

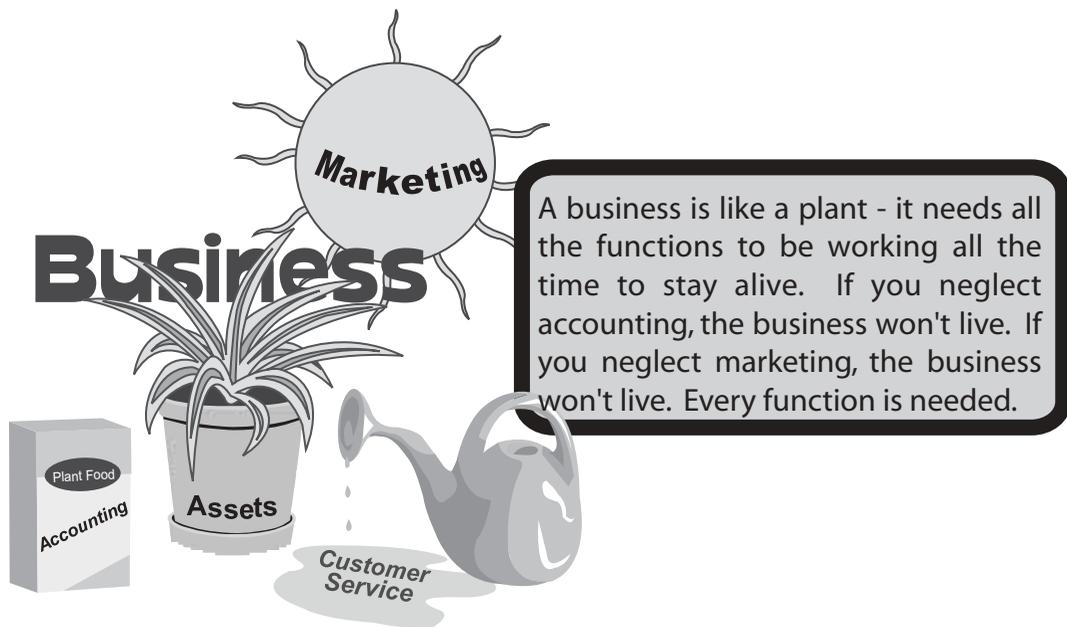
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to add your own special touches. Remember, it is the “start” of a business that is the toughest task. Once all the parts are in motion, the business will “gel.” There will be more work at the beginning as you get organized and create a plan. Chapter One is devoted to helping you plan, a critical step on the way to success.

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, baby-sitting one child requires you plan activities based on the weather for that day. If you were planning to play outside but the weather is bad, you’ll have to do something inside. In addition, you want to have some fun toys and material on hand to play and create.

You might have to hire a baby-sitting assistant if you have a baby-sitting job with many children or a special needs child. The person you hire will want to be paid and you will be responsible for paying him or her.



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. Worksheets are indicated with this symbol, .

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 baby-sitting business.
- **Calculator** – the calculator is a useful business tool that you should keep with you all the time.
- **Biz4Kids Pencils** – these pencils are great to have when you are conducting market research or writing your goals.
- **Biz4Kids 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!!

Goals

Make a list of your goals. Goals help measure your progress – your progress toward buying that concert ticket or achieving another objective.

No one can tell you what your goals should be, but the Biz Kids Kit provides a Goal Worksheet to help you get started.

Be sure to make your goals attainable so that

you will feel a sense of accomplishment. To begin with, set several smaller goals. A big goal can be reached by achieving smaller goals. The end result will be the same.

Mix your goals. Some will be easy and others tough to reach. The easier goals will keep you on track and the tougher ones will make you try harder.

Be realistic. If you want to save for a bicycle, learn how much that bicycle will cost. Set a completion date for each goal to keep you on track.



Goal & how I am going to reach it:

- > I would like to buy a bike that costs \$400 before my 15th birthday - 9 weeks from today.
- > I need to earn \$45 each week.
- > At \$15 profit per job, I will need 3 jobs each weekend for the next 9 weekends.
- > I baby-sit every weekend so I need at least 3 - 5 regular customers to reach my goal.

Now I know what I need to do to get that bike before my 15th birthday.

Why Baby-sitting is Important

Baby-sitting is a very important job. Mommy's and daddies are trusting that you will take care of their children so that they can enjoy a dinner, go to work or spend the afternoon alone on a special activity. Sometimes the parent might be in the house and just needs you to take attention to the child so that they can finish a project or have quiet time. Other times they might have to leave town and need you there until an aunt, uncle or grandparent can come for the night.

There are many reasons why a parent needs a babysitter. Some parents might hire one person to baby-sit for the daylight hours but might ask another person to baby-sit if they will be gone during the night time hours.

You will have to determine your ability to baby-sit. You might find that you are better suited for a particular age child or even a particular time of day.

“I already baby-sit...”

That's great! Many young people start off baby-sitting before turning it into a business. You already have customers, which can sometimes be the toughest part of starting a business.

Having that experience will help you begin to market yourself in a different manner than someone with no experience. Now you want to turn your baby-sitting jobs into a baby-sitting business. That is where the Biz4Kids Kit will help you.



“I have no baby-sitting experience....”

That’s not a big problem. You will want to gain some experience. The local YMCA and Red Cross centers might offer one of their Baby-sitting Classes . Check with them or your local library.

The marketing that you do will be different than someone with experience. For example, you might want to become a “mom’s helper” first before you become a “babysitter.” As a “mom’s helper” you are at the home watching and playing with the child while the mother or father are at home. You are there so that they can take care of important things without worrying about



their baby. If there is an emergency, you have the parent close by to help.

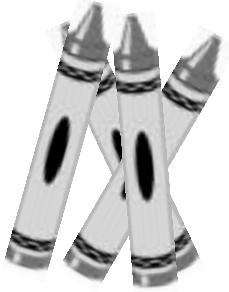
You could also find a person with baby-sitting experience to let you join him or her on a few “jobs.” This way you are like an apprentice learning the trade.

After working as a “mom’s helper” or an apprentice you will have an idea of the age child you would like to baby-sit. If you like to baby-sit preschoolers, your marketing should say that you like to baby-sit preschool age children.

Marketing Introduction

Your market is the geographic area where people have the potential to pay you for your services. You want a group of people who are willing and able to pay you to look after their children.

SAMPLE



As you can see, marketing and advertising happen all around you from expensive TV commercials to ads on a variety of websites.

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 (painting lessons during baby-sitting)
- ➔ Offer a special, low price to first time customers
- ➔ Do a better job – make the children ask for you to baby-sit!
- ➔ Be timely and reliable

The first two items above can be advertised. The last two must be demonstrated. If people hear about the great work you do with children, then they will be interested in you baby-sitting their children. When a customer is doing research, he or she will be considering these things.

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