



Your Turn

Peg words can help you remember random words - if you need to learn a tricky set of facts or a process that has lots of steps, peg words might just save you in an exam! Below is an example set of notes for Business Studies. Have a look through them - on the next page, combine the rhyme word with the points from the page of Business Studies notes into an image, just like your presenter did in the video (the first point has been done for you).

Product Life-Cycle

INTRODUCTION

- Improve product
- Price high
- Create awareness

GROWTH

- Introduce variations
- Price reduction
- Heavy advertising



Number	Rhyme Word	Words to Remember	Story
1	Bun	Introduction	A burger comes to life in front of me. He shakes my hand with a lettuce leaf and introduces himself to me. Then I eat him.
2	Shoe	Improve product	
3	Tree	Price high	
4	Door	Create awareness	
5	Hive	Growth	
6	Sticks	Variation	
7	Heaven	Price reduction	
8	Gate	Heavy advertising	