

The Youngpreneur Program

Week 2 Hands On Homework

1) In your own words, define what marketing is.

2) List three ways you can promote your product/service.

3) Describe the type of person who is most likely to buy your product/service. How old is he/she? What gender?

4) Based on question #3, where can you find more people that fit your target market?

5) Think of three ways you can “hook” your target customer. What can you say to them so they can purchase your product/service? What images can you use? List them below.

6) Why are your customers buying your product? What is the #1 need you are meeting for them?

7) How can you make your product better, so it stands out from your competition? What story could you tell? What packaging could you use? What colors will attract them?

8) List five names you could use for your business. If you already have a name, how could you make it better?