

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

Ignoring corporate compliance regulations. To avoid infringing on the intellectual property of others and to safeguard their own, entrepreneurs must take additional precautions. You will be able to keep confidential trade secrets and works-in-progress if you sign NDAs before sharing ideas. One easy way to protect both your personal and business assets is to use separate bank accounts. Working with a lawyer to write a contract and a propriety handbook will help make sure that employees are properly informed, classified, and protected.

2. What does psychology have to do with marketing?

Marketing is about meeting people's wants and needs. Psychology requires an understanding of the inner workings of marketing, which are necessary to move beyond customers' wants and become their needs. When it comes to marketing or branding, we study the behaviors of customers so that we can precisely target them by manipulating their hearts and minds. When developing a marketing strategy, the psyche of the person is at the center of the plan. We decided in our marketing strategy to make it a guide for everyone, making it inclusive. Diversity and inclusion are the current trends that everyone is following, so inclusion is following suit.

3. What types of marketing sway my decisions?

My decisions are influenced by persuasive marketing strategies. For instance, promotions or advertisements that inform me of the requirements I need to purchase a particular product typically grab my attention. I look forward to participating in marketing sways that can convince me to buy a product by presenting it to me in a way that changes my mind from a firm no to a firm yes. The purpose of a product and its price are two aspects that I place the utmost importance on. I would prefer it if the promotion prioritized these two Ps to influence my decision.

4. How can I pitch ideas better?

By comprehending the inner workings of a pitch, I can better pitch ideas. Additionally, I enjoy watching shows like Shark Tank to examine how other people present their ideas. Because it helps me demonstrate how invested I am in a vision, I like to include enthusiasm in my pitch. I am aware that they are more likely to be interested in the subject I am promoting if they sense my passion for it.

5. What are my strengths and weaknesses in pitching?

I excel at pitching because I enjoy verbal communication with others. One of my greatest strengths when pitching is that I enjoy talking to people about subjects I am interested in and passionate about. My weakness when it comes to pitching is working in groups with other people. I frequently acquire a vision of what we produce and ultimately assume leadership responsibilities. Other people who have a different perspective on the pitch than I do sometimes find this difficult to accept.

