**NARROWING THE IMMEDIATE POSSIBILITIES**

You’ve given a lot of thought to various entrepreneurial ideas, but what if you had to start earning enough money tomorrow to support yourself? Take five minutes to compile a list of five ideas that you feel could make you self-sufficient immediately. These ideas could be taken from any of the lists you’ve compiled to this point.

1.

2.

3.

4.

5.

When you’ve finished your list, exchange lists with a classmate and quiz each other about your ideas. For each one try to identify who would be the:

1. Person who would decide to buy your product or use your service (the decision maker):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Person who would pay for it (the purchaser): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Person who would benefit from it (the consumer): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sometimes the decision maker, the purchaser, and the consumer are all the same person. In other cases, however, they are two or even three separate people. For example, parents might decide to buy a car seat for their baby, but an aunt or uncle actually purchases it as a gift. The baby, of course, is the person who most directly benefits from it.

In the case of your entrepreneurial ideas, at which person should you aim your marketing efforts: the decision maker, the purchaser, or the consumer? Explain why you think that.

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