Don't Take "No"

Theme Starter

Use this paper as a scratch sheet to organize your thoughts.
You don't have to use all the bullet points for paragraph topics;
cross out what you don't need and add topics that make more sense to you.
Use the white space to jot down ideas that fit each topic.
Read through topics you've chosen to work with, and decide if they're in a good order.
Use numbers in the margin if you want your paragraphs (topics) in a different order.
If your ideas call for it, by all means, illustrate!

Imagine you have decided to make money from some "target audience." In this scenario, you've decided you're going to sell them something whether they need it or not, whether they want it or not. You decide to invent a product or a service and make them believe they absolutely have to have it.

•Who is your target audience? (How old are they? Where do they live? What do they already buy?

•What's your product?

•How will you get them to think they "need" it?

•Where will you advertise?

•What will some of your slogans be?

•Will you use pictures in your ads? Actors? Models?

•What's the "look" you're going to aim for?

••Now turn it around. You're the target audience. How do you think you will respond to this advertising blitz? How do you go about deciding what you need and what you're willing to spend money on?

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