Episode 104 – Kentucky-Fried Success Story

1. What is the location for this segment of America’s Heartland _____________________________.
   (city or town)
   _____________________________.
   (state)

2. Who is this story about? ___________________________________________________________

3. What was the first restaurant operated by this man? _________________________________

4. Attached to his restaurant, the Colonel built a _________________________________.

5. What was the first marketing strategy used by the Colonel and how did that demonstrate his tremendous marketing savvy? ________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________

6. What jobs did he have throughout his life before developing his restaurant chains? ________
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________

7. How did he enter the franchised fried chicken business? ______________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________

8. At what age did he become a millionaire and how? _________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
9. What four characteristics did the colonel combine to find success? ________________________

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