

Worksheet 1

An eye-catching logo and perfect packaging

Brand name: _____

Draw your brand logo here:

Sketch your packaging idea. Then label it to show how your packaging will protect your product and/or attract customers. (If you're providing a service, and don't need packaging, use this space to list the things you'll need to buy instead.)

How it will protect our product	How it will attract customers

How can we make our packaging eco-friendly?

Worksheet 2

Our marketing mind map

Add your ideas about how you'll market your business and attract customers.

Circle anything that might cost money – you'll need to include these when you plan your spending!

Product	Place

Price	Promotion

Our product or service

Our marketing checklist

Add your ideas about how you'll market your business and attract customers.

How will people know what we are selling?	How will we attract people to where we are selling?

How will we display our product or service?	Will we have any special offers?

Our product or service

My confidence about money

How do I feel right now?

Circle how confident you feel about each sentence:

I know how our market research can help to improve our idea	
I can explain why a good logo is important	
I know why product packaging matters	
I can name some ways we can market our idea to attract customers	

At the end of the module

How has your confidence changed?

I know how our market research can help to improve our idea	
I can explain why a good logo is important	
I know why product packaging matters	
I can name some ways we can market our idea to attract customers	

Something I've learned about designing and marketing:

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What I'm most proud of in this module:

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Something I'd like to learn more about:

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