

**Task 1.** In pairs or groups, think of a store you know well or often visit. Answer the questions.

- Where is the checkout counter?
- Does the store play any background music? What kind of music?
- Is there a window display? What's usually in it?
- In which part of the store can you find the discounts and special deals?

**Task 2.** Your teacher will give you a blog post to read

**Task 3.** Discuss some techniques from the blog.

- **Layout and location of products** How do they affect you? Give examples of common tricks that stores use and describe what they make you do.
- **Tricks of the senses** Which techniques use a sense to tempt you? Give examples and say why stores use them.
- **Tricks of the mind** Which tricks affect the way you think or react? Do any cause associations in your mind? Give some examples and explain the purpose of them.

**Task 4. Project**

Work in pairs or groups and design your own store. Use some techniques you learned about.

- Decide what kind of store you want.
- Brainstorm products that you will sell.
- Plan the **layout** of the store. Use these ideas to help you:  
entrance / doors / windows / checkout counter / special counters / fitting room / bathrooms
- Decide on some **techniques** you'll use to help you sell more. Use these ideas to help you:  
background music / lighting / window displays / sales and discounts / prices / double deals / cheap and expensive items / mirrors
- Using technology or poster paper, draw a final design and prepare to explain it to the class.