

HOMework

Session 5: Creation

Homework: Reason Why

- **Create a '10 Reasons Why People Should Buy From You'**
- **You won't use all of them but it'll be a smart document**

Homework: Partners

- **Who has even more to gain than you do by your project/product/business succeeding?**
- **Who needs a bigger HALO effect?**

Homework: Naming

- **5 names for your product/service/ offering**