Sell a book to a stranger –

Go to a public place to sell any book from their personal bookshelf that has a value of €5 or less. Ideally, you sell the book for €5 or more, but the important point is that it is not of high value to you.

Over the weekend, email me a short draft of a mini business plan for the exercise.

a. Where will you go?

b. What kind of people will you approach?

c. What will you say to get the conversation started?

d. What is your plan to make the sale?

e. How many people do you think you will need to talk to before making the sale?

It is preferred to do the exercise in pairs have you observe one another interacting with “customers.” After the exercise create a quick (no more than one page double spaced (a few sentences really would be fine)) comparing what actually happened to your predictions. Please list out what you learned from your favorite encounters (we will share in class).

Due Monday 18.3.2019