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ME-commercer
A new VET professional
profile for Micro Enterprises

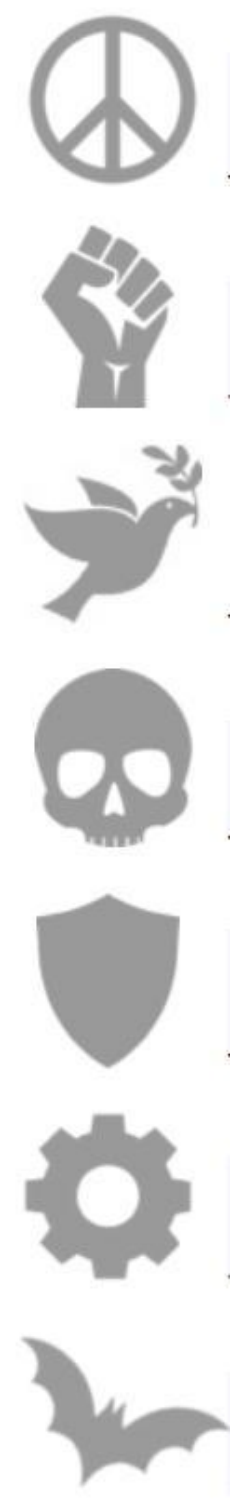
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Name of the exercise:	Meanings in mind
Competence coverage:	creativity, communication
Source:	The critical thinking workbook, Global Digital Citizen Foundation, https://globaldigitalcitizen.org/
Time required:	30 minutes
Purpose of the activity:	This exercise is focused on finding a substance of your message using just a very few words.
What should you focus at?	Many times the space you have for expressing yourself is very limited and you can use only few words, or sentences. Have you ever experienced this situation? Could you handle the difficult conditions? Try to remember the details of the situation and your feelings. What helped you to find a good solution in the end?
Necessary materials:	Paper sheet, pen
Exercise:	Write one sentence to explain what each common image or symbol means to you. The idea here is to move away from conventional meanings and relate to the images personally.

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What can you take from the results and what to do if your results are not satisfactory?	<p>This exercise will provide a feedback about your ability to express yourself with a very few words. As a copywriter of a micro enterprise you will face this situation very often. Are you happy with the results you have come up with? What could be changed or done differently? Are there any symbols you were able to describe by more than one different sentence?</p>

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Exercise

Name of the exercise:	Awesome anagrams
Competence coverage:	creativity, communication
Source:	The critical thinking workbook, Global Digital Citizen Foundation, https://globaldigitalcitizen.org/
Time:	30 minutes
Purpose of the activity:	Anagrams are words and sentences that can be written different ways to obtain more words or groups of words. In this activity you will just check your vocabulary and creativity, using your ability to visualize the image, organize the images and focus.
What should you focus at?	Focus is the trick. Try to concentrate on the letters and the shapes of words. It is the shapes that are written in your mind like a pattern, and that makes you read fast and understand the text without reading every single letter and word. This exercise will help you broaden your vocabulary, find long forgotten words, maybe even create some new ones.
Necessary materials:	Paper sheet, pen
Exercise:	<p>Create new words by rearranging the letters in the ones below—some can be tricky!</p> <p>SPEAR</p> <p>REWARD</p> <p>LEAST</p> <p>REINS</p>

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	<p>PASTE</p> <p>.....</p> <p>MISTER</p> <p>.....</p> <p>TRACES</p> <p>.....</p> <p>PLATES</p> <p>.....</p> <p>SPREAD</p> <p>.....</p> <p>POST</p> <p>.....</p> <p>PLAYER</p> <p>.....</p> <p>NAME</p> <p>.....</p> <p>SKATE</p> <p>.....</p> <p>SNAP</p> <p>.....</p> <p>LEAP</p> <p>.....</p> <p>PARTIES</p> <p>.....</p> <p>RATES</p> <p>.....</p> <p>RESTRAIN</p> <p>.....</p> <p>PASS</p> <p>.....</p>	2
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	<p>TEAM</p> <p>.....</p> <p>EAST</p> <p>.....</p>	3
<p>What can you take from the results and what to do if your results are not satisfactory?</p>	<p>Are there any words you were not able to make any anagram of? Why do you think it happened? In the marketing process, especially for a micro enterprise, you will have to become a copywriter at times. Everybody can create a good text time to time, but when you need to make good texts often, you might need to train your skills in expressing yourself in different ways using different words. It is a very complex and very demanded skill. Train this ability as often as possible – maybe even with your kids or siblings. The exercise is very simple, but it has a major impact on your communication skills.</p>	



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Exercise

Name of the exercise:	Add two more!
Competence coverage:	creativity, communication
Source:	Created by Rachel Lynette. All rights reserved http://www.rachel-lynette.com
Time:	10 minutes
Purpose of the activity:	Verbal fluency and a good vocabulary are essential tools to better express your ideas. On the other hand, with this exercise, you will favor your thinking flexibility and your mental agility. It will help you to think quickly about alternative solutions to a problem.
What should you focus at?	Nowadays almost all the products/services are sold on the internet, so the creativity is very important to stand out from other companies that are dedicated to offering the same products/services like you. For that reason, you should focus on developing your creativity and making your business more attractive for the client.
Necessary materials:	Paper sheet, pen
Exercise:	<p>Look at the words in each group. Figure out what they all have in common and then add 2 more words.</p> <ol style="list-style-type: none"> 1. apple, banana, mango,, 2. sock, hat, mitten,, 3. sandwich, milk, cookie....., 4. Seattle, Chicago, Los Angeles,, 5. pencil, crayon, chalk....., 6. pencil, needle, thorn,, 7. wagon, car, bike,, 8. snow, popsicles, the North Pole,, 9. snakes, spaghetti, extension cords,,

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	<p>10. pancakes, cookie sheets, paper,,</p> <p>11. candle, firefly, flashlight,,</p> <p>12. oatmeal, mud, cake batter,,</p> <p>13. envelope, sock, drawer,,</p> <p>14. cave, nest, igloo,,</p> <p>15. golf ball, Earth, orange,,</p> <p>16. clouds, swimming pools, ice cubes,,</p> <p>17. jar, door, store,,</p> <p>18. pillow, marshmallow, towel,,</p>	2
<p>What can you take from the results and what to do if your results are not satisfactory?</p>	<p>If you do this type of exercise regularly, you will think more quickly in another option in front of a problem or in front to an inconvenient. For example, if you have a problem you be able to see more different solutions easier.</p>	



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Exercise

Name of the exercise:	Explain yourself
Competence coverage:	creativity, communication
Source:	The critical thinking workbook, Global Digital Citizen Foundation, https://globaldigitalcitizen.org/
Time:	10 – 15 minutes
Purpose of the activity:	In this exercise you will train your communication skills, vocabulary and creativity. This activity will make you express yourself the most effective way.
What should you focus at?	The level of communication is one of the most significant human traits that differentiate us from the other living creatures. We use words for verbal communication, we use many other ways of non-verbal communication too. Can you express yourself easily? Do you think your vocabulary is broad enough? Do you sometimes get stuck not being able to express what you want to say? Have you ever misinterpret/misunderstood someone's words? What did you do when you found out the true meaning? How did you feel during this process?
Necessary materials:	Paper sheet, pen
Exercise:	<p>How would you describe the following things and their sensations to someone who had never seen or experienced them before? Use all your senses in your descriptions!</p> <p>A bunch of flowers</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>An automobile</p> <p>.....</p> <p>.....</p> <p>.....</p>

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	<p>A rainstorm</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>A laptop computer</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>A piece of chocolate</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>A rock concert</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>A hug from someone</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>A favorite place of yours</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>What can you take from the results and what to do if your results are not satisfactory?</p>	<p>This exercise provides a feedback about your communication skills and the vocabulary you use. Make effort to use all possible ways to express yourself, and try to understand where your weak points are. Is it vocabulary? Is it syntax? Is it lack of imagination? Give yourself a honest answer on these questions. If you feel you need to develop some of these skills, just make a pledge to go to library and read one book every week. Things might start changing very fast.</p>



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Exercise

Name of the exercise:	Four spring challenges
Competence coverage:	creativity, communication
Source:	Rachel Lynette. All rights reserved http://www.rachel-lynette.com
Time:	40 minutes
Purpose of the activity:	This is a set of activities designed to develop your creative capacity.
What should you focus at?	You should focus on exercising the creative impulse and not the mechanical reproduction.
Necessary materials:	Paper sheet, color pencils
Exercise:	<p>Use the clues to fill in the correct word. Each word will rhyme with the word: spring.</p> <p>bird part _____</p> <p>bell sound _____</p> <p>make music _____</p> <p>thin rope _____</p> <p>ruler _____</p> <p>throw _____</p> <p>back and forth _____</p> <p>ouch! _____</p>

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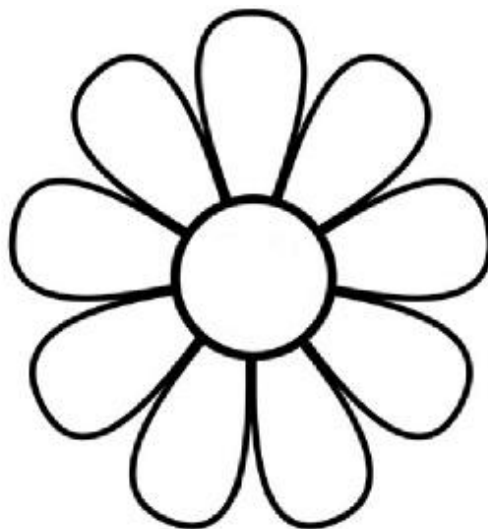
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Draw the other half of this butterfly. Be sure to make it symmetrical.



Color the petals of this flower in a pattern using 2 colors. The pattern must go all the way around the flower evenly. Plan your pattern before you start to color.



	<p>Amber's family went on a picnic. Amber <u>flew her kite</u> after she <u>played Frisbee</u> with her dad. She <u>ate lunch</u> before she flew her kite. The whole family <u>went on a walk</u> before they ate lunch. Amber played Frisbee with her dad after she ate lunch.</p> <p>Put the four underlined events in order according to when they happened.</p> <p>First _____</p> <p>Second _____</p> <p>Third _____</p> <p>Fourth _____</p>
<p>What can you take from the results and what to do if your results are not satisfactory?</p>	<p>Simple exercises in creativity are very helpful and they make a little step in your improvement at a time.</p> <p>Which part of the exercise was the most challenging for you? Was there anything you had to correct during the process of creation? What would you do differently next time?</p> <p>With this set of exercises you can find certain hidden reserves in your thinking or you can simply practise the level of your creative thinking that can be used anytime.</p>



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Exercise

Name of the exercise:	Communication for me
Competence coverage:	communication
Source:	Bluebook srl
Time:	30 minutes
Purpose of the activity:	Improvement of your communication skills
What should you focus at?	An effective Me-commercer is able to communicate properly, in different situations, with different targets, presenting clearly points of view and visions. It is important working on communication aspects in order to implement and strengthen the skill. The art of communication can be learned, starting from exercising it.
Necessary materials:	A sheet of paper and a pen, your experience, your memories, your desire to improve yourself.
Exercise:	<p>Try to list all the words you connect to the word Communication. Try to define it.</p> <p>According to me communication is...</p> <p>Describe two different cases: 1. one case during which your communication was successful; 2. one case during which your communication was unsuccessful.</p> <p>Try to analyze the possible explanations for the success (case 1) and for the failure (case 2). Try to list the essential qualities of a good communicator.</p>
What can you take from the results and what to do if	<p>Are you happy with the collection of your brainstorming?</p> <p>If your results are not satisfactory or even if they are, you can compare your answer with ours and have a deeper reflection: of course there is not a right</p>

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<p>your results are not satisfactory?</p>	<p>answer but just suggestions.</p> <p>The following is a collection of quotes and definitions and ideas on Communication we selected for you. You can pass through or reflect on them, share them with your friends, note in your agenda, or... whatever you want.</p> <p><i>Communication is the process of transmitting information and common understanding from one person to another.</i> Keyton 2010</p> <p><i>Communication includes language as well as nonverbal behaviour, which includes everything from use of sounds, movements, space, and time, to many aspects of material culture (food, clothing, objects, visual design, architecture). Communication can be understood as the active aspect of culture.</i> Source: Unesco</p> <p><i>The word communication is derived from the Latin word, communis, which means common.</i> <i>The single biggest problem in communication is the illusion that it has taken place.</i> George Bernard Shaw</p> <p><i>One of the most inhibiting forces to organizational effectiveness is a lack of effective communication.</i> Lutgen-Sandvik 2011</p>
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Exercise

Name of the exercise:	Barriers
Competence coverage:	communication
Source:	Bluebook srl
Time:	10 minutes to find a binary decoder on the Internet and discover the message. All your life to discover the world around you.
Purpose of the activity:	This is an exercise to reflect on communication barriers.
What should you focus at?	Barriers to communications range from the simple distracting noises to the most complex psychological factors. As we have said, every step in the communication process is necessary for effective and good communication. Each time one of the step in the communication process is blocked a barrier arises. So reflect on the barriers that a different language or a different culture or different culture codes can build. If you are going to be a successful Me-commercer you must know more about the world around you: be curious and eager to learn.
Necessary materials:	PC and internet connection for solution
Exercise:	<p>The exercise consist in decode the following sentence, that is a messages for you, written using the binary code. If you don't know the binary code you won't understand but you can easily solve the problem: look for a free binary translator on the Internet and discover what we are telling you.</p> <p>01100101 00101101 01100011 01101111 01101101 01101101 01100101 01110010 01100011 01100101 00100000 01101001 01110011 00100000 01100001 00100000 01100111 01110010 01100101 01100001 01110100 00100000 01101111 01110000 01110000 01101111 01110010 01110100 01110101 01101110 01101001 01110100 01111001</p>
What can you take from the results and what to do if your results are not satisfactory?	As said before just if you know the binary code you can solve the exercise but if you do not, please do not worry and carry on thinking about the communication barriers you face in your daily life and try to solve them.

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Exercise

Name of the exercise:	The elevator pitch
Competence coverage:	communication
Source:	The critical thinking workbook, Global Digital Citizen Foundation, https://globaldigitalcitizen.org/
Time:	30 minutes: 28 minutes of preparation, 2 for the speech at the beginning in order to get use to this new “modus operandi” and then when you are more confident just 2 minutes for the speech
Purpose of the activity:	This is an exercise used in business to help you think fast and get your point across. It’s all about choosing and using words carefully and persuasively to achieve your goals in any conversation.
What should you focus at?	<p>You have just climbed into the elevator with your potential customer. You have a very short time to convince him/her to buy your services of Me-commercer. Through this exercise you will be focus on the following step-necessary to implement a quick and propositive speech:</p> <ol style="list-style-type: none"> 1. The first impression you give, because the first impression is the one that matters. Introduce yourself in a few essential steps. Be brilliant and synthetic. A quick reference to your training, skills and the name of your idea. 2. The problem that your project will surely solve. Expose a brief but concise overview of the problem found 3. The solution to the problem It is the phase in which you explain how your service or product, will be able to solve the problem, adding benefits to the user and to the slice of the market that he/she represents. 4. The competitive advantage Demonstrate that you know the terrain in which you move and where your competitive advantage is formed. 5. The enthusiasm In a presentation you have to transmit all the enthusiasm you feel to realize your idea.

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Necessary materials:	Paper sheet, pen	2
Exercise:	<p>You must convincingly “pitch” an idea, concept, product, service, request or proposal in the time it takes to ride an elevator (about 30 to 60 seconds) so this is a timed exercise. Make some notes about what you want to say; some topic ideas and note space are provided below.</p> <p>In this exercise you can concentrate on Me-commercer services, but the product and services can be additional ones you like such as:</p> <ul style="list-style-type: none"> • An idea for a website/social network • A special project you need to fund • A favour you need from someone • An invention you want to get patented • A party plan for a birthday/wedding • A campaign for a political position • An advertisement for a local event • An idea for a blog or a book • A unique interior design for a space 	
What can you take from the results and what to do if your results are not satisfactory?	<p>Did you find it difficult?</p> <p>If yes, try to define the reasons. Which part of the speech was more difficult for you?</p> <p>The first impression and the approach? The presentation of the problem or its solution? Or did you find difficulties in expressing your enthusiasm?</p> <p>Only defining exactly your weakness and strength points you will be able to do better next time.</p>	



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Exercise

Name of the exercise:	Listen to understand
Competence coverage:	communication
Source:	Bluebook srl
Time:	10 minutes the time required to read the text. 30 minutes to list your missing skills. The rest of your life to improve yourself.
Purpose of the activity:	Improving your effective communication in listening
What should you focus at?	An effective Me-commercer cannot get away from being a good listener. Listening is given by the ability to understand a different perspective from one's own, to consider the characteristics of the other and his role attributes, to keep in mind the other's perspective during the interaction. Active listening invites us to put aside personal needs, to govern impulses and temperaments, to keep under control the tendency to focus on some aspects and ignore others. Listening actively means also avoiding distractions, irrelevant questions, judgments or disqualifications, in order to try to understand the perspective of our interlocutor.
Necessary materials:	Paper sheet and pen, but just if you want to take notes, otherwise just your brain
Exercise:	Read the quote of Roy T. Bennett <i>The greatest problem with communication is we don't listen to understand. We listen to reply. When we listen with curiosity, we don't listen with the intent to reply. We listen for what's behind the words.</i> Reflect on your habits in listening. If you recognize yourself in this description you are probably a good listener, if not don't worry. List the "qualities" you miss and try to exercise on them starting from now.
What can you take from the results and what to do if your results are not satisfactory?	You can improve your skills: to be aware of not being able to do something is the first step to do better next time.

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Exercise

Name of the exercise:	Written communication skills
Competence coverage:	Concise writing
Source:	https://blog.hubspot.com/marketing/concise-writing-exercises
Time:	Unlimited
Purpose of the activity:	<p>By forcing you to either <i>cut</i> word count or <i>stay within</i> a word count, these exercises will help you do two things:</p> <ol style="list-style-type: none"> 1. Hone your writing skills, helping you to keep your sentences tight and powerful. 2. Recognize when sentences are wordy in the first place, which is half the battle when it comes to writing concisely.
What should you focus at?	<p>In the business world, people need to focus on essentials—they don't have time to sift through "filler" words and phrases. You need to learn ways to replace wordy or bloated language with concise language to prepare for writing that will help them enter the professional world and subsequently enjoy successful communication with colleagues and clients. Possible often You will have an international audience for their emails, letters, reports, proposals, and other correspondence, and clear, concise communication will help your to go on with communication smoothly.</p> <p>Bellow You will find some of exercises that can help you train your writing skills. Try all of them or chose the one the most appropriate to you. Fix your personal development results.</p>
Necessary materials:	Paper sheet, pen
Exercise:	<p>1) Write a haiku a day.</p> <p>A haiku is a Japanese poem. Traditional haikus must have seventeen syllables between three lines: five in the first line, seven in the second line, and five again in the third, like <u>this one</u> by Murakami Kijo:</p> <p><i>First autumn morning: the mirror I stare into shows my father's face."</i></p>

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But the 5-7-5 structure is not a hard-and-fast rule. In fact, most modern haikus are written in varying syllabic patterns, like this one by Yosa Buson, written in 5-3-5:

*Over-ripe sushi,
The Master
Is full of regret."*

Well-written haikus have an elegance to them - a rhythm. Each word holds weight -- and each syllable is important -- because that's what the craft demands. And while it's challenging to create an emotional image when you only have a dozen or so syllables to work with, doing so trains you to think deeply about your writing. It forces you to evaluate the opportunity cost of words.

Try writing a haiku every evening before going to bed. You can write about anything -- your day, your dog, the untouched Scotch tape in your drawer at work -- as long as you hold yourself to one of the predetermined syllabic structures above.

2) Tweet.

By restricting each tweet to 140 characters, Twitter forces you to relay an impactful or interesting or compelling or funny message quickly.

There. That last sentence was 140 characters, which came out to a mere 22 words with which to express why Twitter is an effective training tool for writers. Could I have composed more on the subject? Absolutely. But that's not the point. The point is to get your point across in as few words as possible.

Tweeting often allows you to sharpen that skill.

3) Free write non-stop for 2 minutes, then halve the text.

When free writing, you only have to follow one rule: don't stop until the timer goes off.

Everything else is fair game: you can misspell words and forget commas and apostrophes. You can tell a story or give an opinion or paint a picture. As long as you don't slow down, a free write is your opportunity to word vomit (which can actually be fun and cathartic). After two minutes of free writing, you'll likely have something verbose in front of you because you didn't on-the-go edit. Do a quick CTRL-A (Mac users: Command-A) and check the word count. If you're at 124 words, for instance, then your goal would be to relay *the same message* in only 62 words.

Run this exercise enough and you'll start to recognize your negative

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writing tendencies. In other words, you'll begin to see patterns in your writing, which will alert you to the bad habits you should watch out for when writing.

For example, are you using too many adverbs? Are your words too complex ("utilize" vs. "use"). Do you lean on the passive voice too much? All these habits will come to the surface when you force yourself to halve the text you just speedily wrote.

4) Simplify Wikipedia paragraphs.

You might be thinking, but Wikipedia articles are already concise. And they are.

Wikipedia is definitely a no-fluff zone, which is why this exercise is so stellar. You see, by forcing yourself to summarize an already to-the-point paragraph into something even more succinct, you put your editing brain into overdrive.

It's like sprinting the final 100 yards of a five-mile run, when your lungs are shot. Or pushing through one more squat at the gym, when your legs feel like Jell-O. That extra effort goes a long way in terms of developing you physically -- and it will do wonders for your writing, too.

For example, let's take this 273-word paragraph from Wikipedia page: *HubSpot was founded by Brian Halligan and Dharmesh Shah at the Massachusetts Institute of Technology (MIT) in 2006. Shah invested \$500,000, which was followed by angel investments from Edward B. Roberts, the chair of the Entrepreneurship Center at MIT and fellow MIT Sloan classmate and Entrepreneur Brian Shin. The company introduced the HubSpot software in beta in 2006 and officially launched it in December 2007. An additional \$5 million in funding was raised in 2007, which was followed by \$12 million in May 2008, and \$16 million in late 2009. The company grew from \$255,000 in revenues the first year the software was released to \$15.6 million in 2010. Later that year HubSpot announced its acquisition of oneforty. Oneforty began as an app store for Twitter, but shifted into an online resource for social media marketing. The company also introduced new software for personalizing websites to each visitor. According to Forbes, HubSpot started out targeting companies of 1–10 employees, but "moved steadily upmarket to serve larger businesses of up to 1000 employees."*

Now let's condense it into a 52-word bullet:

Founded by Brian Halligan and Dharmesh Shah at MIT in 2006, HubSpot received a series of multimillion dollar capital injections that helped it grow more than 60X in its fourth year of business. That same

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	<p><i>year, HubSpot announced its acquisition of oneforty, introduced new website-personalization software, and began targeting much bigger businesses."</i></p> <p>The end-result is comparable to a CliffsNotes study guide. Or one of those recap snippets summarizing the last episode of your favorite show. In any case, it's a snapshot -- a concise rundown -- and while it may be challenging to create, it'll also make you a better writer.</p> <p>5) Explain a foreign concept in 100 words or less.</p> <p>Like most of these exercises, this one's easy to grasp and hard to execute. It asks that you pick an unfamiliar concept or subject, and effectively explain it, in writing, in less than 100 words. That means you have to be concise without being vague. In other words, you should strive to break down the "what," "why," and "how" of the concept or subject.</p> <p>For reference, check out HubSpot's [In Under 100 Words] series, which makes quick work of some fairly complicated subjects, including <u>Marketing Automation</u>, <u>SEO</u>, and <u>Smarketing</u>.</p> <p>And remember: by practicing this challenge, you'll not only sharpen your writing, but you'll also teach yourself something new.</p>
<p>What can you take from the results and what to do if your results are not satisfactory?</p>	<p>Found it difficult? Fun? Boring? Anyway, take it as your inspiration to go further.</p> <p>The ability to write is, essentially, the ability to communicate online. Writing that works will help you say what you want to say, with less difficulty and more confidence. Quality of every ecommerce product description, blog post, article, webpage, video script writing will help drive yours e-commerce marketing. Done poorly it will bring laughter and embarrassment.</p> <p>The results could always be better, so you can work with it or create new ones yourself.</p>