

## How to Say What You Mean

### Quiz

1. What should a 60 second elevator pitch tell your listener? (click all that apply)
  - a. The benefits of your product
  - b. Who your target customer is
  - c. Who you are
  - d. What the features of your product are
  - e. All of the above
  
2. The benefits of farm products might be:
  - a. The products are local
  - b. The beef is grass fed
  - c. The produce is organic
  - d. The products will contribute to the health of the family
  
3. True or False. A logo is synonymous with a brand.
  - a. True
  - b. False
  
4. True or False. To create an emotional appeal, your message should identify why your customers will benefit from your product.
  - a. True
  - b. False
  
5. A supermarket typically carries 40,000 SKUs. How many does the average household shop?
  - a. 2000
  - b. 10
  - c. 150
  - d. All 40,000
  
6. You can still sell an inferior quality product as long as your message is powerful enough.
  - a. True
  - b. False
  
7. True or False. If I tell the features of my products to customers often enough, my customers will form an emotional attachment.
  - a. True
  - b. False

8. When you choose NOT to promote, what happens?
  - a. I save time and money
  - b. Sales will stay level
  - c. Nothing, no one will know about my business and my products
  - d. Sales will go up
  
9. True or False. Understanding who your customer is, what they need and want, and what their values are is critical to crafting a message that will resonate, be memorable and motivate them to purchase your products.
  - a. True
  - b. False