

Business is Looking Up
OCR 4th grade Unit 2 Lesson 5
Readers Theatre

Parker: It's time we had a business meeting to discuss our new product line.

Tristam: I just finished with the marketing research and I'm ready to present the results.

Parker: Perfect! We need something to build interest in our business.

Tristam: Many people are looking for a device that can help them in all facets of their lives.

Parker: Ah, like an all-in-one gismo or gadget. But how can we make something for everyone?

Tristam: The trick is to make people believe they all need the same thing.

Parker: Then we make and sell one product. That's genius!

Tristam: We need to brainstorm a fake impairment that we can convince everyone that they have.

Parker: Why don't we advertise a product that lets you see invisible animals?

Tristam: Brilliant! People will believe that they are "invisible sighted" impaired.

Parker: We have to think how to get the public worried enough so that they'll want our product.

Tristam: We could tempt people with stories of invisible animals that live in people's houses.

Parker: We'll become extremely successful.

Tristam: With my share of the profits, I'll buy a space mansion.

Parker: With mine, I'll buy an underwater city!

Tristam: We better start spreading the word about the invisible creatures!