

## Association cards

The point of this exercise is to generate new associations using words and pictures. If you're to find new sales techniques and you need help to think creatively, words and pictures can give you new thoughts and ideas. For instance, the word *envelope* can make you associate to different types of envelope at work as surfaces for advertising a message. Maybe send invoices in envelopes with a positive message or tip from your organisation?

You can use any words you like, but nouns are often more suited to product ideas, while verb phrases are more open and good for concepts and services.

Print the following pages and cut them to pieces with one word/phrase on each.



**Nouns**

Shop	Boat
Monkey	Café
Balcony	CD player
Car	Vacation
Lottery	Lemon
Cinema	Daycare
Flower	Computer
Balloon	Jungel
Book	Theater
Ball	Bird
Game	Elephant
Letter	Door
Toast	Flashlight



Remote	Knife
Aircraft	Office chair
Family dinner	Crab
Colour	Hook
Change	Cruise
Fork	Course
Gold mine	Church
Hammer	Flat
Hat	Lithography
Horse	Anteater
Instrument	Goal
Ice rink	Paint brush
Strawberry	Nobel dinner
Map	Key
Club	Curiosity



Opera	Shoes
Cheese	Skates
Paris	Fast food
Potty	Sofa
Binder	Sunglasses
Racecar	Lounger
Radio	Spade
Restaurant	Language
Suitcase	Ladder
Wheelchair	Security
Sailboat	Bed
Shetered accomodation	Theater play
Pool	Telephone
Wrench	Traffic
School	Garden



Fitness center	Wine glass
TV	Bad
Match	Axe
Tooth paste	Surface
Submarine	Zebra
Outdoor seating	Apple
Water	Railway station
Watering can	Ear
Whiteboard	Surprise
Foot	Greeting card



**Verb phrases**

Cross a bridge	Go to a party
Bake a cake	Have teenage problems
Get climate smart	Travel abroad
Bungy jump	Chop firewood
Change job	Pick up the post
One night in a zoo	Eat christmas dinner
Flying hot air balloon	Clash with the car
Weekend	Play with Lego
Get a massage	Win the lottery
Have a coffee	Listen to the news
First day of retirement	Dance
First day of holiday	Go to the museum
First day of school	Paint a picture
Go to market	Encounter a robber



Meet a queen	Exercise
Grow vegetables	Play the piano
Plant seeds	Hike in the Alps
Pick mushrooms	Be a circus director
Watch a World Cup	Go on holiday by the sea
Talk on the phone	Win a competition
Clean windows	Eat an icecream
Decorate the office	Find a treasure
Go to the moon	Climb a tree
City shopping	Get lost
Collect stamps	Paint the house
Go online	Go camping
Take a driver's license	Hitchhike

