

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Class: \_\_\_\_\_

## The Glow Show Student Guide

Remember, you are trying to sell your product! How are you going to advertise it so everyone will need what they didn't even know they wanted? Here are a few things you should go over in your advertisement.

Use this page to answer the following questions. Make sure you include these in your advertisement!

1. What field or industry are you focusing on?
2. How can your product be useful in your chosen industry?
3. How does your product improve the industry? What makes it innovative?
4. Did you have any setbacks? If so, what were they and how did you overcome them?
5. What type of advertisement did you choose? Why did you choose that format?
6. Give a sample layout or plan for your advertisement below.