



“How to promote a Startup Business”

A Creative Writing Workshop

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Promotion is very important for a business to become known. If you want to promote your Startup, write with your team one of the following types of text.

Choose one of the following types of texts and write with your team:



- a text for an **advertising TV spot**
- a text for a **radio commercial**
- a text for a **brochure**
- texts for your **site**
- an brief **article** about your Startup, which will be published in a business magazine
- a brief **interview** between a supposed journalist and your team members



After writing the texts, choose a **representative** of your team and present your text in the **Creative Writing Contest** that follows.





THANK YOU
FOR YOUR
ATTENTION