

A photograph of a man with glasses and a young boy looking down at coins and money. The man is holding a coin in his hand, and the boy is looking at it. There are several clear plastic jars on a table, some containing money. The background is a bright, sunlit room with a window.

# **KIDPRENEURS**

**YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!**

**MPOSSIBLE MEDIA**



# WHAT IS BUSINESS AND WHY SHOULD YOU CARE?

**Hey there, future Kidpreneur!**

Have you ever had a cool idea—like designing custom sneakers in a game, making slime kits to sell at school, or starting your own YouTube channel to teach others how to draw?

If so, you're already thinking like an entrepreneur—that's someone who turns their ideas into a business!

So, what's a business?

A business is when someone creates something that people want (like custom t-shirts or gaming tutorials) or does something helpful (like babysitting or designing logos), and gets paid for it.

Whether it's your favorite bakery, a pet groomer, or a kid who sells digital art online—every business starts with an idea and someone brave enough to try it out.

Now, why should YOU care about business? Well, here's the fun part:

- ✔ You can turn your hobbies or passions into something exciting (and even make some pocket money!).
- ✔ You'll learn cool skills like being creative, solving problems, and managing money.
- ✔ You'll gain confidence in your ideas and discover how to make them real.



Being a Kidpreneur isn't just about earning money—it's about creating something amazing, helping others, and learning skills that will stick with you for life. It's an adventure, and YOU get to be the hero of your own story.

So, are you ready to dive into the world of Kidpreneurs? Grab your big ideas, a notebook, and let's get started on your journey to building your first business! Let's make your dreams come to life—one step at a time.



# KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## CHAPTER 1

# UNDERSTANDING MONEY

A young girl with blonde hair, wearing a grey business suit, white shirt, and dark tie, is holding a large stack of US dollar bills. She has a surprised expression on her face, with wide eyes and an open mouth. She is sitting at a desk with a calculator and some papers. The background is a plain, light-colored wall.

# UNDERSTANDING MONEY

KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## What is Money?

Money is something we use every day, but have you ever wondered what it really is? Money can take many forms: coins, notes, or even numbers on a screen (that's digital money, like what your parents might use on a card or phone). It's a tool people use to trade for things they want or need, like toys, clothes, or food.



### Here's a fun fact:

*A long time ago, people didn't use money at all! Instead, they traded items like shells, salt, or even animals. Imagine swapping a goat for a loaf of bread! Over time, coins and notes made trading much easier, and today we even have digital money, which you can't see or hold, but it works just the same.*

## Earning, Saving, and Spending

### • Earning Money

Money doesn't just appear; people earn it by solving problems or providing something others need. For example, bakers earn money by making delicious bread, and artists earn money by creating beautiful paintings. Kidpreneurs can earn money too! Whether it's selling lemonade, designing greeting cards, or washing cars, you're earning by offering something valuable to others.

### • Saving Money

Saving money is like planting a seed that grows into a tree over time. When you save money, you're putting it aside for something important later. A piggy bank is a great place to start! Every coin you add is a step closer to reaching a goal, like buying that cool toy or saving for a fun trip. Remember, saving teaches patience and helps you prepare for bigger dreams.

### • Spending Money Wisely

Spending money can be exciting, but it's important to make smart choices. Before you buy something, ask yourself: Is this a want or a need?

- A **want** is something fun or nice to have, like a new video game or extra sweets.
- A **need** is something essential, like food, clothes, or school supplies.

Spending wisely means balancing your wants and needs so you don't run out of money for important things.



# START YOUR MONEY JOURNAL!

Write down how you plan to earn money, what you're saving for, and track where your money goes. Add fun stickers or drawings to make it your own!

## Money Tracker:

Source	Amount	Date
	\$	
	\$	
	\$	
	\$	

## Expense Tracker:

Category	Amount Spent	Date
	\$	
	\$	
	\$	
	\$	

## Savings Tracker:

Goal	Amount Saved	Date
	\$	
	\$	
	\$	
	\$	

Now that you understand what money is and how it works, let's explore how you can take your first steps as a Kidpreneur in the next chapter!

# KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## CHAPTER 2

# WHAT IS A BUSINESS?



# WHAT IS A BUSINESS?

**KIDPRENEURS**

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

A business might sound like something only grown-ups do, but guess what? You can start a business too! At its core, a business is all about solving problems and helping people. Let's explore how it works.

## The Big Idea: Problem Solving

Every business starts with an idea—a way to solve a problem or make life easier for someone. Think about it:

- A lemonade stand solves the problem of being thirsty on a hot day.
- A pet-sitting service helps busy owners take care of their pets.
- A custom bracelet business gives people a chance to wear something unique and special.

### Here's your first challenge

What's one problem you see around you that you could solve?

Take a moment to write it down or draw it in the space below!

---

---

---

# Types of Businesses

Not all businesses are the same. Let's look at the two main types:

## Product-Based Businesses

- These businesses sell things that people can touch and use.

### Examples:

- Baking and selling cupcakes.
- Creating handmade bookmarks.
- Selling slime kits at school fairs.

## Service-Based Businesses

- These businesses offer help or services instead of selling products.

### Examples:

- Washing cars for your neighbors.
- Babysitting or dog walking.
- Teaching younger kids how to ride a bike.

## Which one sounds more fun to you?

Write or draw your dream business idea below.

---

---

---



# Profit and Loss: The Basics

When you start a business, you'll have money coming in (income) and money going out (costs). To make money, you need to make more than you spend.

## Here's an example:

- You spend \$5 buying lemons, sugar, and cups for a lemonade stand.
- You sell 10 cups of lemonade at \$1 each, earning \$10.
- After subtracting your costs (\$5), you've made a profit of \$5!

## Let's try one together:

Imagine you want to start a bracelet-making business. You spend \$3 on supplies and sell bracelets for \$2 each.

**How many bracelets do you need to sell to make a profit?**

---

---

---

---

---



# DRAW YOUR OWN PRODUCT IDEA

Draw your own lemonade stand or product idea. Add details like the name of your business and how much you'll charge.



**What problem does your business solve?**

---

---

---

---

---

**How much you think your costs will be?**

---

---

---

---

---

**How much you want to earn in profit?**

---

---

---

---

---

Starting a business is exciting because you can turn your ideas into reality. In the next chapter, we'll dive into how to come up with your own amazing business idea and plan!



# KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## CHAPTER 3

# BRAINSTORMING YOUR BIG IDEA

# BRAINSTORMING YOUR BIG IDEA

KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## How to Come Up with Ideas

So, you've decided you want to start a business—awesome! But now you're probably thinking, "What should my business be about?" Don't worry, we've got you covered!

Coming up with your first big idea is all about asking the right questions. Think about the things you enjoy, the problems you see, and how you can make a difference. Here are some simple questions to help spark your creativity:

- **What do I love doing?**

Think about your hobbies or interests. Do you love drawing, baking, or playing sports? Your business could be a way to turn these passions into something that others will want to buy!

- **What problems can I solve?**

Every business is built around solving a problem. Is there something in your school or community that needs fixing? Maybe your friends can't find cool stationery, or your neighbour's lawn needs mowing. That's a perfect opportunity to start a business!

- **What are people looking for?**

Pay attention to what people around you talk about. Are they asking for something they can't find? Maybe they want healthier snacks, or they're looking for a cool new way to celebrate birthdays. There could be a gap in the market just waiting for you to fill!



### **Remember**

**Your big idea doesn't have to be perfect right away.** It's all about getting started with something that excites you, and refining it as you go along. Every Kidpreneur starts somewhere, and some of the most successful businesses began with just a simple idea.







## Examples of Business Ideas

To give you some inspiration, let's take a look at some cool ideas you could try:

- **Love animals?** Start a pet-sitting or dog-walking service. You'll help pet owners while getting to hang out with furry friends!
- **Love baking?** Why not sell cupcakes, cookies, or other sweet treats? You can even create your own special flavour to stand out.
- **Love arts and crafts?** Sell your own handmade cards, jewellery, or DIY kits. You could even teach others how to make their own crafts!
- **Love sports?** Offer sports lessons or set up a weekend sports camp for younger kids.

## Make It Fun!

This is your chance to dream BIG! When brainstorming your ideas, don't worry about making them perfect. Just let your imagination run wild. Write down anything that comes to mind—whether it's selling friendship bracelets, creating your own YouTube channel, or making your own line of comic books.



## Now It's Your Turn!

Take a moment to think about your dream business. It could be a product-based business (like selling something you make) or a service-based business (like offering a helpful skill). Whether it's big or small, the most important thing is that it's something YOU are excited about.

**Write down your dream business idea here:**

---

---

---

---

---

---

---

---

---

# CREATE A LIST OF 10 BUSINESS IDEAS YOU'D LOVE TO TRY

Take a few minutes to think about things you enjoy and write down **10 business ideas** you'd like to try. You can get creative with this, and don't hold back! Here are a few questions to help you get your list going:

**1** What's something you're really good at?

**2** What do your friends or family often ask you to do?

**3** What do you wish was available that isn't?

Once you've got your list, think about the ones that excite you the most. You'll be one step closer to finding your perfect business idea!





# KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## CHAPTER 4

# STARTING YOUR BUSINESS



# STARTING YOUR BUSINESS

KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## Step-by-Step Guide

So, you've got your big idea, and you're ready to turn it into a real business! Starting a business can be exciting, and the best part is you get to decide how it looks and how it works. Ready to get started? Here's your step-by-step guide to making it happen!

### STEP 1

#### Pick Your Idea

First things first—make sure you're 100% excited about your idea. Take a moment to think: Is this something you really want to do? Will it make you happy and get you pumped up every day? If the answer is "YES," then you're ready to move forward!



#### Remember

Your idea doesn't have to be perfect. You'll learn and adjust along the way. But choosing something you're passionate about is key—it'll make everything feel more fun and rewarding!

### STEP 2

#### Think of a Name for Your Business

Every business needs a name—something that tells people what you're about and makes them remember you. Your name is the first thing people will hear about your business, so make it fun and catchy!

Here are a few examples of business names to get you thinking:

- **Tom's Toys** – For a business that sells homemade toys or games.
- **Sweet Treats** – For a bakery or candy shop.
- **Paws and Claws** – For a pet-sitting or dog-walking service.
- **The Crafty Corner** – For a handmade crafts business.

Don't stress about making the name perfect—just go with something that feels right. You can always tweak it later if you have a better idea!

### STEP 3

## Gather What You Need

Before you can start selling your product or offering your service, you need to gather everything you'll need. This could be materials for your product or tools to do the job.

Here's a list of things you might need to get started:

- **For a lemonade stand:** Lemons, sugar, cups, a table, and a sign to advertise!
- **For babysitting or dog-walking:** A calendar to schedule appointments and a way to communicate with your customers.
- **For a craft business:** Craft supplies like paper, beads, or paints, and a way to package your creations.
- **For lawn mowing:** A lawn mower, gloves, and maybe some lawn care supplies.

You don't have to buy everything at once. Start small, and gather things as you need them. The most important thing is to make sure you have everything you need to get the job done.

### STEP 4

## Tell People About It (Marketing Basics)

So now you have your idea, name, and materials—awesome! But how do you get people to know about your business?

Marketing is all about telling people what you're doing and getting them excited about it. Here are some simple ways you can spread the word:



### TELL YOUR FRIENDS & FAMILY

Word of mouth is a great way to get started. Share your new business with everyone you know!



### CREATE POSTERS

Make a fun poster with your business name, what you're selling or offering, and how to contact you. Stick it up around your neighbourhood or school.



### USE SOCIAL MEDIA (WITH ADULT HELP!)

If your parents or guardians are on social media, you can create a page or post pictures of your products or services to get more people interested.

The key to marketing is getting the word out there! The more people who know about your business, the more chances you have to make sales.

# Kid-Friendly Businesses

Now that you've got the basics down, let's talk about some fun, kid-friendly businesses you can start today! Whether you want to sell something you make or help others with a service, there are endless possibilities. Here are a few ideas to get you thinking:



## LEMONADE STAND

A classic! It's a great way to start because it's easy and fun. Plus, everyone loves a refreshing drink on a hot day.

---



## BABYSITTING

If you're old enough, babysitting is a great way to make money while helping others. You can watch younger siblings, cousins, or neighbours.

---



## DOG WALKING

Lots of people have pets, but not everyone has time to walk them. If you love dogs, offer a dog-walking service to your neighbours!

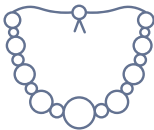
---



## LAWN MOWING

If you have access to a lawn mower, you could offer lawn-mowing services to neighbours. Many people are happy to pay someone to do the work!

---



## CRAFT MAKING

If you're good with your hands and love to create, start a craft business! You could make jewellery, cards, or other fun items and sell them at local fairs or to friends.

---

Whatever idea you choose, remember that your business should reflect who you are and what you love. It's all about making something you're proud of and sharing it with others!

## Ready to Get Started?

Now that you've got your plan, name, and materials ready, it's time to take action! You're well on your way to becoming a successful Kidpreneur.

In the next chapter, we'll dive deeper into marketing your business and how to spread the word so that everyone knows about the amazing things you're doing. Keep up the great work, and let's get ready to take your business to the next level!

# KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## CHAPTER 5

# MARKETING MADE EASY



# MARKETING MADE EASY

**KIDPRENEURS**

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## How to Tell People About Your Business

So, you've started your business, and now you need to tell the world about it! The key to success is getting the word out and letting people know why your business is awesome. This is where marketing comes in!

Marketing is simply telling people about your business in fun, creative ways. The more people who know about you, the more chances you have to make sales and grow your business. Let's look at some easy and effective ways to spread the word:

### Examples of Spreading the Word



#### POSTERS

Create a bright, eye-catching poster with your business name, what you're offering, and where people can find you. Stick it up in places where people will see it, like on bulletin boards, near schools, or in your local library. Don't forget to add some fun drawings or pictures to make it stand out!



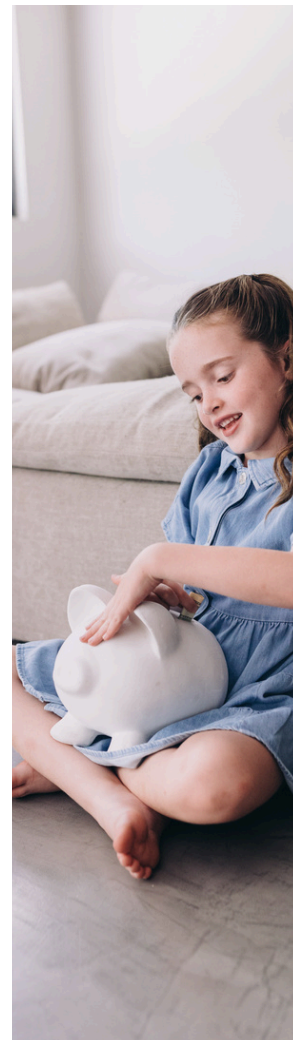
#### TELL YOUR FRIENDS

Sometimes, the best way to spread the word is through your friends and family. Tell everyone you know about your business! You can ask them to share your news with their friends too. The more people who hear about your business, the better!



#### SOCIAL MEDIA (WITH ADULT HELP!)

Social media is a great tool for marketing. If you're old enough and have an adult's permission, you can use platforms like Instagram or Facebook to share photos of your products or services. You can also post updates about special offers or events. Just make sure to have an adult help you set things up and monitor your account.



# Create a Simple Ad

Now that you've got a few ideas for telling people about your business, let's dive into creating a simple ad! An ad is a short, catchy message that tells people what you're offering and why they should check it out. You want to make your ad fun and exciting so people will want to learn more.

Here's what you can include in your ad:

- **Business Name:** Start with the name of your business so people know who you are!
- **What You're Selling or Offering:** Be clear about what your business does. Are you selling cupcakes? Offering dog walking? Let people know!
- **Why They Should Buy:** What makes your business special? Maybe you have the best homemade cookies in town, or you offer the fastest lawn-mowing service. Tell them why your product or service is awesome.
- **How to Contact You:** Make sure people know how to reach you! Whether it's a phone number, email, or social media page, make sure it's easy to find.

Here's an example of a simple ad for a lemonade stand:



# Word of Mouth

Now that you've told a few people about your business, there's something even more powerful you can do: **Word of Mouth!**

Word of mouth is when happy customers tell their friends and family about your business. It's one of the best ways to grow, because people trust recommendations from others. So, if you give a customer an awesome experience, they'll want to tell everyone they know about you!

Here's why word of mouth is so powerful:

- **People Trust Recommendations:** If a friend or family member says they love your product or service, others are more likely to try it too. It's like a secret endorsement!
- **It's Free Advertising:** When your customers spread the word, you don't have to pay for expensive ads. It's all about building relationships and delivering great service.
- **Happy Customers Keep Coming Back:** The more people who know about your business, the more likely you are to get repeat customers.

So, make sure you always do your best work and treat your customers with kindness. The better your service, the more likely they'll be to tell others about you!



## Now You're Ready to Market Like a Pro!

With these marketing tips, you're ready to get the word out about your business! Whether it's through posters, social media, or word of mouth, the more you share your business, the more people will notice you.

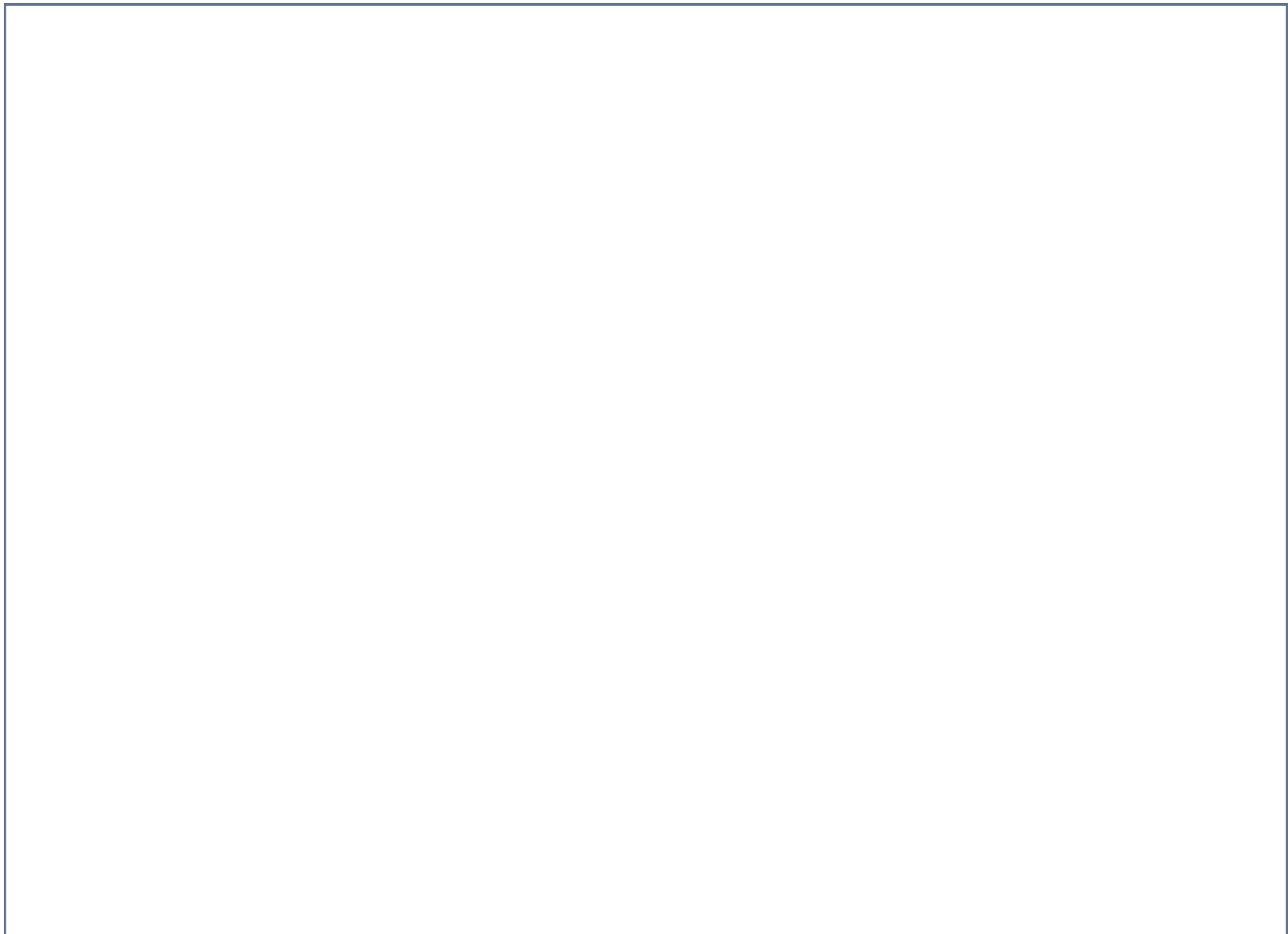
In the next chapter, we'll dive into **managing money** and **budgeting**—because every Kidpreneur needs to understand how to keep track of their earnings and make smart decisions with their cash.

# DESIGN A FUN FLYER FOR YOUR BUSINESS

Now, it's time to get creative! Use the space below to design a fun flyer for your business. Think about how you can make it colourful and exciting. You can even draw pictures of your products or use big, bold letters to make your flyer stand out.

Here are some things to include:

- Your **business name** and **logo** (if you have one).
- A description of **what you're offering**.
- Any **special deals** or promotions.
- Your **contact information**.
- Fun designs and drawings that match your business!

A large, empty rectangular box with a thin blue border, intended for the student to design their business flyer. It occupies the central portion of the page below the instructions.

Once you've made your flyer, print it out and put it up around your neighbourhood or share it with your friends!



# KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## CHAPTER 6

# FINANCIAL SKILLS FOR KIDPRENEURS

# FINANCIAL SKILLS FOR KIDPRENEURS

KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

Being a Kidpreneur isn't just about running your business—it's also about managing your money. Learning how to budget, save, and even invest is key to building a successful business (and it's fun too!). In this chapter, we'll break down some important financial skills that will help you grow your business and achieve your dreams.

## Budgeting: What is a Budget?

A budget is a tool that helps you keep track of what you earn and spend. Think of it like a map for your money! When you create a budget, you can see where your money is going and make sure you're spending it wisely.

Here's how budgeting works:

- **Earnings:** This is the money you make from your business. For example, if you sell lemonade for £1 per cup and sell 10 cups, you earn £10.
- **Expenses:** These are the costs of running your business. For a lemonade stand, you might spend money on lemons, sugar, cups, and a table.
- **Profit:** This is the money you have left after you've paid for your expenses. If you earn £10 and spend £5 on supplies, your profit is £5.

By budgeting, you can make sure you have enough money to cover your costs, save for future goals, and keep track of how much you're earning!



## Saving: Why Saving is Cool

Saving money might not sound super exciting, but trust us—it's one of the best things you can do for your business and your future!

Saving is like planting a tree. You start with a little seed (your savings), and over time it grows into something bigger! By saving a portion of your profits, you can achieve bigger dreams like buying a new bike, getting that awesome video game you've been eyeing, or even investing in your business.

## Why should you save?

- **To Reach Your Big Goals:** Saving helps you get the things you really want. Maybe you want a new skateboard, or you're saving for a special trip—saving makes it possible!
- **To Grow Your Business:** The more you save, the more you can reinvest in your business. Maybe you want to buy more supplies or start a new product line—saving helps you do that too!



### Tip

A good rule of thumb is to save at least 10% of what you earn. So, if you make £10, try to save £1 for your goals!

# Investing: Using Money to Make More Money

Now, let's talk about something super cool—**investing**!

**Investing** is when you use your money to make more money. This can sound like a tricky concept, but it's actually pretty simple. The idea is to spend your money in ways that help your business grow and make even more profit in the future.

Here's a fun example:

Imagine you love selling candy at school. You could buy candy in bulk (lots of candy at once) for £5. If you sell the candy for £1 per pack, you could sell 10 packs and make £10. So, for just a small investment, you earned £5 more!

By investing in your business (like buying materials, tools, or stock), you can earn a bigger profit than you would if you only used your money for everyday spending.



### Investing Tip

Start small! For example, you could invest £5 into buying extra candy or making more bracelets to sell. Over time, the money you earn from selling can help your business grow.

## Wrapping It Up

Budgeting, saving, and investing are super important skills for Kidpreneurs. They help you keep track of your money, plan for future goals, and grow your business in smart ways. With these skills, you're ready to handle anything that comes your way and keep your business booming!

In the next chapter, we'll talk about the power of teamwork and leadership—because every great business needs a great team!



# FILL IN A SIMPLE BUDGET SHEET FOR YOUR BUSINESS IDEA

Now it's time to make your own budget! Fill in the blanks with your business idea, and use this budget sheet to plan how much money you'll earn, spend, and save.

## Instructions:

- Fill in how much you expect to earn in the first week of your business.
- Write down the expenses you expect to pay (like supplies or materials).
- Subtract your expenses from your earnings to find your profit.

Category	Amount
<b>Earnings</b> (How much you make)	\$
	\$
	\$
	\$
	\$
<b>Expenses</b> (How much you spend)	\$
	\$
	\$
	\$
	\$
<b>Profit</b> (Earnings – Expenses)	\$
	\$
	\$
	\$
	\$

# KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## CHAPTER 7

# TEAMWORK AND LEADERSHIP

# TEAMWORK AND LEADERSHIP

KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## The Power of Working Together

Running a business can be fun, but sometimes it's easier (and more fun!) when you have a team to help you. That's why teamwork is so important! Teamwork means working with others to achieve a common goal, and when you work together, you can accomplish a lot more than if you were on your own.

Think about some successful businesses you know. Do you think they all worked by themselves? Of course not! Most businesses have teams of people who work together to make things happen. Whether it's friends, siblings, or other people you know, a great team can help you succeed.

### Examples of Teamwork

#### Teaming up with friends:

Maybe you and your best friend can start a business together. One of you can be in charge of marketing, and the other can handle making products. Together, you can share ideas, split tasks, and create something amazing.

#### Teaming up with siblings:

If you have siblings, you can create a business where each person has their own role. For example, one sibling could handle customer service, while the other makes the product and manages the finances. Working together can make everything run more smoothly!

The best part of teamwork is that everyone brings their unique strengths to the table. You might be great at organizing, while your friend is super creative. By combining your talents, you'll be able to achieve even more.

## Leadership Skills

When you're in charge of a business (even if it's just you and your best mate), it's important to have leadership skills. Being a good leader doesn't mean bossing people around; it means guiding your team, supporting them, and making decisions that help everyone succeed.

Here are some important skills for being a good leader:



### LISTENING

A great leader listens to others. Everyone's ideas are important, and listening to your team's suggestions can lead to better ideas and solutions. When you listen, you show that you respect your team, and this helps build trust.



### **FAIRNESS**

A good leader treats everyone equally and fairly. If you're working with a friend or sibling, make sure everyone has the same opportunities and responsibilities. It's important to divide tasks evenly and make sure everyone is happy with their role.



### **DECISION-MAKING**

As a leader, you'll need to make decisions. This could mean deciding what products to sell, what prices to charge, or when to have a sale. Good decision-making is all about gathering information, considering your options, and making the choice that will help your business succeed.



### **ENCOURAGEMENT**

A good leader encourages their team. Celebrate successes, even the small ones, and cheer on your team when things are tough. Positive encouragement keeps everyone motivated and excited about their work.



### **PROBLEM-SOLVING**

Businesses face problems, whether it's a delay in shipping, a tough customer, or running out of materials. As a leader, you'll need to help solve problems quickly and calmly. The better you handle challenges, the stronger your business will be.

## **Now you're ready to lead!**

Being a good leader isn't just about telling people what to do—it's about listening, being fair, and making decisions that help your team succeed. Whether you're leading a team of one or one hundred, these skills will help you build a strong and successful business.

In the next chapter, we'll look at challenges that might come up in your business and how to solve them. Every business has ups and downs, but with the right mindset, you can tackle anything that comes your way!





# WRITE DOWN HOW YOU WOULD LEAD YOUR TEAM IN A PRETEND BUSINESS

Now it's time for you to think about how you would lead a team! Imagine you're the leader of a pretend business, and you have a team of people working with you. Maybe your team is made up of friends, family, or classmates.

Answer these questions to help you think about how you'd lead your team:

## What would your business be?

(For example, a bakery, a craft business, or a dog-walking service)

## What would each person's role be?

(Who would do what? Who would be in charge of marketing, sales, or making the product?)

## How would you keep your team motivated?

(Would you encourage them with praise? Celebrate small wins?)

## How would you handle a disagreement in the team?

(What would you do if two people didn't agree on something? How would you make sure everyone feels heard?)

# KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## CHAPTER 8

# CHALLENGES AND HOW TO SOLVE THEM

# CHALLENGES AND HOW TO SOLVE THEM

KIDPRENEURS

YOUR FIRST STEPS INTO BUSINESS AND MONEY!

Running a business is a lot of fun, but it's not always easy. Every business faces challenges from time to time, and you'll need to figure out how to solve problems and stay positive when things get tough. The good news is that challenges are a part of growing your business, and they can teach you important lessons that will make you stronger and smarter as a Kidpreneur!

In this chapter, we'll look at some common problems you might face in your business, and how to solve them. We'll also talk about staying positive, even when things don't go as planned. Let's dive in!

## Common Problems

### Not Enough Customers? Try Better Marketing

One of the most common challenges businesses face is not having enough customers. If you're not getting the sales you want, it's time to think about how you're letting people know about your business. Maybe you're not reaching enough people, or your marketing isn't catching their attention.

Here's how to fix it:

- **Use Better Marketing:** Have you tried different ways to spread the word about your business? Think about creating fun flyers, posting on social media (with adult help!), or offering a special deal to attract more customers. Maybe you can ask your friends to help you spread the word to their friends, too!
- **Target the Right Audience:** Make sure you're marketing to the right people. Are you selling something kids would want? Or is your business for adults? Tailor your marketing to your target audience.
- **Make Your Product Stand Out:** What makes your business special? Highlight what makes your product or service different. Maybe your cupcakes have a secret ingredient, or your dog-walking service is faster than anyone else's. Show your customers why they should choose you!

If you keep trying new ways to reach people and stay persistent, your customer base will grow!



## Too Many Customers? Learn to Prioritize

What if you're doing everything right, and suddenly you have too many customers? This can happen if your business is growing quickly, and it can sometimes feel overwhelming. The key is to stay organized and learn how to prioritize your tasks.

Here's how to solve it:

- **Stay Organized:** Create a schedule or to-do list. If you have too many orders or jobs to do, it helps to write everything down. Organizing your time will ensure you don't miss anything.
- **Prioritize Your Tasks:** Some tasks are more urgent than others. If you have a lot of customers, prioritize the orders or tasks that need to be completed first. For example, if you're baking cupcakes for a big event tomorrow, that task should come before other smaller orders.
- **Ask for Help:** If you're feeling overwhelmed, don't be afraid to ask for help! Maybe a friend or family member can pitch in and help you make more cupcakes, deliver orders, or even help with customer service.

By staying organized and learning how to handle a busy workload, you can keep your business running smoothly—even when things get hectic.

## How to Stay Positive

Every business has its ups and downs. Sometimes, things don't go the way you plan, and that's okay! The important thing is to stay positive, learn from your mistakes, and keep going. Here are some ways to stay positive when things get tough:



### LEARN FROM MISTAKES

Mistakes happen, but they're not failures—they're opportunities to learn and grow. If something goes wrong, take a moment to figure out what happened and how you can avoid it next time. Maybe you made a mistake in pricing your product, or maybe you ran out of supplies—whatever it is, figure out what went wrong and make a plan to do better next time.



### CELEBRATE THE SMALL WINS

Even if things aren't perfect, take time to celebrate your achievements. Did you sell your first product? Did a customer leave a nice review? Those are wins! Celebrate every small step forward, and keep that positive energy flowing.





### **STAY FOCUSED ON YOUR GOALS**

When things feel tough, remember why you started your business in the first place. Do you want to save up for a big goal? Do you want to turn your hobby into something amazing? Keeping your bigger goals in mind will help you push through challenges.



### **STAY INSPIRED**

If you're feeling stuck, look for inspiration! Read about other Kidpreneurs, watch videos of successful entrepreneurs, or talk to people who have been in business for a while. Inspiration can help you feel excited about your business again and remind you that challenges are part of the journey.

## **Every Business Has Ups and Downs**

As a Kidpreneur, you'll face challenges, but remember, every business has ups and downs. The important thing is how you handle them. Use every challenge as an opportunity to learn and grow. Whether you're struggling with marketing or handling a growing list of customers, you have the skills to overcome it!



# KIDPRENEURS

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## CHAPTER 9

# THE FUTURE OF BUSINESS

# HOW TECHNOLOGY HELPS BUSINESSES

**KIDPRENEURS**

YOUR FIRST STEPS INTO  
BUSINESS AND MONEY!

## How Technology Helps Businesses

We live in an exciting time where technology can help businesses grow in amazing ways! Whether it's through online shops, social media, or apps, technology makes it easier for businesses to reach people around the world and make their ideas come to life.

Here are a few examples of how technology can help your business:



### ONLINE SHOPS

You don't need a physical store to sell your products anymore. You can set up an online shop through platforms like Etsy or Shopify, where people can browse your products, place orders, and even pay you—all from the comfort of their homes!



### APPS

There are apps for almost everything! Whether you need help with scheduling, managing your money, or designing your marketing materials, there's an app to make things easier. For example, Canva is a free app where you can design your own flyers, posters, and social media posts.



### SOCIAL MEDIA

If your parents or guardians are on social media, you can create a page or post pictures of your products or services to get more people interested.

With the help of technology, you can connect with people anywhere, anytime. It's a great way to grow your business and show off what you're passionate about!

## Dream Big

Now that you've learned about business, technology, and the tools that will help you succeed, it's time to dream big. Remember, every successful business started with just one idea and a lot of hard work. You have the power to take your business anywhere you want!





- **Imagine your business growing:** What would it look like if your business expanded? Maybe you'd have a whole team working with you, or maybe you'd sell your products in stores. Would you like to have a huge online store or even travel the world while running your business? Dream about what your future business could look like—it's all possible!
- **Set your goals:** Big dreams start with small, achievable goals. Think about what you want to accomplish in the next year. Maybe you want to sell 100 items or save a certain amount of money. Dream big, but set small, achievable steps to get there!

As you continue your journey as a Kidpreneur, remember that anything is possible. With creativity, hard work, and the right tools, your dreams can come true. Keep pushing forward, and never stop imagining what your business could become!





A young girl on the left and a young boy on the right are standing against a light-colored wall. They are both holding large, white piggy banks over their faces, completely obscuring them. The girl is wearing a blue dress, and the boy is wearing a white sweater and dark pants. The piggy banks have a simple, stylized design with two ears on top.

## CONCLUSION

# YOU'RE A KIDPRENEUR NOW!

Wow, look at you! You've just completed your journey through the world of business, and now you're officially a Kidpreneur! Whether you're starting a small lemonade stand, a craft business, or something even bigger, you've learned the skills you need to turn your ideas into reality.



### Remember

Every big business starts small. Keep learning, keep trying, and you'll do amazing things!

You're capable of so much more than you think, and this is just the beginning. Your ideas are powerful, and with a little effort, you can turn them into something special. The world needs more young entrepreneurs like you who are ready to take on challenges, learn from mistakes, and make their dreams come true.



**What is the biggest takeaway you've learned from this book?**

---

---

---

---

---

---

---

---

---

---

**What is your dream business idea?**

---

---

---

---

---

---

---

---

---

---