

Visual cues (color and shape) are used to distinguish the throttle from the mixture. Lives are saved.



Throttle



Mixture

How do I slow this thing down? (part 2)

We don't have to look to airplanes for this kind of engine-control "portrait." Look at these two simple side-by-side portraits, and see if you can't guess what they differentiate. (Here's a hint: this is a big part of the *second* most important financial decision most people make in their lives.)

Can you guess what these two portraits differentiate?



Now, which one would you buy?



Automatic



Manual

YOUR TURN TO DRAW A PORTRAIT

Look over the following three portrait exercises and pick any one to complete. (If you're on a roll, do all three: there's extra paper in the back of the book for precisely that purpose.)

PORTRAIT OPTION 1: AUDIENCE SEGMENTATION

In the space below, draw a Wong-Baker-style portrait visually describing the difference between these customer segments.

(Hint: start with faces or stick figures and see if you can't conjure up one or two visual distinctions between each.)

- Yuppie
- Tween
- Young adult
- Soccer mom/dad
- Retiree
- Anyone else?

PORTRAIT OPTION 2: WHERE SHOULD WE VACATION?

In the space below, draw what comes to mind for each of these places:

- Hawaii
- NYC
- Paris
- Montana
- The moon
- Your favorite vacation spot