

# My Product, My Pitch

Think about something you use (*product or service*) every week. You have been asked to create an ad to sell this product or service.

1. You are to give this product a new name: \_\_\_\_\_
2. Who might buy this product? \_\_\_\_\_  
\_\_\_\_\_
3. What will you charge for it? \_\_\_\_\_
4. Where will you advertise your product? Why? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. What 'gimmicks' or strategies (*coupons, discounts, attention getters*) will you use? Why? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. Create a slogan or some catchy phrases about your product that will entice the user to buy/use it. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_