Giveaway Guide 2012

My Fave 5 Are:

One _____

Two _____

Three _____

Four _____

Five _____

Here's where you get to explore One by one, answer the following questions about each of your Fave 5...

Fave # 1 _____

What is it about this product/brand/service/company I LOVE?

How & what exactly do I feel (& think about myself)?



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When do I feel that way?

What's happening when I feel that way?

What are they doing/not doing that I love & appreciate so much I feel ... ?

How are they doing that?

What are they NOT doing (that others in their field/industry do I don't like)?



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What kind of experience do I have because of what they serve/offer/build & how they serve/offer/build it?

What's the price point (economy, standard, boutique, luxury)?

What kind of folks, along with you, are loving it/them with you?

What value/values does the company/business stand for (can you tell)?

Fave #2 _____

What is it about this product/brand/service/company I LOVE?



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How & what exactly do I feel (& think about myself)?

When do I feel that way?

What's happening when I feel that way?

What are they doing/not doing that I love & appreciate so much I feel ... ?

How are they doing that?



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What are they NOT doing (that others in their field/industry do I don't like)?

What kind of experience do I have because of what they serve/offer/build & how they serve/offer/build it?

What's the price point (economy, standard, boutique, luxury)?

What kind of folks, along with you, are loving it/them with you?

What value/values does the company/business stand for (can you tell)?



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Fave #3 _____

What is it about this product/brand/service/company I LOVE?

How & what exactly do I feel (& think about myself)?

When do I feel that way?

What's happening when I feel that way?

What are they doing/not doing that I love & appreciate so much I feel ... ?



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How are they doing that?

What are they NOT doing (that others in their field/industry do I don't like)?

What kind of experience do I have because of what they serve/offer/build & how they serve/offer/build it?

What's the price point (economy, standard, boutique, luxury)?

What kind of folks, along with you, are loving it/them with you?



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What value/values does the company/business stand for (can you tell)?

Fave #4 _____

What is it about this product/brand/service/company I LOVE?

How & what exactly do I feel (& think about myself)?

When do I feel that way?



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What's happening when I feel that way?

What are they doing/not doing that I love & appreciate so much I feel ... ?

How are they doing that?

What are they NOT doing (that others in their field/industry do I don't like)?

What kind of experience do I have because of what they serve/offer/build & how they serve/offer/build it?



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What's the price point (economy, standard, boutique, luxury)?

What kind of folks, along with you, are loving it/them with you?

What value/values does the company/business stand for (can you tell)?

Fave #5 _____

What is it about this product/brand/service/company I LOVE?

How & what exactly do I feel (& think about myself)?



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When do I feel that way?

What's happening when I feel that way?

What are they doing/not doing that I love & appreciate so much I feel ... ?

How are they doing that?

What are they NOT doing (that others in their field/industry do I don't like)?



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What kind of experience do I have because of what they serve/offer/build & how they serve/offer/build it?

What's the price point (economy, standard, boutique, luxury)?

What kind of folks, along with you, are loving it/them with you?

What value/values does the company/business stand for (can you tell)?
