

### **Idea 3: Know your market**

A producer, writer, and director who in the United States is Tyler Perry. He understands the fact of knowing his market: its single and exclusive market is black people.

When creating their works, movies and shows, everything is designed to meet their needs: typical characters, situations that they know, the way they speak, etc.

- Malena D'Angelo Quintana-

1º BACH D