

## **KidsOnlineBusinessCamp.com - Session #4**

### **The Kids' Guide To Business – Book Reading and Activities**

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This camp session is for the purchasers of our book, The Kids' Guide To Business. If you did not receive this e-mail from a teachingkidsbusiness.com sender (e-mail address), you have an illegal copy. Please support us by purchasing our programming at [www.KidsOnlineBusinessCamp.com](http://www.KidsOnlineBusinessCamp.com).

#### **Things we recommend you have for this session:**

A Paper back or e-book copy of The Kids' Guide To Business. Purchasing information is available at [www.TheKidsGuideToBusiness.com](http://www.TheKidsGuideToBusiness.com)

A pad of paper and a pencil or your computers word processing software - to make notes and keep track of things that interest you.

A file folder - to store your notes so you can find them in the future. You can set-up a file folder on your computer – example (your name - Business)

Internet access for the programming links in this e-mail.

A comfortable and creative area to participate in this session.

#### **Introduction**

Hi, I look forward to helping you get started in exploring business.

A little joke before we get started:

“ Why do adults always ask kids what they want to be when they grow up?”

“Because they are looking for ideas!”

Often kids read books and do not have the opportunity to have someone encourage them and help them pick up certain points in the book. We would like to act as “book coach” and guide you through the book. You will hopefully re-read sections of the book several times or refer back to sections. You can check in with this e-mail before each chapter or read as much as you want and check in later or even when you are finished the book.

The key thing to get out of this book is that you can learn a lot about business by thinking about business and observing business during your daily life. Our book provides you with a framework of many things that business people have to consider when developing and managing their businesses. The ideas in this book are applied to a lemonade stand and can be applied to many other businesses.

In addition to learning about business, you will also discover areas of interest within business that may help you think about career choices. As you read through the book and think through business decisions, you may realize that you enjoy a particular area of business. Discovering what you like to do and what you are good at will be very helpful as you prepare for your career.

Business is something that is practiced in all parts of the world. While different cultures may do business a little differently, the basics of business are universal.

## **Chapter #1**

### **Overview for kids.**

Read through this section and when you are finished, sit back for a bit and think about it. Re-read it if necessary. We don't want you to jump into the many steps you will take in business until you have given some thought to what we are trying to do. This isn't the book that makes you a millionaire but rather a book to help you get started thinking about and trying business.

### **The Fun Side of Business**

As a kid, this is one of the most important parts of the book. We want you to have some fun with business so we have put you in charge of fun! Read through this section and think about how you can make business fun. You may not have ideas yet, but as you read through the book, you will come up with some. If you haven't heard of the term "impact on the business", you will understand how it works shortly.

### **How Kids Can Approach Business**

Please read through this section carefully. It is important that you and the people you discuss this book with, understand that you will get the most out of this book if you relax, explore and discover the areas of business that interest you. You will be presented with a lot of information, so please be patient as you read through the book.

List the ways you use your time in a typical day or normal week. List the kinds of things you do and the amount of time you spend on each thing you do. Try and account for 24 hours in a day and  $24(\text{hours}) \times 7 (\text{days})$  hours in a week. Besides sleeping, school and eating, look at your remaining top five items. Choose a few of these items; divide the time you spend on them by four. If you reduced the time spent on some of these activities, you should provide yourself with at least an hour a week to use towards business. Consider this after you finish the book.

## **Chapter #2 and #3**

### **Adult's Introduction and Ways To Use This Book**

This is optional reading. If you are anxious to get started in business, you can come back to these chapters later. This is good reading for teachers and parents.

## **Chapter #4**

Read through "Let's Start To Develop A Business."

When you have the time and opportunity, talk to kids who have run a lemonade stand business or any other business. Ask them what they did to get started and how well they did. Also try this with adults.

Think of Little Johnny's experience as you read through the rest of the book and keep in mind of the many things you can do to plan your business better than Little Johnny.

## **Develop A Business (DAB)**

Please be clear that the rest of the book takes you through the thinking process that many businesses are faced with. We have used the lemonade stand to help you understand these business steps, but please try and apply the steps in the book to other businesses which interest you, ones you study or businesses you actually try.

Remember, you will make mistakes as you develop a business. The key point is to learn from your mistakes. Ask yourself what you learned from your mistakes and how you would do it differently. Once you start thinking this way, you have gained valuable business experience.

### **The “Fun Side Of Your Business”**

We talked about this in the introduction to the book. We are repeating and expanding on this idea, as it is important for you to enjoy reading this book and your business experiences. If you use this approach to business, you can control the level of fun you have. You determine how much you enjoy the book.

### **Chapter #5**

Read through this chapter.

You should realize that location is very important in business. As you look at businesses outside of your house, start to think where they are located and why.

In regards to the building you use in business, think of different building you see businesses in. Try and determine why they are where they are and if their choice of building is good for their business.

Hours of operation, is a business issue that you and your family have faced with business you deal with. You have probably wanted something from a business and it has been closed. Try and determine why companies have hours of operation and how it affects customers, employees and other businesses.

### **Chapter #6**

#### **Market For Your Product**

Read through this section with the thought of “who can I sell my product to and how many people will buy it”. Keep in mind that someone has to want to buy your product. By exposing more people to your product you will give yourself a much better chance of succeeding.

### **Chapter # 7**

#### **Marketing Your Product**

There are many considerations to marketing a product.

This chapter will help you understand marketing and expose you to a number of interesting career choices.

Think of how you can apply marketing to business. You will be surprised at how much you know about marketing since you are an important customer to many businesses who have targeted their marketing programs at you.

### **Chapter #8**

#### **Operations And Administration Of Your Business**

This chapter offers a real mix of topics. Browse through this section and keep in mind that there are many important activities in business beyond producing and selling a product or service.

## **Chapter #9**

### **Managing People**

This is a great section for you to think about how you have been managed by parents and teachers. It is your chance to figure out how you would manage other people.

## **Chapter #10**

### **Money Side Of Your Business**

Pay special attention to this section. Many good business ideas do not succeed because the money parts of the business are not managed properly.

## **Chapter #11**

### **Other Important Business Considerations**

This is another section that gives you some good insight into more interesting parts of business. Read through the chapter with the thought of gaining an understanding of the terms. You should realize that the items in this chapter may not be noticeable in the every day managing of the business but they should be considered.

## **Chapter #12**

### **Additional Resources To Help You In Business**

This is our candy store type of chapter. You have a choice of lots of good stuff to choose from. Take a look at all of the choices and pick and choose the ones that interest you.

### **Some Closing Comments**

Congratulations! You have read through an introduction to business. I hope you think that business is something you will enjoy and that you have found some areas of interest to you. We are working on lots of things in [www.teachingkidsbusiness.com](http://www.teachingkidsbusiness.com) to help you learn more about business. We have also created [www.kidse-marketplace.com](http://www.kidse-marketplace.com) to help you launch a business.

I'm not asking you to do a book report, but think of what you have discovered about business. Try and summarize what you understand about the certain parts of the book such as developing a business, marketing ideas, location for a business etc.

Would you say you are ready to start up your own business?

Try and create your own business by following the steps in the book. You don't have to actually run the business but only create the idea and plan it.

Hope you enjoyed the book and your business experience was fun!

Sincerely,

Jeff M. Brown  
TeachingKidsBusiness.com

