

# WHAT?

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(List the name of your product/service you want “consumed” above)

Fill-in this **CONSUMPTION MATRIX** (below)  
for the product/service you listed (above)

<b>POC</b>	<b>WHEN?</b>	<b>WHY?</b>	<b>HOW?</b>
Situation #1			
Situation #2			
Situation #3			
Situation #4			
Situation #5			
Situation #6			
Situation #7			

# Case Study: Anthony Robbins' *Personal Power* (Nightingale-Conant)

<b>POC</b>	<b>WHEN?</b>	<b>WHY?</b>	<b>HOW?</b>
<b>Situation #1</b>	While driving to and from work in rush hour traffic.	To use "dead time" as source of motivation, inspiration and learning.	<b>Audio player CD player</b>
<b>Situation #2</b>	While mowing the lawn, or doing chores around the house or farm.	To make "chores" more fun and get more "brain food" at the same time.	<b>Portable tape Portable CD Stereo player</b>
<b>Situation #3</b>	After the kids fall asleep, in the den with your spouse.	To share learning time and inspiration with a spouse or loved-one.	<b>Study guides Home stereo Boom box CD or tape Action plans</b>
<b>Situation #4</b>	During a plane trip to a business or family trip.	To make use of travel time for inspiration or learning.	<b>Study guides Portable CD Portable tape Laptop DVD Action plans</b>
<b>Situation #5</b>	During a lunch break at work, or at home.	To use mid-day break time as a source for learning and inspiration.	<b>Study guides Boom box CD player PC DVD Laptop DVD</b>
<b>Situation #6</b>	At a holiday event, birthday or any other special occasion.	A thoughtful gift to a friend or loved-one.	<b>Study guide Audio tapes CDs DVDs Videos</b>
<b>Situation #7</b>	On a subway, ferry or bus, during Metro commute.	To convert "dead" commute time into learning time.	<b>Portable CD Portable tape Laptop DVD</b>