

PARTICIPANT EXERCISE: LESSON 5

Jon Schallert: *Capturing Consumer & Media Attention*

Using Product Spotlighting

Training Time: 21:01

1. Write down your most memorable time when your business received free publicity?

2. Has your business ever received free publicity from the media that was based on your product offering? If so, describe that time.

3. What ideas do you now have to create a Micro-Niche Product line in your business?

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4. What ideas do you now have to create a Signature Product in your business?

5. From the video, did you come up with any ideas for creating a Monument in your business?

6. Describe any product lines in your business that customers love to share on social media.
