**HOMEWORK ASSIGNMENT**

**Due: In class next Monday**

**Write a pitch for your business:**

* **No longer than 30 seconds**
* **It should begin with your name, your position in the company (owner, president, leader of the pack, . . .), followed by the name of your company**
* **Put yourself on the other side of the conversation. How could you describe your business so that you illicit “wanting to know more”**
* **Create an appealing word picture or**
* **Create a mouthwatering, delicious, flavorful word picture, or**
* **Create an enjoyable experience with your description, or . . .**
* **Use the three questions to help you write your pitch:**

1. **What do you want your listener to know?**
2. **What do you want your listener to feel?**
3. **What do you want your listener to do?**

**Be prepared to present your pitch to the class on Monday.**