

TRENDS ASSESSMENT - SOCIETY PROFILE

Directions: ASK YOURSELF the follow about Each Societal Trend: What Trends Are Going On In Society That Can/Will Affect My Target Markets. Could THIS Trend Affect/Change/Mold/Transform My Market's Biggest Problem(s)? Could My Target Markets Dreams Come True... If I deployed this trend in it?

The Two Steps For Society Trends Assessment

- 1) Trend Sites - Search Google & See list below.
- 2) Futurist Authors (AMAZON - Look Inside)

YOUR OBJECTIVES:

- You're looking for the future of your target markets.
- You're looking for solutions to your markets biggest problems.
- You're looking to take these top Societal Trends, AND Convert To Your Market.

MY FAVORITE TRENDS Sites

<http://www.jwtintelligence.com/2012-and-beyond/>
<http://www.trendwatching.com/briefing/>
<http://www.trendwatching.com/services/>
(signup for their free trend reports)
<http://www.nowandnext.com>

MY FAVORITE Futurist Authors

Alvin Toffler	Daniel Bell
John Naisbitt	Don Peppers
	Faith Popcorn

Action Thoughts