

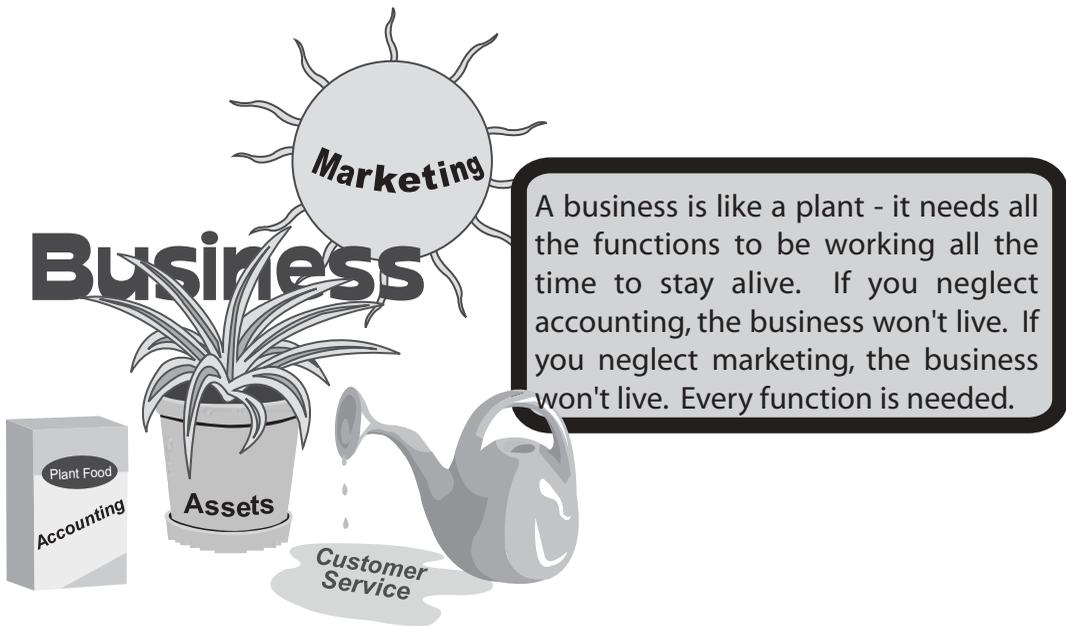
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toughest task. Once all the parts are in motion, the business will “gel.” There will be more work at the beginning as you get organized and create a plan. Chapter One is devoted to helping you plan, a critical step on the way to success.

The business world is like a garden where surprises can pop up, and you have to make quick changes. There are many decisions to make. For example, lawn care and auto-detailing might require seasonal activities based on the weather for that day. Baby-sitting and pet-sitting activities will also be effected by the weather. If you were planning to play outside but the weather is bad, you’ll have to do something inside.

Many business activities require more than one person. You might have to hire an assistant or go into business with a friend. If you have a baby-sitting job with many children or a special needs child you may need an assistant. If your lawn care business grows to the point where you cannot do all the work in the given time, you’ll need an assistant. The person you hire will want to be paid



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 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!!

Types of Business

There are two kinds of businesses you can start – service business and manufacturing business. You should first consider what you currently do for money such as the chores you do around the house. Then consider what you *would like* to do with your time.

Service Businesses provide care, assistance or skills for other people. People pay you to do things they don't have the time or desire to do. They may also seek help for particular activities that they cannot do for themselves. Service business is usually easy to start and costs less than a manufacturing business.

A manufacturing business is a good choice if you are crafty and can create items people will want to buy. The manufacturing business can be very profitable but requires more capital to start as well as preparation time.

“I already have jobs...”

That's great! Many young people start off their business based on their current jobs and chores. Since you have a few jobs then 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 jobs into a business. That is where the Biz4Kids Kit will help you.

“I have no jobs right now....”

That's not a big problem. In fact, many of the chores that you do for your parents could be considered jobs. Doing chores without getting paid is part of being in a family. Everyone pulls together to get things done. But you can learn from those chores and create a business.

For other businesses you will want to gain some experience. If you are interested in baby-sitting, the local YMCA and Red Cross centers may offer one of their Baby-sitting Classes . Check with them or your local library. You might also consider working for an older person in the neighborhood as his or her assistant to gain that experience.

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 sit 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 a business to let you join him or her on a few “jobs.” This way you are like an apprentice learning the trade.

After working as an apprentice you will have an idea of the business you would like to start. If you enjoy baby-sitting, you will want to start a baby-sitting business. If you enjoy working in the yard you will want to start a lawn care business.

Goals

Make a list of your goals. Goals help measure your progress – your progress toward buying that concert ticket or achieving any other objective. No one can tell you what your goals should

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?

be, but the Biz4Kids Kit provides a Goal Worksheet  to help you get started.

3 Marketing

What is Marketing?

There is much about marketing that you already know. Everyday you encounter marketing on TV, in newspapers and magazines, on billboards, and in many other places.

Marketing is telling people what you can offer them – what they receive when they pay you. It is about communicating, listening, and observing. It is about advertising – telling people who you are, what you do, and how to find you. It is about creativity – making people notice you and your services.

Marketing is many things, but it starts with research – market research.

Market Research

Companies and consumers do market research to gather information in order to make good decisions. As a business owner, you want to collect information about potential customers, services they might need and want, and the prices they are willing to pay for your service.

These potential customers will research you, too.

First, think about how you might research products, such as a bicycle. A few of your friends have the newest bicycle called the Koral. You are thinking about buying a new bike. The Koral bike is nice, but expensive. Is this how you want to spend your money?



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 special, low price to first time customers
- ➔ Do a better job – make the customer ask for you to come back!
- ➔ 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, then they will be interested in you providing that service for them. When a customer is doing research, he or she will be considering these things.

A few 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 a card to each person you meet and ask if they or someone they know would like your service or product.
- **Magnet** – Ask your current customers to put the magnet on the fridge.
- **T-Shirts** – Wear your advertising! This could be a shirt that you wear every time you work. Make sure to have the company name and contact information on it.