JOURNAL 63

Your challenge today is to create an action figure of…yourself! What kind of toy are you? How big are you? What do you look like? What does your packaging look like? What does your action figure do? What accessories come along with it? Imagine your action figure is on a store shelf – what about it will catch the eye of a kid who then rips it off the shelf and takes it to their parent begging them to buy it? What is the marketing slogan and packaging hooks for your action figure? Be creative and thorough. After all, you are selling yourself!