**Commercial Planning Guide**

Product to be sold: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What are three potential reasons consumers might want your product?

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List at least 2 potential target consumer groups (teens, women, fathers, the elderly, etc):

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Consider your target audience and why they would want to buy your product. What’s the best way to persuade them? (Circle one)

**pathos ethos logos**

Now, consider which logical fallacies you think they would be most likely to “fall for” that would work with that persuasive technique. List **at least 3 potential** **fallacies** you could exploit:

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Thinking about the fallacies you want to exploit and the technique you want to focus on, use the space below to brainstorm at least one idea for your product commercial:

**Product:**