

## Whatchamacallit

Teacher's note: This activity encourages students to utilize knowledge gained from the persuasive speaking chapter. Divide students into groups of four to five. (Time: 30 minutes)

Student Prompt: Today's activity is called the whatchamacallit exercise. Your task is to create a 3–5 minute sales pitch for the whatchamacallit. The "whatchamacallit" is a product that you will create from your imagination. In order to have a successful sales pitch you need to consider the following:

What kind of product your audience would want

Be creative. For example, "Our product is a shoe that has built-in jets to increase your productivity!"

What does your product look like? Have a group member draw a mock-up of the "whatchamacallit" on the board when you present.

Think about ads you see on television. How do companies sell their products? Try to use those strategies in your pitch.

Use storytelling and theatrics. Your pitch can also be a sketch or a variation of both.