



Career Exploration

Name: _____ Date: _____

Advisory: _____

Career Field/Industry: _____ Position: _____

**BUSINESS IDEA
& NAME**

**IS IT A GOOD OR
SERVICE?**

**WHAT MAKES YOUR IDEA
DIFFERENT/UNIQUE?**

**WHY WOULD PEOPLE WANT
TO PURCHASE IT?**

**WHO IS YOUR TARGET
DEMOGRAPHIC?**

**HOW ARE YOU GOING TO
ADVERTISE YOUR BUSINESS?**

- ONLINE
- MAIL
- WORD OF MOUTH
- RADIO
- EMAIL