

# Potential Products

## A

advertisement	apparatus	anecdote
advice column	aquarium	application
album	area graph	adventure
anagram	artifact collection	acronym
animation	audiotape recording	analysis
annotated bibliography	autobiography	

## B

ballad	book jacket	business letter
ballet	book report	biographical sketch
banner	booklet	book
bar graph	bookmark	blog
biopoem	brainteaser	braille
bill of rights	brochure	business card
block picture story	bullet chart	
blueprint	bulletin board	

## C

calendar	classification	constitution
campaign speech	list/system	conversation
cardboard relief	classified ad	costume
cartoon	clothing	couplet
CD cover	collage	coupon
celebrity profile	collection	critique
ceramics	column chart	crossword puzzle
charade	comedy act	caption
chart	comic book	conversation
characterization	commercial	children's book
checklist	comparison	commentary
choral reading	computer program	case study
cinquin	conference presentation	

# Potential Products

## D

dance	database	diagram
demonstration	description	dictionary
dialogue	diary	display case
diorama	display	DVD
documentary	dramatization	digital slide show
directions	debate	

## E

editorial	e-scrapbook	equipment
essay	estimate	etching
exaggeration	experiment	explanation
error analysis	eyewitness account	exhibition
editorial cartoon	e-newsletter	email

## F

fabric design	fairy tale	field manual
field trip	filmstrip	finger puppets
flag	flannel board	flash cards
flip charts	flow chart	food
free verse	friendly letter	furniture

## G

gadget	gallery	game
gauge	glossary	gossip column
graph	graphic organizer	greeting card
guidebook	goal	gift basket

# Potential Products

## H

haiku

handout

hieroglyphic

hypothesis

hand puppet

hat

history

handbook

headline

hologram

## I

icon

imprint

interview script

inquiry

identification cards

index

invitation

invention

inquisition

illustration

interview

interpretive dance

instrument

## J

jigsaw puzzle

joke

journal article

jingle

joke book

jet ski

jukebox

job description

jewels

## K

kit

kitchen tool

kimono

kite

kayak

kaleidoscope

## L

law

learning center

letter

letter of complaint

list

logic puzzle

lawyer's brief

lecture

letter of request

letter of support

lithograph

lyrics

layout

lesson plan

letter to the editor

limerick

log

lab report

# Potential Products

## M

machine	meter	mime
marionette	mobile	model
metaphor	monument	mosaic
mnemonic	mural	music
monologue	musical instrument	myth
movement game	matrix	monograph
musical composition	manual	mp3
montage	map	multimedia
mask	memorandum	portfolio

## N

newscast	newsletter	newspaper
newspaper ad	newspaper article	novel
nursery rhyme	notes	

## O

oath	observation sheet	outline
origami	order form	obituary
operator's manual	owner's manual	online discussion group
	oral report	

## P

painting	pamphlet	pen pal letter
patent	pattern	photo essay
pennant	petition	picture dictionary
photograph	pictograph	playing cards
pie chart	plan	prediction
poem	play	prototype
profile	poster	prophecy
puppet show	proposal	PowerPoint
portrayal	puzzle	presentation
podcast	parody	

# Potential Products

## Q

quatrain  
question  
quarterly report

quorum  
quotation  
questionnaire

quiz

## R

rap  
radio announcement  
report  
review  
rhyme  
rubric  
resume  
radio commentary

rationale  
reproduction  
rewrite  
riddle  
request  
response  
re-enactment  
radio commercial

recipe  
research report  
rewritten ending  
role-play  
reply  
rebuttal  
recording

## S

satire  
science fiction story  
sewing project  
ship  
silk screen  
soap opera  
stencil  
solution  
simulation

scenario  
short story  
ship's log  
slide show  
song  
stick puppet  
survey  
sculpture  
summary

schedule  
scroll  
skit  
sign  
slogan speech  
story  
symbol  
script  
sketch

## T

tall tale  
television newscast  
transparency  
textbook  
toy  
task analysis

taxonomy  
television sitcom  
travel advertisement  
theory  
translation  
tribute

telegram  
time line  
travel log  
3-D display  
thumbnail sketch

# Potential Products

**U**

**UFO**

**underwater scene**

**utopia**

**understudy**

**urn**

**V**

**verdict**

**video yearbook**

**voice-over**

**virtual field trip**

**vinyl record**

**verification**

**visual aid**

**venn diagram**

**variety show**

**vintage fashion**

**videotape**

**vocabulary list**

**vase**

**vibraphone**

**W**

**wall hanging**

**warrant for arrest**

**weather map**

**writing**

**wanted poster**

**warranty**

**web**

**word game**

**word search**

**warm-up**

**webquest**

**wax sculpture**

**window shade**

**web page**

**website**

**X**

**x-ray**

**xylophone**

**xerox**

**Y**

**yardstick**

**year-in-review**

**yearbook**

**Z**

**zodiac chart**

**zoo guidebook**

**zen garden**

# Roles and Audiences Potential Perspectives

## A

artist	archaeologist	administrator
architect	anthropologist	aunt
actor-actress	animator	ambassador
author	astronomer	ambulance driver
astronaut	astrologer	activist
aviator	acrobat	athletic trainer
alien	attorney	assistant
actuary	accountant	appraiser
admiral	anesthesiologist	art therapist
atheist	acquaintance	analyst

## B

baby	bully	bandit
brother	baby-sitter	beautician
basketball player	butcher	blacksmith
baseball player	blackjack dealer	bank robber
baker	bartender	biochemist
boat captain	botanist	bus driver
ballet dancer	boxer	biotechnologist
blogger	bellhop	businessman
bullfighter	bandleader	broker
boss	boy	

## C

computer programmer	crossing guard	chairperson
cardiologist	case manager	committee member
comedian	chef/caterer/cook	comic strip character
composer	cartoonist	captain
customer services representative	cosmetologist	cowboy
custodian	coach	cashier
carpenter	clown	choreographer
college student	criminal/convict	concierge
calligrapher	chauffeur	computer game designer
counselor	candidate	curator
	Congressperson	

# Roles and Audiences Potential Perspectives

## D

doctor	derelict	delegate
director	dog trainer	data analyst
demographer	drug dealer	dermatologist
dancer	daredevil	dietician
disc jockey	decorator	designer
dictator	dentist	dispatcher
drummer	diver	daughter

## E

editor	exterminator	enemy
executive	educator	engineer
environmentalist	elephant trainer	epidemiologist
electrician	economist	e-business manager
EMT	emir	e-marketing manager
equestrian	emperor	event planner

## F

firefighter	father	fashion designer
forest ranger	female	florist
football player	ferryman	FBI agent
fisherman	financier	film critic
friend	flight attendant	funeral director
farmer	furrier	forensic accountant
first lady	facilitator	frequent flyer
fitness expert	fictional character	foreign correspondent
fairy	falconer	fundraiser

## G

gardener	gambler	grocer
governor	game warden	government official
giant	garbage collector	geographer
gymnast	gangster	graphic designer
grandparent	geologist	groundskeeper
general	ghost	gargoyle



# Roles and Audiences Potential Perspectives

**H**

hair stylist  
high jumper  
hero/heroine  
historian  
hunter

housekeeper  
hula dancer  
hippie  
hang glider  
halfback  
historical figure

headhunter  
harlequin  
healthcare worker  
human resources  
administrator

**I**

ice skater  
ice cream man  
ichthyologist  
investment banker  
iconographer

idealist  
idiot  
illusionist  
illustrator  
immortal

insurance salesman  
interior designer  
inspector  
interpreter  
intern

**J**

juror  
judge  
janitor  
jeweler

jazz singer  
jester  
jockey  
juggler

journalist  
justice of the peace  
juvenile

**K**

karate instructor  
kid  
kleptomaniac

keyboardist  
kindergartner  
king

kickboxer  
kayaker  
khan

**L**

logger  
lawyer  
linebacker  
life guard  
librarian

logician  
lady  
lecturer  
leader  
landscaper

lexicographer  
literary critic  
legal secretary  
loan officer  
locksmith

# Roles and Audiences Potential Perspectives

## M

mail carrier	musician	manicurist
mentor	mayor	magician
military officer	mountain climber	marketeer
mother	machinist	monster
marriage counselor	mafioso	maid
mathematician	marksman	marine biologist

## N

nurse	nanny	novice
neighbor	nephew/niece	navigator
newspaper carrier	neurologist	Nazi
night watchman	news anchor	naval officer
nun	newlywed	nursing aide
nanotechnologist	nomad	network administrator
numerologist	nuclear physicist	

## O

optometrist	ornithologist	Olympian
organic agriculturist	opera singer	office manager
operator	official	orthodontist
orator	observer	obstetrician
oceanographer	officer	occupational therapist

## P

president	psychologist	public defender
parent	priest	patron
principal	pianist	patriarch
producer	paleontologist	pauper
photographer	publisher	prosecutor
psychiatrist	puppeteer	politician
police officer	pirate	poet
professor	psychic	participant
pilot	pacifist	pharmacist
paratrooper	personal trainer	political cartoonist
painter	programmer	parking lot attendant

# Roles and Audiences Potential Perspectives

## R

realtor	runner	refugee
reverend	rugby player	relative
rabbi	Rastafarian	recruiter
race car driver	rock star	radiologist
reporter	rebel	radical
researcher	receptionist	radio announcer
recreational therapist	referee	risk analyzer

## S

sister	scientist	sailor
secretary	sculptor	soldier
senator	security guard	systems analyst
student	singer	school board member
senior citizen	stuntman	superintendent
soccer player	sales clerk	saint
systems engineer	sheriff	software engineer
surgeon	scapegoat	state trooper
seamstress	scholar	steel worker
superhero	social worker	sound engineer
stewardess	statistician	submarine captain

## T

truck driver	tailor	transient
tourist	taxi driver	translator
tour guide	tax collector	traveler
travel agent	technician	trespasser
teacher	tenant	troll
toddler	terrorist	troubadour
tap dancer	therapist	troublemaker
telemarketer	technical writer	tutor
teller	townspeople	typist
tyrant	traitor	television star
tennis player	tradesman	train conductor

# Roles and Audiences Potential Perspectives

**U**

uncle  
urologist  
understudy

umpire  
union member  
unicyclist

urbanite  
urchin  
usher

**V**

veteran  
veterinarian  
video game developer  
vandal  
vice president

violinist  
vampire  
vagabond  
vagrant  
vocalist  
volleyball player

villain  
vegetarian  
ventriloquist  
vendor  
volunteer  
videographer

**W**

writer  
witch  
waiter/waitress  
webmaster  
worker

waif  
wallflower  
woman  
warden  
wrestler

weightlifter  
welder  
wingwalker  
westerner  
web page designer

**X**

x-ray technician

xylophonist

xenophobe

**Y**

yachtsman  
Yankee

yeoman  
yuppie

yodeler  
yogi

**Z**

zookeeper

zealot

zombie