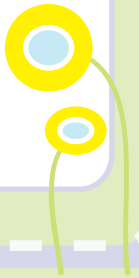
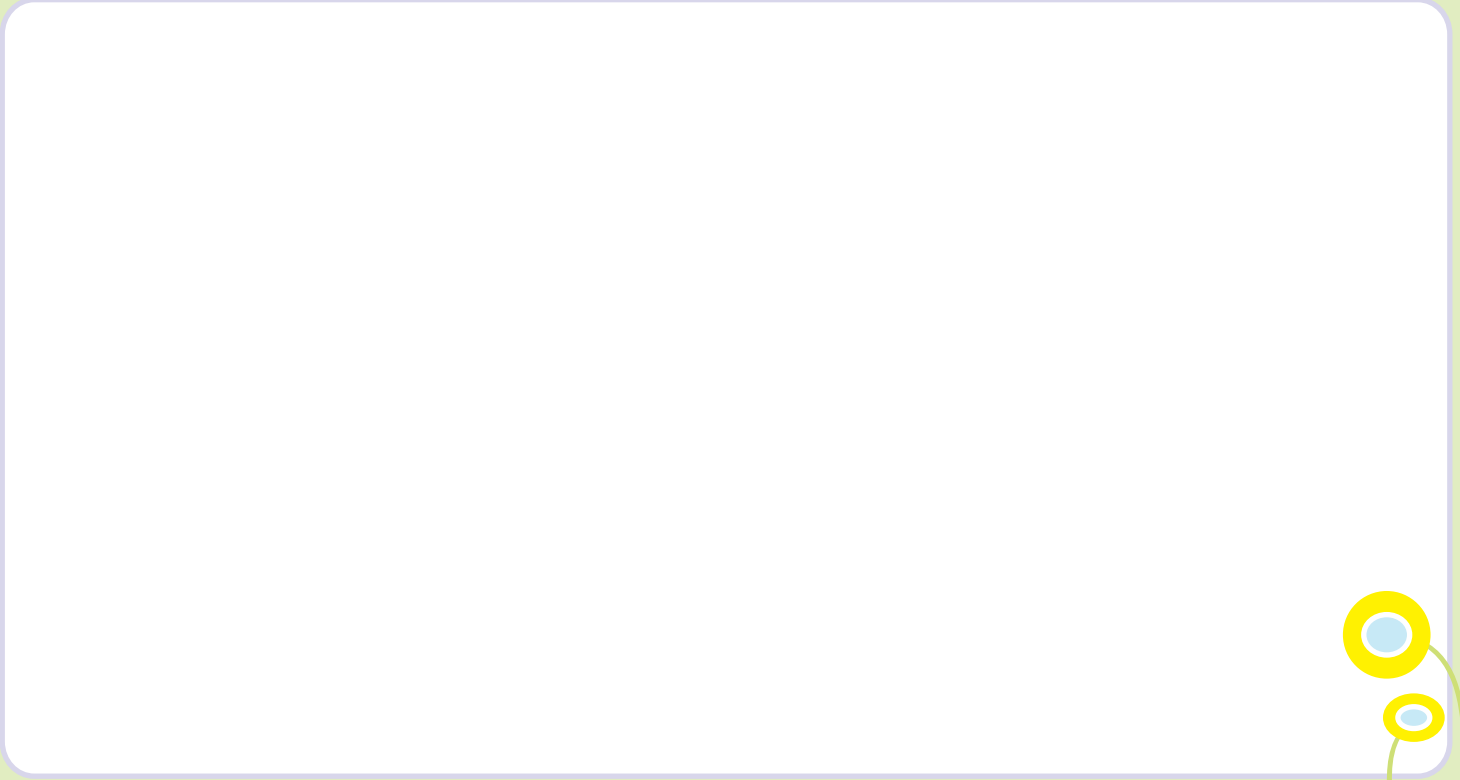


# mini marketing makeover

## {day 2}

Take a look at the list of business people under the video for day 2. Click on each person and write down how that person sets herself/himself apart. What about her/his business, blog, or website stands out to you? How does the person incorporate his/her personality into all of his/her marketing? What's appealing? What isn't?



Now, take a look at 3 of your favorite blogs or handmade businesses. What do you love about these people and their stuff? Do you love what she writes about or how she writes about it? Do you love what he sells or how he sells it? Could you find this information or these products somewhere else? If you could, why don't you? What makes you stick around? What catches your attention?