



UNIT 2: PRODUCT



1. Know You Are Worthy to Succeed.
2. Know Yourself.
3. Know What Sells.
4. Know the Competition.
5. Know & Value Your Customers.

REPORT

Last Week's Promises:

Business Plan: Visit at least three businesses and write down how they use the 6P's of Business, using the 6P's Business Checklist.

Home Quality of Life Plan: Choose to improve a specific area from your Home Plan.

Savings: Save money, even just a coin or two.

ACT:

Business Spotlight presentation

REPORT:

COMMITMENTS CHART			
<i>Name</i>	<i>Business</i>	<i>Home</i>	<i>Savings</i>
John C.	yes	yes	yes
Maria T.	no	yes	no
Your Name	?	?	?

DISCUSS:

- What did you learn last week as you kept your promises?
- What problems did you have as you tried to keep your commitments?
- What can we do to help everyone keep weekly promises?



DISCUSS:

- How did Susana apply the five principles of Product?

ACT:

- After completing your commitments and considering the five principles in this unit, you will choose a product or service.

Principle 1
KNOW YOU ARE WORTHY TO SUCCEED



Principle 1

KNOW YOU ARE WORTHY TO SUCCEED

DISCUSS:

- How many babies do you see?
- Which of these babies is not worthy of attention, love, or success?
- Which of these babies will be the most successful or happy?

Principle 1

KNOW YOU ARE WORTHY TO SUCCEED

DISCUSS:

- Were any of us born to be less successful in life?
- Do events in your past or differences in your family situation ensure that you will succeed or fail in life?

Principle 1

KNOW YOU ARE WORTHY TO SUCCEED

ACT:

- Remember, each of us is worthy to succeed in business.

Principle 2 KNOW YOURSELF



Principle 2
KNOW YOURSELF

DISCUSS:

- What talents or resources do you see in this picture?
- What businesses can she create using the talents or resources she has?
- How could your talents and resources help you to choose a product or service?

Principle 2 KNOW YOURSELF

JACQUELINE



Jacqueline was desperate. She had very little education or experience and her job barely kept her family from starving.



She joined an MBS self-reliance group. They encouraged her to use her talents in music and dance to start her own business.

VIDEO SUMMARY



Jaqueline started by doing her dance workout routine in the park. Soon others joined her dance class. Now she is doing well in her new dance business.

Principle 2
KNOW YOURSELF

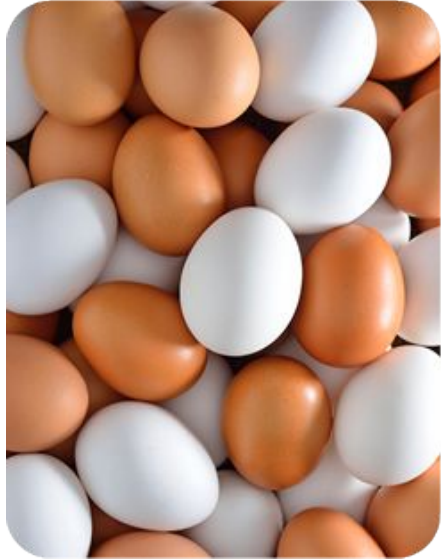
DISCUSS:

- What are the resources Jacqueline used to start her business?
- What are some talents and resources you have that can be used in a business?

ACT:

- On page 7 of your workbook or another notebook, write down some talents and resources that YOU have. Be sure to be creative.

Principle 3
KNOW WHAT SELLS



Principle 3
KNOW WHAT SELLS

DISCUSS:

- Would eggs, ice cream, pet clothes or a ceramic horse sell here?
- Why or why not?

Principle 3
KNOW WHAT SELLS

DISCUSS:

- What kind of products or services would people buy in our area?
- How can we find out which products or services sell best in our area?

Principle 3
KNOW WHAT SELLS

ACT:

- Turn to page 8 in your workbook and find the Product or Service Ideas list or look at the next slide.
- Let's quickly take turns explaining your product or business idea to your partner.

Principle 3
KNOW WHAT SELLS

ACT:

Ask each other these three questions:

- How often would you buy my product or service?
- How would you improve my product or service?
- How much would you pay for my product or service?

Principle 3

KNOW WHAT SELLS

PRODUCT OR SERVICE IDEAS

furniture	metal sculptures	corner cafe	fuel efficient stoves	honey
day care center	cards	bird cages	pedicures	used books
coffins	roof tiles	phone cards	children's books	beauty salon
brick-making	motorcycle repair	appliance repair	shoe repair	rings
bicycle rental	bread	musical band	sandwich shop	reading glasses
delivery	fruit juices	crafts	fish	lanterns and lamps
solar dryers	chicken stew	shampoo	belts and wallets	seeds
cheese, milk	vegetables	school supplies	garbage recycling	tools and cement
flowers	fishing nets	bakery	soups	children's sheets
corner shop	key making	plant nursery	taxi service	roof repair
rice drink	toys	flour and grain	ties and scarves	landscaping
jam	roasted corn	spices	fruit stand	home decorations
goats	sandals from tires	plumbing supplies	pharmacy	rugs
newspapers	noodles	home repair	tire repair	laundry service
candy	used clothing	cookies	street theater	cyber cafe
straw hats	food for pets	bicycle seat covers	electrical repair	backpacks
banana chips	tamales	clean water	tourist guide	frozen drinks
eggs	auto parts	purses	guest house	tutoring services
perfume	leather goods	private school	natural remedies	rabbits

Principle 3
KNOW WHAT SELLS

WARNING:

You may have a talent to make dolls or ceramic horses but if it won't sell where you live, you will need to pick another product to be successful.

Principle 4
KNOW THE COMPETITION



Principle 4

KNOW THE COMPETITION

DISCUSS:

- What did Joyce learn by visiting the three stores?
- How could Joyce use this knowledge in her business?
- How can you learn from your competitors?

Principle 4

KNOW THE COMPETITION

ACT:

- Turn to page 8 in your workbook or on the next slide, read the Questions for Competitors list or brainstorm a list of questions you could ask the competition.

Principle 4

KNOW THE COMPETITION

ACT:

Questions for the competition:

- What are the best selling items?
- What are your best times of day to sell?
- How do you set your price?
- How do you promote your business?
- What are your greatest challenges?

Principle 5
KNOW & VALUE YOUR CUSTOMERS



Principle 5

KNOW & VALUE YOUR CUSTOMERS

DISCUSS:

- What are some of the ways Karla helps her customers feel valued?
- Have you ever felt like you were a valued customer? Why?
- Why is, “Who will be my customers?” such an important question?

Principle 5

KNOW & VALUE YOUR CUSTOMERS

ACT:

- Write down your product or service on page 9 in your workbook or in another notebook.
- If you haven't decided on a product yet, choose one right now. Have a product in mind for each unit.

Principle 5

KNOW & VALUE YOUR CUSTOMERS

ACT:

Make a list of all the possible customers for this product you can think of. Be sure to consider the following questions:

- How often will the customers you've listed buy your product?
- What could you do to encourage them to buy your product or service more than once?

PRODUCT PRINCIPLES SUMMARY

1. Know You Are Worthy to Succeed.
2. Know Yourself.
3. Know What Sells.
4. Know the Competition.
5. Know & Value Your Customers.

COMMITMENT

Business Plan Commitment:

- I will talk to at least six customers or competitors this week.
- I will choose my product or service after considering the five principles in this unit.

COMMITMENT

Home Quality of Life Commitment

- I will thoughtfully choose one or two areas of my Quality of Life Wheel and write down goals to improve this week.
- I will be specific with my written goals and follow through.

Savings Commitment

- I will add to my savings – even if it's just a coin or two.

COMMITMENT

DISCUSS:

- Who would like to share their Home Quality of Life Commitment this week?
- Which commitment will be the easiest to keep for you this week?
- Which commitment will be the hardest?

COMMITMENT

ACT:

- Meet now with your Action Partner for this week. Discuss your business ideas and decide how you will contact and encourage each other during the week to keep your commitments. Share your commitments out loud.

