

## Week 2 – IC1 Class – Using “Rule of 3”: Describing a Product January 2016

*Today, we are going to use the “Rule of 3” to discuss a company product. Take a look at the example below and analyze how to use the “Rule of 3” with product descriptions.*

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### Product Description using the “Rule of 3:”

- **Let me take this opportunity to tell you about** our new product, the **x-100 headphone** model.
- This new product has three (**attractive / key / appealing**) points that I believe (**customers/you**) will like.
- **For starters**, the weight of this product is **very light**. As a result, these headphones can be used for **“long periods of time.”**
- **In addition**, the bass sound of this product is very deep and powerful and is **“second to none.”** Consequently, I believe many DJs and music lovers will also want to buy and use these new headphones.
- **Finally**, the price of these headphones are **“reasonably priced”** compared to other high end headphones in the market. Hence, from my perspective, we can sell many headphones to both younger and older customers.
- **Ending: That’s** the **x-100 headphone** model.

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### Key words:

1. **Long periods of time:** means “can be used for a long time”
2. **Second to none:** means “Number 1”
3. **Reasonably priced:** means the price is “not expensive,” or “fair” price

# Homework:

- **Directions:**
- 1. Think of **3** products from your company.
- 2. Using the “Rule of 3,” describe **three** of your company products and their “3 key features.”
- 3. Be sure to also bring a picture of each of your products to show to your classmates next week.
- Example:
- **Product A:**
- 3 Key Features
- **Product B:**
- 3 Key Features
- **Product C:**
- 3 Key Features
- Total: **3** product descriptions and **3** pictures (A4 Size)
- Good luck!