

Question #1 - What does business mean to kids?

Most kids think of business as jobs or where they can make money by selling products. Throughout our web site, www.teachingkidsbusiness.com and the book, The Kids' Guide To Business I hope to help kids understand the many components of business and exposure to careers in business.

The book will help kids recognize the many ways business touches their lives. Getting a job involves working in a business, running your own business or dealing with a business as a purchaser involves you in business.

Question #2 – Why did you write a business book for kids?

I was once a kid and now recognize how I could have benefited from having a greater understanding of business. I needed help to figure out what I should do with my working life. I feel there are many lost years for kids in which people in general feel kids don't need to think and prepare for their futures beyond school education.

I realized there were not adequate resources to help kids get interested in business.

I would like to encourage kids to think about and gain as much business related experience to help them sort through their strengths, weaknesses, talents and interests.

I feel that kids will benefit greatly from a book like this and it will increase their confidence and self-esteem as they prepare for their working years in business. I hope to help kids think of business as an opportunity to explore interesting activities with many new challenges and rewards.

The book evolved as a project to expand our online business programming for kids and as a business opportunity for kids to get involved in our book business.

Question #3 – Why should kids read this book?

This book will help kids learn about & prepare for business while developing skills for their current every day life.

At some time, every kid will be involved in business, so getting a jumpstart is an advantage. As kids start understanding business and gaining experience, they are more likely to succeed in business. Understanding business also helps kids make better purchase decisions as a consumer.

Purchasing this book is making an investment in a child. The book is “a gift of business” helping to expose kids to some new thinking and activities.

As kids read through the book they will realize business is a very broad subject, which influences their life in many ways

Question #4 – At what age should kids start business?

Getting kids interested in exploring business and understanding career choices is a great enhancement to their education at any age. The book has been developed to allow kids of all ages to gain valuable business experiences.

Kids are able to develop interests and opinions at a very early age. Kids are full of ideas, ask lots of questions and have great imaginations. These and many other characteristics are present in kids at an early age and are qualities that many adults require training in.

Kids are capable of developing many interests and talents and their early years is the time to help them develop beyond sports, arts, music and a traditional school education.

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Kids are exposed to business at a very early age. As soon as they recognize a toy they want, a certain type of food they like or commercials – they are involved in business as a customer. Most kids have “customer experiences” which helps them prepare for jobs in business. These experiences are good learning at any age. Don't wait to get interested and prepared for your future. Understand your talents and interests as early as possible and develop skills as you develop as a kid.

Preparation for business is very relevant to the future of kids and we should not make the mistake of waiting until college years in which many kids entering and leaving college are not sure what they want to do in their business careers.

Question #5 – Will this book help kids get a job, start a business and make money?

Yes, the book will help kids get jobs, create a business and make money.

It will help kids get jobs because they will understand many jobs and business in general.

The book gets kids started in business by guiding them through the many things to consider when setting-up a business and gives kids information to understand many things about business.

This is not a get rich quick scheme but rather a business preparation and training program for kids. The information in this book prepares kids which will help them succeed in getting jobs, developing a successful business and therefore making money.

Question #6 – Is business and reading this book fun for kids?

Business can be fun and kids in business will help business become more fun. We have introduced the idea of putting kids in charge of fun in their business by creating a job responsible for fun. The position is called a vice president of fun. Therefore, kids will determine how much fun they have in learning from the book and developing a business.

Question #7 – Is this book easy for kids to read?

I have written this book with kids in mind. Business books for kids are not common and it is difficult to compare to other books. The book is more challenging than most books kids read because we ask kids to think about different decisions they will face in business. Kids can skim through areas that interest them or challenge themselves by exploring many aspects of business. The book has been written in a way in which different age readers will get benefit in different ways.

Question #8 – What about a life for kids of fun and games. Should kids be kids and should we leave business to adults?

I think we can accomplish all of these concerns and more in a good balance of activities and a change in attitude. There is time for kids to be kids, have fun, learn and do all the things kids need to do. Balance of life is a familiar term for working adults that should also apply to kids. I tell kids there is always time for the things you want to do. We just have to be creative and help kids develop a “want to do business”.

The book does not change the roles of kids. It doesn't suggest kids be thrust into business at an early age. We would like kids and adults working with kids to use the book as one of many learning activities. Kids can do business activities individually or as a group.

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Question #9 – Is the book available in my local bookstore?

We are working to get this book in as many bookstores and online bookstores as possible. There is a section on www.TheKidsGuideToBusiness.com telling you how and where to purchase. We have even created programs for kids to sell the book in our jobs-for-kids program.

Business books for kids are not a developed book category yet. Once kids and parents start asking for the book, bookstores will stock it on their shelves or order it in for you.

Question #10 – You talk about DAB – Develop a business in the book. What is the difference between developing a business, running a business and working in a business?

To run a successful business, you need to start with an idea and then a plan to develop the business into a success. DAB – develop a business, was created to help kids develop good thinking to develop a business. Kids do not normally have enough money to buy a business, so they normally start it and develop it. Develop is a key word – for example most kids could easily start a lemonade stand business but few take the time to learn to develop it by learning and applying business skills and strategies.

To be successful in working in a business, you need to understand what you are doing and how to impact the business in a positive way. DAB gives kids good insight to many aspects of business.

Question #11 – As an author and Internet publisher, what is your next project?

I have lots of projects in development. On the book front, I am writing another business book for kids. The www.teachingkidsbusiness.com is an ongoing project with expanding programming. www.kidse-marketplace is a kids' business venture I am excited about developing. This business venture will be the ultimate test and celebration of getting kids interested in business.