

# Buy My Product!

Congratulations! You are now the owners of a brand new corporation. It is now your responsibility to advertise your product to the public and persuade people to buy into it.

## Your Task

*Apply what you learned about persuasive techniques in our editorial unit to sell your product!*

1. Decide on a name for your product.
2. Come up with a slogan.
3. Create a colorful, eye-catching poster that informs the audience about the product.
4. Write a 4-paragraph proposal to potential buyers. Be sure to include:
  - what the product is.
  - why they should buy it.
  - what type of people would be interested in buying the product.
  - why your product is better than the competition.
5. Create a prototype of your product. Be creative! (You may bring in supplies.)
6. Conduct an engaging 5-8 minute presentation for the class.

Good luck!

Due Date: Friday, November 21<sup>st</sup>  
(at the end of the period)

Presentations: Monday, November 24<sup>th</sup>  
Tuesday, November 25<sup>th</sup>  
Wednesday, November 26<sup>th</sup>