

Name

Date

Reviewing an Infomercial

You have probably seen an infomercial on TV. Infomercials are used to sell a wide variety of things, including exercise programs, cookware, air purifiers, and fishing lures. The product on every infomercial was developed and/or invented by an entrepreneur. The purpose of an infomercial is to sell you a new product that you “just can’t live without.” An entrepreneur uses an infomercial to convince you to buy a product right now, not later.

Watch and review an infomercial to learn more about how some entrepreneurs sell their products. After you view the infomercial, compare your findings with at least one other student’s findings.

Watch an infomercial, take notes, and try to answer some or all of the following questions on a separate sheet of paper:

- What is the name of the product?
- Who is the entrepreneur who developed the product?
- Why was this product developed?
- Do you need this product? Why or why not?
- What makes this product unique and different?
- Why is this product better than anything else on the market right now?
- How will this product make your life better?
- Where and how can you get this product?
- How much does this product cost?
- How can you pay for this product?
- What is included if you purchase this product right now?
- What personal testimonials or examples are provided to convince you that this product is simply something you cannot live without?
- Is there anything you can do if you are not satisfied with this product?