

## AMI for Entrepreneurship

### Day 1

Watch a commercial or advertisement on Tv, Streaming service, YouTube, etc... Fill in the following:

What product or service is the commercial for?

Who is there target demographic?

Do you think the commercial did a good job grabbing your attention, why or why not?

What is one thing you might have done different in the commercial?

### Day 2

Same as day 1 but find another ad/commercial

### Day 3

Think about a product or service in your home that could be improved upon.

What is the product/service?

What is the needed improvement?

Does this new product already exist?

How much would you sell this new product/service for?

### Day 4

Same as Day 3 but find another product or service in your home that could be improved.

### Day 5

Look at one food item in your kitchen and answer the following

What is the product?

Describe the label?

In what ways is the manufacturer trying to grab your attention so you buy their product?

What might you change about the packaging?