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CYSE 494

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Journal Four

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

Entrepreneurs need to choose the legal form of organization to establish a business. The appropriate organization will be a key to success for entrepreneurs along with necessary requirements. The organization with more negative impacts will leave entrepreneurs in trouble with law because of their product issue, fail to maintain budget, and in accurate employee management.

2. What does psychology have to do with marketing?

Psychology is an essential part of marketing, so it will help in reading customers behavior on buying products. The requirement psychology in marketing is to access the need of product at good price and run it at appropriate place with promotions.

3. What types of marketing sway my decisions?

The 4P's; Product, Price, Place, and Promotion are vital to marketing decisions. The accomplishment will provide better successful product, and it would require entrepreneurs influence to consumers. Moreover, building your brand with innovative ideas can draw attention of large groups.

4. How can I pitch ideas better?

The 10-20-30 rule is an important asset to pitch ideas better. Entrepreneurs are always pitching for an agreement, so 10 starts with 10 slides the information that you want to present to the audience. 20 is the duration of time an entrepreneur can limit for successful presentation considering other aspects of time. The font of the presented content needs to be 30-point font and avoid having all the details on the slides. Therefore, an entrepreneur will be able to give the best and walk out with the best.

5. What are my strengths and weaknesses in pitching?

Solving a problem with explanation and providing the result. I can address the audience based on the content I have for presentation. Thinking about innovation for the betterment of community is my goal. Backing yourself to succeed in pitching will boost the confidence.