

Creating a Colonial Sales Booth

Your group will create an exciting, informative sales booth to encourage people to settle in your colony. Your booth will include a poster, a musical jingle, and a sales presentation. Have your teacher initial each step as you complete it.

_____ **Step 1: Review the roles.** Make sure everyone knows the responsibilities for his or her role.

Advertising Director: You will lead the group during Step 2 to make sure everyone understands key historical information about your colony. During Step 5, you will lead the group to create a musical jingle for the sales presentation. As a member of Team A, you and the Copywriter will present your booth to your classmates.

Copywriter: You will lead the group during Step 3 to write a slogan and sentences describing your colony's best features. As a member of Team A, you and the Advertising Director will present your booth to your classmates.

Graphic Artist: You will lead the group during Step 4 to create the layout of the poster and visuals of your colony's key features. As a member of Team B, you and the Salesperson will present your booth to your classmates.

Salesperson: You will lead the group during Step 6 to create a sales presentation to convince others to settle in your colony. As a member of Team B, you and the Graphic Artist will present your booth to your classmates.

_____ **Step 2: Learn about your colony.** Take turns reading aloud about your colony in your book, including the list of information about your colony. The Advertising Director should make sure everyone completes the spoke diagram for your colony in the Reading Notes.

_____ **Step 3: Summarize your colony's best features.** Create a slogan for your poster that summarizes your colony's most outstanding feature—for example, "New Jersey: Land of Great Variety." Have the Copywriter record your slogan.

Then brainstorm at least five more features of your colony to include on your poster. Include features for each of these topics: Reasons for Settlement, Geography and Climate, Religion, and Government. Choose features that make the colony sound like an appealing place to live. Help the Copywriter write a sentence for each feature.

_____ **Step 4: Create a poster highlighting your colony's best features.** Your poster should be visually appealing, informative, and creative. It must have your slogan, the sentences from Step 3, and at least four visuals of your colony's best features. Have the Graphic Artist quickly sketch the layout of the poster and the four visuals. Then work together to create your poster.

_____ **Step 5: Brainstorm ideas for a musical jingle.** The sales presentation will include a musical jingle that promotes your colony's best features. You may create your own tune or use the tune of a well-known song. Help the Advertising Director write a two- to four-line jingle.

_____ **Step 6: Create a sales presentation.** Each team from your group will have three minutes to present your colony to the booth's visitors. The presentation should be educational and entertaining. It should also refer to your poster and include the musical jingle. Determine the order in which you will talk about each topic, when you will sing the jingle, and anything else you might do to highlight your colony's best features. The Salesperson should outline these main ideas on a separate sheet of paper.

_____ **Step 7: Rehearse the sales presentation.** Have Team A and Team B take turns rehearsing the sales presentation and jingle. The observing team should make sure the presentation is easy to follow, interesting to watch, and lasts no more than three minutes.