

Constitution Coloring: A Business Plan

By: Kennedy N. Owens

The Introduction

People don't always see our government as an interesting topic. Perhaps if learning about our government were more engaging then people would want to know more. I created Constitution Coloring for young school age children to color and comprehend the Bill of Rights, the first 10 amendments in our Constitution.

The Audience

My target demographic is elementary school students in first and second grade. I plan to teach this age group the Bill of Rights with coloring pages that I drew about the first ten amendments. The reason why I chose to market towards this age group, is because one day in civics class my teacher showed a video of college students trying to guess the names of the presidents of the United States by looking at their pictures. Only a few students guessed some pictures correctly, which demonstrates they were not as aware of our government. This is just one example of how our government is not seen as interesting and important to learn.

Following are steps sharing how I created my product and how I would like to distribute it. I created my product taking the following steps:

1. I did research on the Bill of Rights.
2. I drew black and white pictures that represented the Bill of Rights.
3. I imported my drawings into Word and typed summaries of the first 10 amendments above the pictures.

Creating the product is important, however, it is just as important to distribute my product. I plan to distribute my coloring book in several different ways including:

1. Online Crafting websites that attract elementary school teachers. On the website people would be able to download my PDF on to their computers for free and they would be able to print the PDF.
2. Another way I want to distribute this product, is through Constituting America. With Constituting America's huge following even just, a shout out could bring people to use my product.

3. I could sell physical copies on eBay for teachers that don't want to print the copies themselves.

The Product Benefits

My plan will be helpful for children because most children are visual learners and tend to learn quicker with a drawing representing something than by reading text books. In conclusion, my plan would be a great resource for children to use and would help prevent a lack of understanding of the Bill of Rights.