

Week 4 Journal Entries**1. Why do entrepreneurs get in trouble with the law?**

Entrepreneurs can get in trouble with the law if they are infringing on intellectual property such as another entrepreneur's copyrighted work or they violate a trademark such as a name or slogan. Another way a business entrepreneur can get into trouble is through not certifying their business practice with some form of accountability license. Anybody can start a business, but that does not mean that the business is legitimate by legal standards and the owner can fall liable to lawsuits if the product or service they are providing is not safe and they do not have a business license.

2. What does psychology have to do with marketing?

Marketing and psychology go hand and hand as psychology is used to influence how consumers view and consume a product or service. Psychology in marketing is used to understand the end consumer, an entrepreneur must think of what the consumer wants and how they respond to certain types of images, fonts, and to catch a user's attention. Entrepreneurs must also be aware of who they are marketing and try to play on their emotions and ideals to get consumers to purchase the product.

3. What types of marketing sway my decisions?

Digital marketing is the type of marketing that most appeals to my senses as I tend to spend a lot of time on social media platforms such as YouTube and Instagram. Commercials on cable TV do not entice me as much as when I was younger do to a lack of cable TV consumption except when I am watching sporting events.

4. How can I pitch ideas better?

By narrowing down my target audience to a specific group. Being too broad is not good but I am trying to also avoid being too narrow and having tunnel vision on a select group of people, because I want to catch a few strangers along the way who may find interest in my pitch ideas.

5. What are my strengths and weaknesses in pitching?

My strengths would be my ability to go into great detail about my ideas and how I can see them come to fruition along with my creative style and ability to adapt my ideas. My weakness as stated before is my ability to narrow my focus group down without constricting myself too much.