

## Description Editing Exercise

Eliminate empty words. Place target keyword. Make it easy to read.

Company	Keyword	Edit these descriptions:
Apple	“computer”	<p style="text-align: center;">(remove a 6-word block)</p> <p style="text-align: center;">Apple Computer, Inc. is a really cool company that designs, manufactures and markets personal computers, software and peripheral devices.</p>
Nike	“footwear”	<p style="text-align: center;">(remove a 2-word block)</p> <p style="text-align: center;">Nike is the largest seller of athletic footwear and apparel in the whole wide world.</p>
Wendy’s	“restaurant franchise”	<p style="text-align: center;">(remove a 7-word block)</p> <p style="text-align: center;">It’s an exciting time to join Wendy’s. Wendy’s is a quick-serve restaurant franchise that specializes in hamburgers.</p>

## Create Your Own Description Candidates

Team or Project	Keyword	Description
1.		
2.		
3.		

# Homework: Test Description Candidates

Select three people to interview, show your description candidates, and ask:

- Which description is the most clear to you? Why? Any suggestions?
- Which is the most convincing? Why? Any suggestions?
- Which is the most memorable and easy to convey? Why? Suggestions?

## Description Survey

<b>Interview 1</b>	
Most Clear:	
Most Convincing:	
Most Memorable:	
<b>Interview 2</b>	
Most Clear:	
Most Convincing:	
Most Memorable:	
<b>Interview 3</b>	
Most Clear:	
Most Convincing:	
Most Memorable:	
<b>Reflect on What You Learned</b>	