

1. Why do entrepreneurs get in trouble with the law?

There are many reasons why entrepreneurs get in trouble with the law. One reason is that they are not complying with the laws or regulations that govern their industry or business activities for example, it might be failure to follow licensing requirements, environmental standards or consumer protection laws. If entrepreneurs infringe on someone else's intellectual property rights, like trademarks, copyrights, or patents this can lead them into legal troubles. Fraudulent activities that include misinterpreting their product or service or financial information to partners or customers can lead to legal repercussions. Employment and labor law violations, data privacy, contract disputes and corporate governance issues are all examples of what can get entrepreneurs in trouble with the law.

2. What does psychology have to do with marketing?

Psychology plays a significant role in marketing because it helps businesses understand consumer behavior, motivations, and decision-making processes. By applying certain principles and insights, marketers can create more effective and persuasive strategies. Some ways psychology has to do with marketing are branding and perception because it helps marketers understand how consumers perceive and evaluate brands to shape visual elements and brand experiences to evoke desired emotions and establish strong connections with consumers. By integrating psychological insights into marketing strategies, businesses can better understand and connect with their target audience, deliver more compelling messages, and ultimately drive business growth.

3. What types of marketing sway my decisions?

Types of marketing that sway my decisions can be emotional marketing, social proof, scarcity and urgency, authority and credibility. Comparative marketing involves highlighting the advantages of a product or service over its competitors. By presenting a product as superior in terms of quality, features, or price, marketers can influence consumer decisions by positioning their offering as the better choice. Offering rewards, discounts, loyalty programs, or incentives can sway consumer decisions by providing tangible benefits or value. Consumers may be more likely to choose a brand or make a purchase if they perceive a favorable reward or incentive associated with it.

4. How can I pitch ideas better?

Some helpful tips to be able to pitch ideas better include understanding your audience, clearly defining your idea, focusing on the benefits, and keeping it concise and engaging. To pitch ideas better I must provide evidence and data, anticipate and address objections, use visuals and storytelling. Seeking feedback is an important step in pitching ideas and also being passionate and enthusiastic, listening and adapting. With all these in mind, you can increase your chances of successfully pitching your ideas.

5. What are my strengths and weaknesses in pitching?

My personal strengths in pitching include clear communication and storytelling skills. Being able to express complex concepts in a straightforward manner is important in capturing your audience's attention and comprehension. Effective storytelling can make your pitch more engaging and memorable. My personal weaknesses include limited visual skills like creating engaging visual aids to enhance the impact of presentations. Until I start working on how a product or service will look it is

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hard for me to create it out of nothing. Unless I have software to help me out or if I watch videos of something that is similar to what I am pitching or talking about then It is difficult for me.