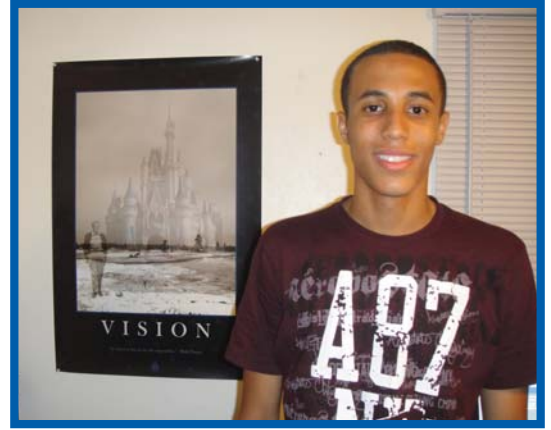


REVIEWING OPTIONS

BY MICHAEL RIZZO



My name is Michael Rizzo and I am 16 years old. I attend Buchholz High School in Gainesville, FL and am currently enrolled in the Buchholz Academy of Entrepreneurship. My interests are in technology and singing, and I have started my own technology reviewing business. The name of my business is TechSpark. I buy technology related products and also contact companies via email to send me products to review for them. I set up an office area in my room at home where all my video reviews take place. I have done product reviews for iPhone cases, external hard drives and cameras. Walt Disney is one of my big motivators in life because he started out with a small idea and it is now one of the biggest companies in the world.

I started my business back in mid July and already have 350 subscribers on my Youtube channel <http://www.youtube.com/Rizzo893>. One of my videos has become very popular and is already up to 60,000 views. I consider this a major achievement because some other big “You Tubers” don’t even have that many video views.

I came to the idea of my business when I realized how much I enjoy technology and that I could help other people with their purchases of technology products. My business is mostly focused on anybody who enjoys technology and has questions about certain products. The reason I chose this field was the fact that I could start a business doing something that I really enjoy. I am currently earning my money through advertisements on my popular videos. People seeking to get the word out about their website or business contact me to advertise on my videos. Companies do not pay me but they send me free products, which I review for my viewers.

One obstacle I had to overcome was lack of new subscribers. To reward my viewers, I now plan giveaways which can range from iTunes gift cards to technology products. These giveaways act as promotions and are a way of saying thank you to my viewers. The thing that has kept me going is my passion for my business and my desire to keep my current subscribers informed with reviews. The thing I like most about my business is that I get to meet other people on the Internet that have the same interests as me. I plan on soon creating a website for my business to further expand it. □

Secrets of Success

- I put out videos for my viewers on a daily basis.
- I stay connected with my viewers.
- I never let anything get me down and I never give up.

