**OCTOBER BW**

Begin a file called **OCT BW** and save it to your USB Drive. Continue in your folder called **BELLWORK** and you will save this month separately here. You will answer a bellwork question each day and then at the end of each month I will ask you to send me your bellwork for that month as an attachment (all questions/answers in one file together) and I will grade it and it will count as a test grade.

**Week 1 10/5-10/9**

**Bell work M-T:**

Go to <http://en.wikipedia.org/wiki/Julian_Beever>

1. Is Julian Beever an entrepreneur?
2. What does he do? How does he make his money? Be sure to check out his official website to really see some of his work.
3. What do YOU think of Julian Beever?

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**Bell work W-TH**

1. What does it mean if they say a business is **scalable**?
2. Why it is important to know what **shelf life** is in business?

**Bellwork F:**

***\*important target market terms:***

1. Who is the ***sandwich generation***?
2. Who are the ***baby boomers***?
3. Who are ***blue collar workers***?
4. Who are ***white collar workers***?

**Week 2 10/12-1016**

**Bell work M-T:**

Go to [www.thumbtack.com](http://www.thumbtack.com)

1. What do they do?
2. What types of businesses would want to be listed here?
3. Would this be a place your business should be listed? Why/why not?

**Bell work W-TH:**

What is meant by “window of opportunity”? Give an example of a “window of opportunity” in business.

**Bell work F:**

What are the **5 Types of Businesses**? Explain each briefly

a.

b.

c.

d.

e.

2. What are the **3 most Basic Types of Legal Business Ownership**?

a.

b.

c.

3. What Type of Business is yours? **Why**?

4. What Legal Form of Business is yours? **Why**?

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**Week 3 10/19-10/23**

**Bell work M-T:**

What is an elevator pitch? What is the purpose of an elevator pitch?

**Bell work W-TH:**

Go to <http://risingtidecarwash.com/>

1. What do they do and what makes them so special?
2. Is this “specialness” a competitive advantage?
3. Go to <http://www.huffingtonpost.com/2015/02/08/rising-tide-car-wash_n_6604506.html>

What percent of their workforce is autistic?

What percent of autistic adults are unemployed? \*video

**Bell work F:**

Go to <http://www.cowpots.com>

1. What does this company sell?
2. What is their slogan?
3. Where are they located?
4. Who is most likely their target market? \*3 things about this group
5. What is their pricing like? Give an example.

**Week 4 10/26-10/30**

**Bell work M-T:**

What is the purpose of a slogan for your business? \*ours is on slide #29

**Bell work W-TH:**

Go to http://www.stuff.co.nz/taranaki-daily-news/news/9558699/Aylas-cracker-invention-keeps-users-fingers-safeand read her story

1. Why did she start this business?

Check out <http://www.kindlingcracker.com/kindling-cracker-video.html>

1. From her website find the selling price in the US. How much in US dollars?
2. Name 1 competitive advantage of this product.

**Bell work F:**

What is the outcome of a negotiation supposed to be if it is successful?