



Market Me Worksheet

Group Members: _____

Directions: Discuss each of the following questions as a group, and record a response in the space provided.

1. What is your product or service?

2. Who (what type of people) would be interested in using this product or service? Why?

3. Is there anything about your product or service that makes it stand out from others on the market? If so, describe that trait.



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4. What do you want your audience to think about your product or service? Would you send the message that your product or service is a high-end, fashionable purchase or an inexpensive option? Or perhaps something different altogether?

5. Create and be prepared to present a skit that serves as an advertisement for your business. The skit should send a specific message to your target audience.
