

**Activity 7.3** **Sit and spin**

A catch phrase is a commonly said and recognized phrase that has reader recognition and appeal.

Spin-offs are words, phrases or visuals that expand the theme concept into other sections of the book. When brainstorming for spin-offs, consider the following approaches: direct spin-offs and indirect spin-offs.

Select one of the six themes below (or your own theme) and develop five direct spin-offs and five indirect spin-offs.

- **People Will Talk**
- **No Doubt About It**
- **And So It Goes**
- **Hot & Cold**
- **Something Worth Repeating**
- **Put To the Test**

**Five direct spin-offs**

- 1.
- 2.
- 3.
- 4.
- 5.

**Five indirect spin-offs**

- 1.
- 2.
- 3.
- 4.
- 5.