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The business world is like a game where surprises can pop up, and you have to make quick changes. There are many daily decisions to make. For example, lawn care requires paying close attention to the weather. In addition, equipment must be kept in good working condition.

You might have to hire other people to work for you to get everything done. This person will want to be paid and you will be responsible for paying him or her.

You will have to write everything down as you record your income and expenses - what people pay you and what you pay other people.

These are just a few of the responsibilities you will have while running a business.

Seeking Help

Asking for advice and guidance is very important. No one achieves success alone. Without the help, encouragement, and support of others, many businesses will fail. Your parents or an older brother, sister, or cousin are good resources. You could also ask a teacher or a Scoutmaster for help.

Gaining the support of others will help build your confidence and will certainly help your business. The person who agrees to help you becomes your mentor. The “Mentor’s Guide” book, included in the Biz4Kids Kit, is designed especially for a mentor. Share this with your mentor. If you need an extra copy, contact us, and we will send a free copy!

Starting a business might sound like a lot of work, but the Biz4Kids Kit is here to help make it easier for you!



Using the Biz4Kids Kit

Before you begin your business read every chapter and make notes as you read. Study the forms and understand how each one will help. You should also check out the website and sign up. It's free! The website will provide you with additional resources to help grow your business. Check in often to see what is new and to share your experiences.

In the back of the book is a glossary for those words that you might not know. These words are underlined throughout the book. When you see this symbol, , it means there is a special section on the website where you can get more information. You can also download extra worksheets from the Biz4Kids.com website.

Inside the Biz4Kids Kit you will find:

- **Biz4Kids BizCards** - personalize these cards by filling in your name and information, and then give to potential customers to market and promote your business.
- **Calculator** - the calculator is a useful business tool that you should keep with you all the time.
- **Biz4Kids Pencils** - the pencils are great to have when you are conducting market research or writing your goals.
- **Memo Pad** - keep a record of your notes, goals, and anything else in this handy memo pad.
- **Worksheets**  - the worksheets cover business planning, marketing, accounting and more.
- **The Biz4Kids Mentor's Guide** - share this guide with your mentor.
- **The Official "I'm a Biz4Kids Student" Shirt Pin** – wear this shirt pin everywhere you go so people see that you are a Biz4Kids student!

Remember that beginning a business involves a lot of work, but do not be discouraged because soon you will be up and running.

Have fun!!

① Business Planning

Plan (Plan) *n.* A means for the attainment of some object; a scheme. Planning (plan•ning) *v.* 1 to form a scheme or method for doing, achieving, etc. 2 to have as an intention or purpose.

(Webster's New World Dictionary)

Why Plan?

Creating a plan helps you focus on your goals and communicate your goals with others. Plans come in many different forms .

Planning provides a solid foundation to help you make good decisions. If you were going on a camping trip, you would plan your meals, clothes, and shelter. You would research the weather forecast. You would communicate with the other campers to make sure everyone was bringing the items they were responsible for providing.

Business planning is not very different. Planning helps avoid problems and discover opportunities. A business plan details what you intend to do and how you will do it. The questions on the sample plan are only a start.

Included in your worksheets is a sample business plan with questions for you to answer. Filling in the blanks will help you create your business plan. There might be other questions that you will need to answer. Every business plan is different because every business is unique.

Having a plan shows that you are responsible and serious about starting and running a business. People you approach for help will want to hear about your plan.

Goals

Make a list of your goals. Goals help measure your progress – your progress toward buying that bike or achieving any other objective. No one can tell you what your goals should be, but the Biz4Kids Kit provides a guide to help you get started.

I want 2 new customers a month.
I need to tell 10 people each month about my business.
Did I tell 10 people this month?
Did I find 2 new customers this month?

A few suggestions of ways to advertise:

- **Shirt Pin** - Always wear your “I’m a Biz4Kids Student” shirt pin.
- **Fliers** – Put fliers around the neighborhood, at community centers, and at grocery stores.
- **Business cards** – Hand the cards to people when you meet them.
- **Magnets** – Treat the same as your business card, but made into a magnet.
- **Signs** – Put one in the lawn while you are doing the work, like a painter’s sign.
- **T-shirts** – Wear your advertising! This could be your work shirt with your company name and phone number.



As you can see, marketing and advertising happen all around you from expensive TV commercials to “ads” on a van.

Take time each day to write down methods that companies have used to advertise to you. Use the worksheet in the Biz4Kids Kit for this exercise. Note whether or not this advertising was effective. You will begin to notice all the creativity that goes into advertising and marketing. You will probably get some ideas to use in your own business.

Be Different! Be Creative!

- Offer a service that others don’t offer.
- Offer a price that is lower than the others.
- Do a better job – make the lawn you care for look nicer than any other lawn.
- Be timely and reliable.

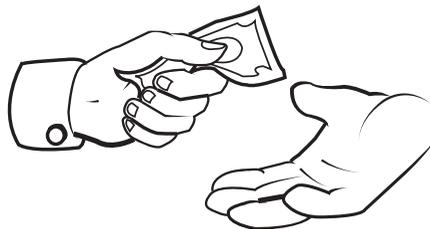
The first two items above can be advertised. The last two items above must be demonstrated. If people see what a good worker you are, the wonderful job you can do, and the time that it takes you, then they will be interested in hiring you. When a customer is doing research, he or she will be considering these things.



You are always marketing yourself and your business - in everything you do. The impression you give is important. You need to present yourself as a professional, by acting responsibly, being polite, and doing a good job.

Many people will hire you for lawn care because they like you and want you to succeed. Do not take this for granted, but do use it in your favor. People who know your parents or live near you will be most likely to give you a chance, just because they know you. You will be given a chance to prove yourself.

Take a few minutes to look at the sample marketing forms in the Marketing Ideas section on page 46. They will help you think of some creative marketing ideas.



How much to Charge

It is important to have a price for your service ready when a customer asks. You need to determine what you want to charge before you visit the potential customer. For example, the Bike3000 manufacturer carefully finds a price that will sell many bikes while still making a profit.

If the Bike3000 were priced at \$1,000, how many would sell? Maybe one will sell at \$1,000. If the bike is priced at \$100, 300 may be sold. Obviously, the cheaper price will help the manufacturer make more sales, but they have to make more bicycles, which adds to their expense. Pricing is not an exact science.

Business people use educated guesses. Below you will learn how to make an educated guess about pricing.

To help you find a fair price, start by answering a few questions:

- How much does it cost to mow a lawn?
- How long will it take to finish a job?
- How much does it cost to run my business?
- How much profit do I want my business to make?
- How much are my customers willing to spend?
- What are my competitor's prices?

People will hire you to do their lawn care because they expect your price to be lower than an established business. You should charge less than the lawn care companies that advertise in the phone book.

Over time, you will prove yourself and reach more customers and gradually you can increase your prices. Just make sure that you cover your costs and reach your financial goals.