

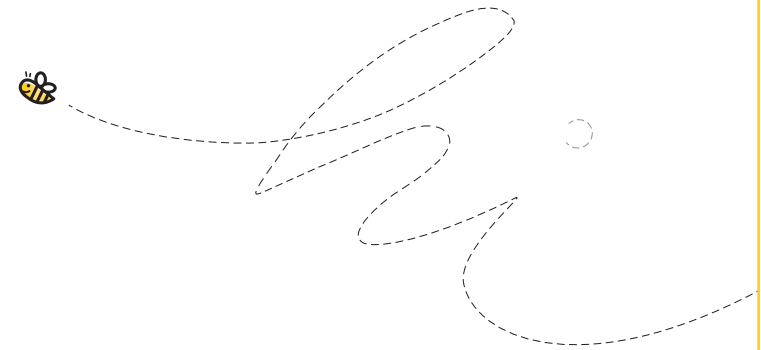


THE *Kidpreneur's Guide*  
TO BUILDING YOUR  
*Buzziness*  
= PLAN =



***Psst...This workbook is meant to be printed.***  
You can print it out in color or black and white.  
Although it looks way more bee-u-tiful in color  
and at its actual size (scale: 100%).

# Hey there, fellow kidpreneur!



First off, I'd like to take a moment to thank you for buying my book and congratulate you on the journey of starting your very own business! This workbook will be your step-by-step guide in creating your Buzziness Plan. You can fill it out while reading my book, or dive into it once you're done. You can even fill it out multiple times with each new business idea that pops into your mind. It's totally up to you!

This handy guide will ensure that your idea has all the ingredients for success before you put it out into the world. I've packed it full of important nuggets of wisdom I've gathered throughout my 10 years of buzziness. It's everything a kidpreneur needs to get started.

The Buzziness Plan is made up of four main parts:

**Part 1.....Coming up with your idea**

**Part 2.....Spreading the word about your idea**

**Part 3.....Making money with your idea**

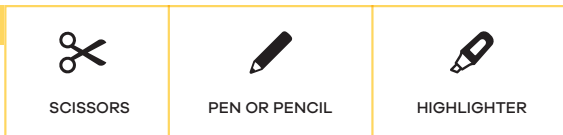
**Part 4.....Putting together your Buzziness Plan**

**Be sure to complete these sections in order, since each new one builds on the previous one.**

Every part will teach you important lessons, skills, and vocabulary terms that you'll need to know when you're running your own business.

Most of all, the process of bringing your idea to life should be *fun*! Think about it: You're creating something out of nothing. And that's pretty sweet, if you ask me. I've added some of my favorite activities throughout this workbook. Some will require a few of the tools below. All of them will require your imagination.

## TOOLBOX

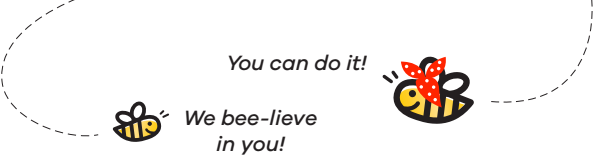


As you fill in these pages, I want to encourage you to dream bigger than you ever have before. I know you've got it in you. You're a kidpreneur in the making! And we all know that the biggest dreamers are kids. So, what are you waiting for? It's time to make a beeline for success.

Mikaila



# honey hunting



TOOLBOX



If you're going to be a successful kidpreneur, you'll need to learn how to talk the talk *and* walk the walk. Let's start with the talk. Here's a fun word search to get you familiar with some key buzziness terms. Ready? Set? Search!

DIRECTIONS



1. Using your highlighter, find all the **buzziness terms** within the word search.
2. Keep your eyes peeled. The words are hidden forward, backward, up, down, and even diagonally.

Bonus!

Can you find the "queen" of this hive?

## Buzziness Terms

- BUYER
- SELLER
- BUSINESS
- TARGET
- REVENUE
- MARKETING
- ADVERTISING
- BUSINESS PLAN
- COST
- PROFIT
- ENTREPRENEUR
- SOCIAL ENTREPRENEUR

L	N	K	C	D	T	N	W	M	M	N	E	D	T	B	P	Q	R
Y	B	O	N	K	D	A	V	A	G	Q	U	U	Z	K	I	M	E
A	S	U	G	E	W	B	R	D	P	W	X	Y	N	I	S	J	L
T	U	K	S	C	Z	K	A	V	T	B	Z	P	P	E	A	U	L
V	I	W	L	I	E	R	T	E	A	S	U	P	Z	N	V	U	E
U	Z	W	E	T	N	U	X	R	U	Q	Z	Y	W	F	O	E	S
S	O	C	I	A	L	E	N	T	R	E	P	R	E	N	E	U	R
Y	Z	N	F	R	T	K	S	I	L	P	R	Q	A	R	X	L	M
Y	G	M	Z	E	K	Y	K	S	S	W	Q	U	J	Z	C	B	W
J	J	I	G	D	S	E	S	I	P	V	F	E	W	Y	K	Z	O
Q	N	R	I	Z	E	Q	Z	N	C	L	P	E	E	D	N	Z	O
U	A	H	U	U	I	D	W	G	Z	R	A	N	P	H	M	C	T
T	R	Z	W	Z	S	Z	T	B	S	S	E	N	I	S	U	B	X
O	W	L	Q	E	B	X	H	B	A	L	Z	O	A	B	E	V	X
P	R	O	F	I	T	R	U	E	N	E	R	P	E	R	T	N	E

Now let's define three of the most important words you found in the word search on the previous page:

## Business

/'biznəs /

A business (or “buzziness” as I sometimes like to call it) is an organization where physical items or services are traded for one another—or for money. In order to start a business, you need to save up enough money and have some customers in order to make a profit. Lastly, your business should be something you really enjoy! Think about all the things you love and how you can turn your passion into profit. Experiment with different ideas until you find the sweet spot! Before I started my lemonade stand, I had other businesses, like selling friendship bracelets and wildflowers.

## Entrepreneur

/,änrəprənər /

An entrepreneur is someone who has a great idea and decides to create their own business. Even though it might be hard at first and there are risks involved, a true entrepreneur moves forward fearlessly, bee-lieving in their brilliant idea—every step of the way.

## Social Entrepreneur

/'sōshəl ,änrəprənər /

A social entrepreneur is someone who creates a product or service that solves a problem in the world. Basically, they look for life's lemons and make lemonade! Their business not only makes a profit, but it also makes the world a better place.



### ★ Above and bee-yond ★

Do some research and see what you can learn from these successful **entrepreneurs**: **Zandra Azariah**, **Daymond John**, and **Miko Branch**.

### ★ Above and bee-yond ★

Do some research and see what you can learn from these successful **social entrepreneurs**: **Blake Mycoskie**, **Tiffany Pham**, and **Reshma Saujani**. Sometimes social entrepreneurs even develop nonprofit organizations to further help their causes. For example, a portion of all my sales goes toward my nonprofit, the Healthy Hive Foundation, to save even more bees! You can learn more about it in Chapter 14 of my book, on page 192.\*



# Part 1

# The Idea

Where your buzziness takes flight.

Every great business starts with a great idea. This is the initial seed that eventually pollinates into pure genius! Some days, the worker bees in your brain are extra busy coming up with brilliant ideas. In fact, you have so many that you can't seem to write them down fast enough. While other times, you may be stuck for weeks. Wherever you are right now in your creative process, I have a special system that'll get those wheels turning and make sure your idea has a strong foundation.



## The Idea

/'thē īdēə /

Your big idea is your creative product or service—one that doesn't already exist—that solves a particular problem in the world. It's something you sell to people, and if you do it right, you should have more money when you finish than when you started. Think of your idea like the Queen Bee of the hive. It's the mother. The life force. Without it, nothing else would exist. Same with your idea. If you didn't have a great buzziness idea, there would be nothing to market, and nothing to finance. You'd be a lonely kidpreneur, twiddling your thumbs, thinking about how the heck to spend your summer vacation.

**We'll get more into the elements of a great idea later in the workbook, and I'll teach you my secret formula for coming up with brilliant thought-starters that can turn into the next big buzziness on *Shark Tank*. Ready to learn more? Let's do this, boss!**

# Let's egin!

This activity is designed to help you come up with loads of buzz-worthy business ideas. I've invented an acronym, **F.I.T.S.** (Fix, Interests, Trends, and Skills), to help you do just that.

**Let's break it down, one letter at a time:**

## **F = Fix**

Think about some problems in the world that you'd like to solve. They can be as big as ending world hunger, or as little as making those pesky pickle-jar lids a little less tight! There's no problem too big (or small) for a kidpreneur to solve!

## **I = Interests**

What do you absolutely love to do? Think of something you can do for hours, that doesn't feel like work. Maybe it's drawing. Or playing with your pup.

## **T = Trends**

Think about the things that are popular today. What's everyone talking about? The coolest new dance challenge? A stylish mask as a fashion statement?

## **S = Skills**

What are you super good at? Do your friends and family go wild for your triple-fudge walnut brownies? Or maybe you're a rock star when it comes to playing the drums. Don't worry, it's okay to #HumbleBrag—in fact, I encourage it!

**Remember to think freely and creatively! There are no limits at this stage in the game, no matter how wild you think the idea may be. This is one of the most fun parts of starting a business (and my personal fave). Oh, and don't worry, these ideas are not set in stone. They can always be changed and updated. Ready to get buzzy?**

*If you ran for President, you'd bee my pick!*



*Honey, you're not old enough to vote yet.*



SCISSORS



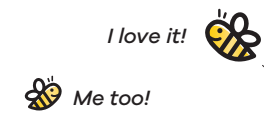
PEN OR PENCIL

# find what F.I.T.S.

Now that you know what F.I.T.S. stands for, it's time to create your own FITStastic ideas! Check out my example below to see how I got the idea for Me & the Bees. On the next page, it'll be your turn to fill up each column as much as you can. Note: It's okay if you have the same word in multiple columns. For example, sewing can go under "Interests" and "Skills."

Once you've filled in at least 3-4 words for each category, slide the columns up and down. You can also choose "No Interest," "No Trend," or "No Skill." The selected words from each column should line up perfectly, side-by-side. Do you see how each shift would change your buzziness idea? For example, your jewelry-making business could be very different if you were trying to fix the problem of poverty versus climate change. It could change what your jewelry looks like, where you sold it, who you sold it to, and many more factors!

<u>Fix</u>	<u>Interests</u>	<u>Trends</u>	<u>Skills</u>
BEE EXTINCTION	BASKETBALL	SUSTAINABILITY	CERAMICS
POVERTY	JEWELRY-MAKING	CLEAN EATING	CODING
SMELLY SHOES	COOKING	VIRTUAL REALITY	PHOTOGRAPHY
ACCESS TO FRESH WATER	<b>No Interest</b>	<b>No Trend</b>	<b>No Skill</b>
PICKLE-JAR LIDS ARE TOO TIGHT	PUZZLES	SOCIAL MEDIA	DANCING
CLIMATE CHANGE	ART	VINTAGE	PIANO



DIRECTIONS



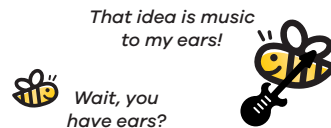
1. Using your pen or pencil, write one idea inside each white box until they're all filled up.
2. Using your scissors, cut along the dotted lines.
3. Move each column up and down until a black or white box from each column lines up to create a business idea that you love.
4. You can also choose to have no **Interest**, **Trend**, or **Skill** in your idea, but your business must **Fix** a problem.

<u>Fix</u>	<u>Interests</u>	<u>Trends</u>	<u>Skills</u>
	No Interest	No Trend	No Skill



Did you have fun with that exercise? I love this one because it challenges me to think outside the box (literally!), and expand my ideas to places I never even dreamt of.

**Now it's time to write down your favorite idea, step-by-step:**



What **problem** are you **fixing**?

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What **interest** does it apply to, if any?

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Is your business idea part of a current **trend**? If so, which one?

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What **skill** will you use to create it, if any?

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Last but certainly not least: Is your idea a **product** or **service**? **A product is something tangible, or an item you can physically touch** (e.g., cookies, scarves, or even my lemonade!). **A service is something intangible, or something you can't touch. It's something you provide to your customers with your skills and/or time** (e.g., babysitting, tutoring, mowing the lawn, etc.).

**Now that you know the difference between product and service, check the box of the category your business falls into:**

**Product**       **Service**

**Before you finalize your idea, let's do some research about your competitors.** These are businesses that are similar to yours. Perhaps they sell the same type of product or service. Or they aim to solve the same problem as your business does. List the companies below. If one of them is too similar, you may have to go back to the previous activity (find what F.I.T.S.) to make your idea unique.

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**Finally, write down your idea in a few sentences.** Be sure to include the problem you're fixing, and what makes your business stand out from the competition.

**My example for Me & the Bees:**

*I will sell lemonade that is sweetened with honey instead of sugar, unlike many of my competitors.  
I will donate a portion of my profits to organizations that are working hard to save the bees.*



*Psst...* The words under these trophies are extra important. We'll be copying them directly into your Buzziness Plan at the very end of this workbook.



**BUZZINESS IDEA:**

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**You've reached your first milestone. This is a pretty big deal! It means you've come up with your buzziness idea, and you're well on your way to becoming a successful kidpreneur.**

# Part 2

# Marketing

Let's create some buzz.

Now that you've got your idea, it's time to spread the word through a magic little tool called marketing. In this section, you'll create a marketing plan to help you sell your product or service. Let's get buzzy!



## Marketing

/'märkəding /

This is the process every company goes through to tell people all about their product or service. The key to successful marketing is whether a company can convince people to buy it. You can do that by checking the four boxes of successful marketing. In the biz, we call these **the 4P's**. You can learn even more about each one in Chapter 6 of my book, on pages 88-90.\*

### #1 Product

How's the quality of your product or service? Is it something that will make people's lives easier or better in some way (especially for people in your target market)? You'll learn more about what a "target market" is on page 16.

### #2 Place

Where will you sell your product or service? Is it convenient for your target market to buy it there?

### #3 Price

How much will you sell it for? Is it a price your target market would be willing to pay?

### #4 Promotion

How will you tell people it exists? Would your target market easily see your promotions (e.g. T.V. commercials, radio, Instagram, billboards, etc.)?



## Step One: Come up with a name for your business.

You'll probably be saying the name a lot! So, make sure that it's:

- Connected to your product or service.
- Easy to remember and pronounce.
- Telling people something about your company.
- Not already taken! (You can read about my experience with that one in Chapter 9 of my book, on pages 132-137.\*)

**Not sure where to start? I've got just the thing...**

I'm buzzing with excitement!





# the buzziness name

Creating a business name can be a challenge, but I bee-lieve in you! I'll help you generate lots of different names, and then we'll narrow it down together! Let's do this one side-by-side. I'll show you how I came up with "Me & the Bees," and you'll create your buzziness name by following my lead. Now, let's go step-by-step. You've got this!

**DIRECTIONS**



Using your pen or pencil, fill in the blanks on the right-hand side according to Mikaila's example on the left.

- 1 First, write down one word that describes your product or service. This is your **buzziness word**! It will help guide you through this activity.

**BUZZINESS WORD:** LEMONADE

*Your turn!*

**BUZZINESS WORD:** \_\_\_\_\_

- 2 Next, write down four words that come to mind when you think of your **buzziness word**. For instance, for my lemonade business, I thought "yellow," "sweet," "bees," and "Mikaila."

**WORD #1** YELLOW

**WORD #2** SWEET

**WORD #3** BEEES

**WORD #4** MIKAILA

*Your turn!*

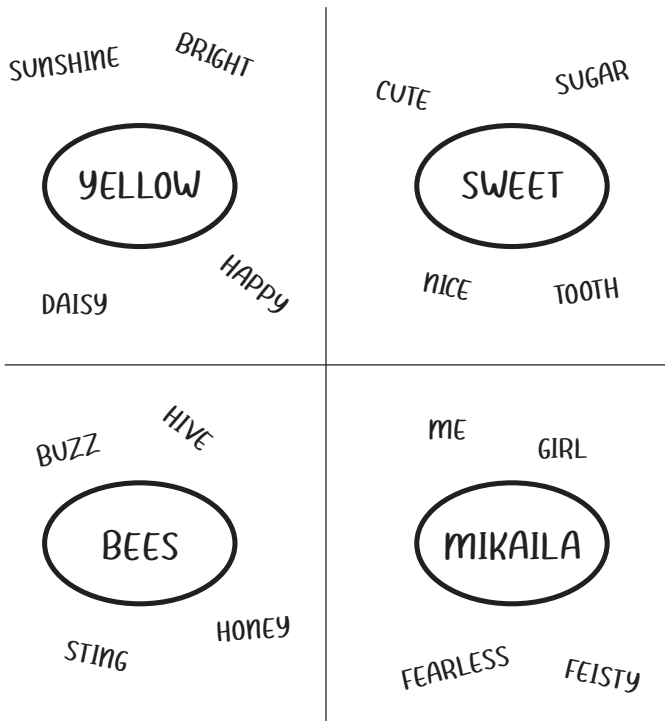
**WORD #1** \_\_\_\_\_

**WORD #2** \_\_\_\_\_

**WORD #3** \_\_\_\_\_

**WORD #4** \_\_\_\_\_

3 Write each of your four words in a circle within each quadrant. Then, for each circled word, write as many synonyms or associated words and thoughts as you can! For instance, a synonym for "Mikaila" could be "me."



Your turn!

4 Now it's time to put it all together. I encourage you to get super creative here. Nothing is too wild or silly when you're coming up with ideas! Remember, you can string words together or add your buzziness word to the name. You can even make your business name a single word. Some of the most successful businesses only have one word in their titles. So, it's totally up to you, boss!

BEESWEET

SWEET TOOTH

HIVE

MIKAILA'S FEARLESS LIQUID GOLD LEMONADE

FEISTY BEE LEMONADE

ME & THE BEES LEMONADE

5 Then, cross out any names that:

- Are hard to remember
- Don't tell much about your company
- Don't have much personality
- Are hard to search online
- Are already taken (*Get the full scoop on how I renamed my business in Chapter 9 of my book, on pages 132-137.\**)

~~BEESWEET~~ TAKEN!

~~SWEET TOOTH~~ NOT CLEAR!

~~HIVE~~ TOO BORING

HARD TO REMEMBER

~~MIKAILA'S FEARLESS LIQUID GOLD LEMONADE~~

FEISTY BEE LEMONADE ✓ I LIKE THIS ONE!



ME & THE BEES LEMONADE

THIS ONE'S GREAT TOO!

Your turn!

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\*Note: Page numbers may vary between the physical and digital versions of Bee Fearless.

6 Are there any names left? If so, let's put it to a vote! Ask your friends and family what they think. Tally the results here.

FEISTY BEE LEMONADE: ||||

ME & THE BEES LEMONADE: |||||

Your turn!

Empty box for writing the results of the vote.

7 And there you have it, name complete. Me & the Bees! Write down your buzz-worthy name to the right.



Your turn!

Box containing a trophy illustration with a bee logo, two speech bubbles with bee icons, and a label that says 'BUZZINESS NAME:' with a line for writing.

## Step Two: Identify your target market.

Your target market is the group of people who is likely to buy your product or service. Let's ask some basic questions to narrow down who your ideal customers are. How old are they? What are their hobbies? How much money do they have to spend? The more specific you get here, the better, because you can really tailor your product or service to your audience. You can use the "target market" column in Part 1 to help you get started, but be sure to add even more detail. (Example: Young moms between the ages of 20 and 30 who love biking.) **Write down your target market to the right.**



TARGET MARKET:

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## Step Three: Test the market.

Talk to folks you know who are part of your target market and ask them some questions. This will give you valuable information on how to make your business more successful. First, give them your "elevator pitch." That means telling them your idea in one minute or less, or about the amount of time you'd be in an elevator with someone. Then, ask them the questions from the chart on the next page.

### Activity

## bee curious

For this activity, you'll be testing your market! Talk to folks you know who are part of your target market and ask them the questions below. Then, write down their responses. We'll analyze your findings at the end of the activity.

#### DIRECTIONS



1. Find 5 people in your target market and tell each person about your business.
2. Using **the chart on the next page**, ask each person the questions at the top of each column and write their responses within the appropriate box.
3. After that's complete, **go to page 18** and follow the decision tree, beginning at the **Start Lemon**. Follow the prompts based on your answers.

#### TOOLBOX



PEN OR PENCIL



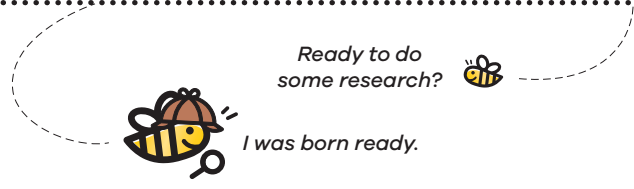
SURVEY #

DATE

SURVEY #

DATE

*Psst...* You might need to print this page multiple times, so be sure to track the date and number of each survey.



bee curious

	<u>A</u> Would you buy this product or service?	<u>B</u> If yes, how much would you pay?	<u>C</u> Is there anything you would improve?	<u>D</u> Have you seen a similar idea? Can you tell me a bit about it?
<u>PERSON #1</u>				
<u>PERSON #2</u>				
<u>PERSON #3</u>				
<u>PERSON #4</u>				
<u>PERSON #5</u>				



Have you filled out the chart on the previous page?

YES

**Un-bee-lievable work!**  
Tally the "Yes's" and "No's" from Column A in the box to the right.

"YES"	"NO"
-------	------

NO



**First, let's fill our glass with important findings.** Turn to the previous page and complete your research, then return to the Start Lemon.

Are there more "Yes's" than "No's"?

NO

YES

**That's okay!** We'll need to adjust things a bit. Let's keep going!

Take a closer look at your F.I.T.S. columns on page 8. Is there a way to tweak your idea to better **Fix** a problem, serve your **Interests**, jump on a **Trend**, or use your **Skills**? Or perhaps you can **target** a different **market**?

YES



**Bzz-tastic!** Restart your research with your updated idea, then return to the Start Lemon.

NO

**Let's keep searching.** Fill out the F.I.T.S. activity with more items in each column, and decide on a new idea. Then, restart your research with your new idea, and return to the Start Lemon.

Flip back to the "find what F.I.T.S." activity.

NO

Take a look at Column C. Is there an easy way to improve your idea?

YES

Are they any "Yes's" in Column A?

Take a look at Column C. Can you improve your idea?

NO

YES

NO

**Yee-haw!** Restart your research with your updated idea, then return to the Start Lemon.



YES

**No sweat. You got this!** Follow the worker bees.

**Bee-u-tiful!** Restart your research with your updated idea, then return to the Start Lemon.



**Hooray!**  
Now you've got your great idea—and an ideal price point. **Keep this number handy for Part 3: Finance.**

TOTAL / 5

\$ \_\_\_\_\_

Divide by 5 to find the perfect price for your product or service!

TOTAL

\$ \_\_\_\_\_

Add up all the prices in Column D.

**Sweet!** You have an in-demand product or service! Let's figure out how much to charge.

## Step Four: Determine where to sell your product or service.

Where does your target market like to shop? Online? A specific physical location? My advice is to sell where your customers already are.

That leads me to...

### Activity

TOOLBOX



PEN OR PENCIL

# sell that lemonade!

In this activity, let's take a closer look at all the places (physical and digital) that you'll sell your product or service. I've listed some of the main ones below.

#### DIRECTIONS



Using your pen or pencil, circle all of the places where you plan on selling your product or service.



Etsy



eBay



Amazon



Depop



Instagram



Your Own Website



**Business Fair**

*Find out what this is on the next page!*



Home



App



Telephone



Farmers' Market



Events



The Mall



Grocery Store

**Can you think of other places where you could sell your project or service? List them on the next page!**

# Business Fair

/ˈbiznəs fer/

A business fair is an event where you can set up a booth and sell your product or service. Sometimes, there are even awards and prizes given out to the most popular businesses. I had so much fun selling my lemonade and connecting with customers at the Acton Children’s Business Fair and Lemonade Day.



The place or places (physical and digital) shown in the activity are called “**point(s) of sale.**”

**What are your point(s) of sale? List them below.**



POINT(S) OF SALE:

\_\_\_\_\_

\_\_\_\_\_



## **Step Five: Raise awareness.**

If you don’t tell people about your product or service, nobody will know how amazing it is and you won’t have any sales. In order to get customers, you have to promote your business. Promoting means spreading the buzz about your business. Be sure to keep your target market in mind when you’re deciding when, where, and how to promote.

## Here some great examples of places to promote your business:

**Social media:** Create business accounts on Twitter, Instagram, and more. Important note: Be sure to separate these accounts from your personal accounts.

**Stickers, pins, and business cards:** You can make these yourself like I did for my lemonade stand! Design them on your computer using a program like Canva or Avery (or ask your parents for help), and then print them online or at an office store.

**Posters:** Grab some markers and sturdy paper. Think about where you will set your posters up. Another option is to design them on the computer and print them, although that will be a bit more expensive.

**Word of mouth:** Encourage people to talk about your business and post about it on their own social media accounts.

**Traditional advertising:** TV, online advertising (e.g., YouTube pre-roll, banner ads, Google, various websites, etc.), billboards, magazine, radio, etc. This type of advertising can also get pretty pricey, so be sure you do your research on each one before you invest.

**Experiential marketing:** This is a way to show off your product or service at events. This type of marketing is hands-on and very engaging. The goal is to create an unforgettable experience for your customers. For example, when I first started selling my lemonade at business fairs, I would dress up like a bee. People knew right away what my business was all about—and they definitely didn't forget me!

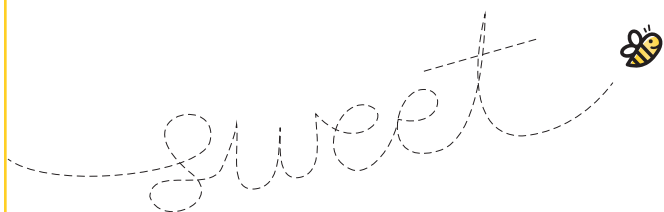


**Which promotion method(s) will you use? List some below.**

PROMOTION METHOD(S):

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# Part 3

# Finance

Know your numbers.  
Make that honey.

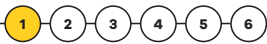
Now, I know what you might be thinking when you see the word “finance”: Oh no, Mikaila! Are you going to make me do math?! The short answer is “yes.” But don’t worry, I’ll take the sting out of it. Even if math isn’t your best subject in school, this part will just be some simple addition, subtraction, and multiplication. Pinky promise! Plus, this is a math problem about your buzziness, so I know you’ll be invested in getting it just right. Ready to solve it together? Sweet! Let’s crunch some numbers!



## Finance

/ˈfɪnɑns /

Finance is all about managing your money. As a new kidpreneur, you have to be extra careful about how you spend the money you make (whether that be from your allowance, summer job, or a particularly lucky excavation of your couch cushions). It’s really important to save as much as possible, so you can invest it back into your business. That means putting money into it (buying supplies, marketing materials, etc.) to help your business grow. The more time, energy, and money you put into your business, the more money you’ll make.



### Step One: Determine your start-up cost.

What will you need to buy before you can get started? Equipment? Ingredients? How much will those things cost? Let’s tally up to eight of them on the next page.

*Psst...* If you’re not sure how much something costs, ask your trusty friend, the Internet. You can also do some on-the-ground research and visit stores that sell similar products.

<u>Expense (item you need)</u>	<u>Cost (price of item)</u>
① -----	\$ -----
② -----	\$ -----
③ -----	\$ -----
④ -----	\$ -----

<u>Expense (item you need)</u>	<u>Cost (price of item)</u>
⑤ -----	\$ -----
⑥ -----	\$ -----
⑦ -----	\$ -----
⑧ -----	\$ -----

The amount of money you need to launch your business is called the “**start-up cost**.”  
**Add up all your expenses to find your start-up cost.**



## Step Two: Determine your cost per unit.

In this step, you’ll discover exactly how much it costs you to make one item, or if your business is a service, how much you’ll charge for one hour of your time. Once you know how much one unit costs you to produce, you can figure out how much to sell it for.

### **OPTION A: MY BUSINESS IS A PRODUCT**

**Determine how many products you can make from your items and write that number below.** For instance, imagine you’re making necklaces and each one requires 10 beads. If you can only buy 50 beads, you can only make 5 necklaces.

Number of items you can make

### **OPTION B: MY BUSINESS IS A SERVICE**

How much time, in total, can you dedicate to your buzziness—while keeping your grades up? Think about your free time outside of school: Will you work on your business for an hour after class each day? Is it a business you run on the weekends? Or perhaps just in the summer? **Write how many hours, in total, you plan to work below.**

Number of hours you plan to work

Then, to find your cost per unit, **simply divide your start-up cost by the number of items you’re able to make or number of hours you’re able to work.**



$$\frac{\text{Start-up cost (from Step One)}}{\text{Number of items you can make or hours you plan to work}} = \text{Cost per unit}$$

Hey, you any good at this math stuff?



Nah, I just wing it.

## Step Three: Determine your pricing.

How much will you charge for your brilliant product or service? You may want to consider charging more if you have a special skill or if you're selling a specialty product. For instance, if you're a math whiz, look up how much a math tutor typically charges per hour. **Use the results of your market research to set your price.** Remember, it's super important that **your selling price is higher than your cost per unit, so you can ensure you're making a profit. That means you're earning more money than you're spending.**

**What my target market says they will pay for my product or service (from page 18):** \$ \_\_\_\_\_

**Estimated cost per unit (from Step Two):** \$ \_\_\_\_\_

Is your cost per unit higher than what people will pay? If so, you'll need to lower your expenses. **Move to Step Six to brainstorm some possible ways to do that. Then, adjust your start-up costs and cost per unit.**

**If the cost per unit is lower than what people will pay, CONGRATS!** You've solved the epic equation, and you're one step closer to making a profit! You can always adjust the price later, depending on how your business is going.



## Step Four: Estimate your income.

**Multiply the number of items you're able to make (product-based business) or number of hours you plan on working (service-based business) from Step Two by the sales price you chose above.**

This will give you the estimated income.



$$\begin{array}{l} \text{Number of items you can make} \\ \text{or hours you plan to work} \\ \text{(from Step Two)} \end{array} \times \begin{array}{l} \text{Estimated sales price} \\ \text{(from Step Three)} \end{array} = \text{Estimated income}$$

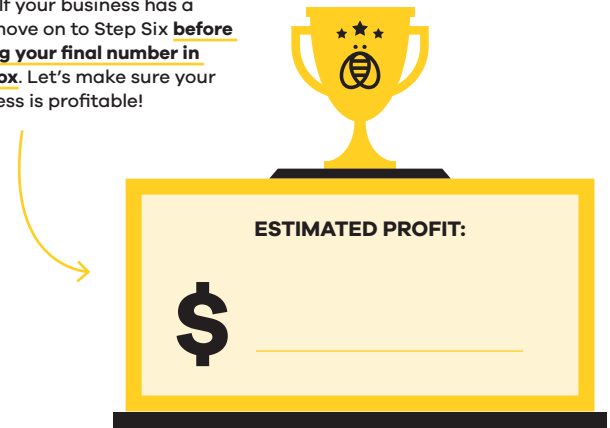


## Step Five: Determine your profit (or loss).

The moment of truth: **Let's calculate your final profit or loss by subtracting your start-up cost from your estimated income.** How much money will you have leftover?

$$\text{Estimated income (from Step Four)} - \text{Estimated start-up cost (from Step One)} = \text{Estimated profit or loss}$$

*Psst...* If your business has a loss, move on to Step Six **before writing your final number in this box.** Let's make sure your business is profitable!



## Step Six: Find ways to reduce cost.

Whether you're here from Step Two, you don't have enough money to get started, or you're trying to lower your costs to increase profit, the following questions can help you save some serious moolah. Ask yourself:

- Can you barter, or trade, for the things you need instead of paying money?
- Have you thought about asking family, friends, or even people outside of your network for donations?
- Could you create a fund-raiser to help cover costs?
- How about creating handmade signs instead of professionally printing them?
- Can you purchase anything in bulk (larger quantities)?
- Did you look for discounts or coupons on the things you need to buy to get started?

$$\text{INCOME} - \text{COST} = \text{PROFIT}$$

increase this      or reduce this      to increase this



Take the time to revisit each expense and think critically. **Remember: Lowering your costs will mean more profit!**

**Ways I can reduce cost:**

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# Part 4

# Buzziness Plan

Putting it all together.

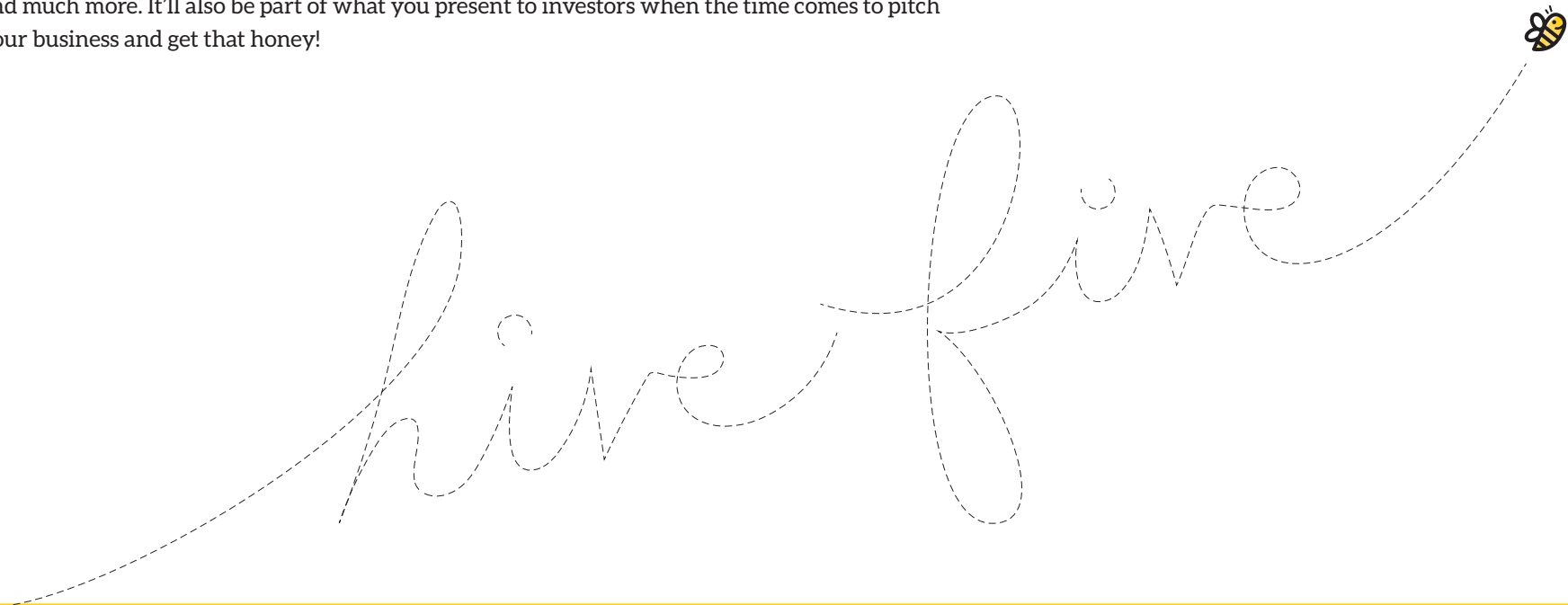
\*Cue the confetti\* Yee-haw! This is the part you've been waiting for. You've completed all the activities, so now it's time to collect your answers from each one and input them into the business plan below, or Buzziness Plan, as I like to call it.



## Business Plan

/'biznəs plan /

This is a very important document that includes key information about your product or service. It outlines your idea, how you'll spread that idea to your target market, how much you'll charge, and much more. It'll also be part of what you present to investors when the time comes to pitch your business and get that honey!



# My Buzziness Plan

p. 15 **Buzziness name:** .....

p. 10 **Buzziness idea:** .....  
.....  
.....  
.....

p. 16 **Target market:** .....

p. 20 **Point(s) of sale:**  
.....  
.....  
.....

p. 21 **Promotion method(s):**  
.....  
.....  
.....

p. 23 **Estimated start-up cost:** \$ .....

p. 24 **Estimated income:** \$ .....

p. 23 **Estimated cost per unit:** \$ .....

p. 25 **Estimated profit:** \$ .....

p. 24 **Estimated sales price:** \$ .....

**Congratulations! You've completed your Buzziness Plan and are well on your way to becoming a successful kidpreneur. Write your name and the name of your buzziness on the certificate on the next page. Be sure to snap a pic of yourself holding the certificate and share it on Instagram by tagging @mikailasbees. I'd love to give you a shout-out on my story!**

 @mikailasbees

# Certificate OF Buzziness

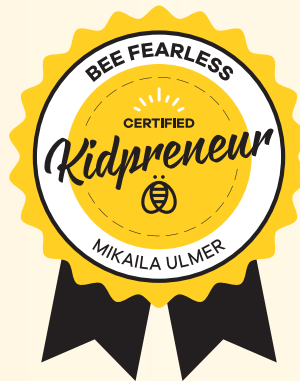
PRESENTED TO KIDPRENEUR

-----  
Your name

IN RECOGNITION OF ESTABLISHING

-----  
Your buzziness name

-----  
Date



-----  
*Mikaila*

**Mikaila Ulmer**  
Founder & CEO, Me & the Bees Lemonade

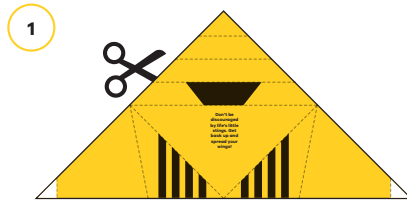
# morning motivation



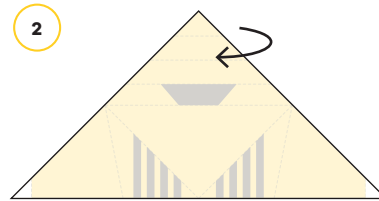
Hi, kidpreneur! Congrats again on finishing all the activities and creating your Buzziness Plan.

Running your very own buzziness can be tough some days, especially when you've got loads of homework and chores to do. At times like these, you'll need some extra motivation to keep going, and keep growing what you started! Follow these simple steps to create your own bee origami, complete with a motivational phrase on the back. I recommend keeping it by your bedside so you can make it a habit to repeat the positive affirmation every day. This will help strengthen your mindset—and your business!

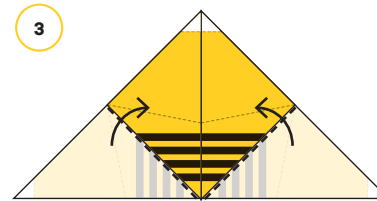
Once you've constructed your origami, don't forget to snap a pic and share it on Instagram by tagging @mikailasbees. You might just end up on my story!



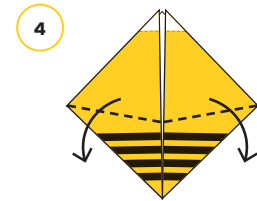
1 To bee-gin, cut out the triangle on the next page.



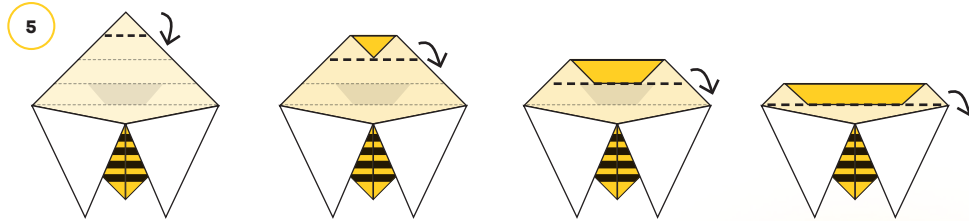
2 Flip the triangle over so you see the white side.



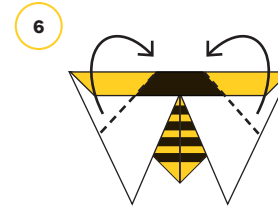
3 Fold up the two bottom corners so the corners meet at the top of the triangle.



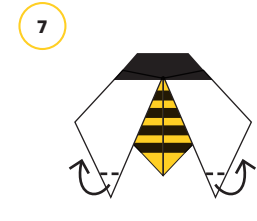
4 Fold the same two corners down toward you, along the dotted line. This makes the wings!



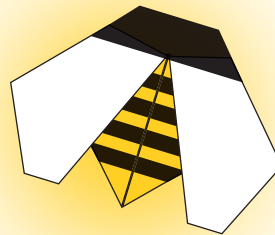
5 Fold the tip down along each dotted line (during this step, the dotted lines will be on the reverse side). Keep folding until you see the black trapezoid. You'll end up with a total of four folds during this step.



6 Fold each top corner away from you (behind the bee). Use the sides of the black trapezoid as your guide.



7 Tuck the tip of the wings up behind the bee. Use the dotted lines on the reverse side as your guide.



Ta-da!



It's Her Majesty, the Queen Bee!

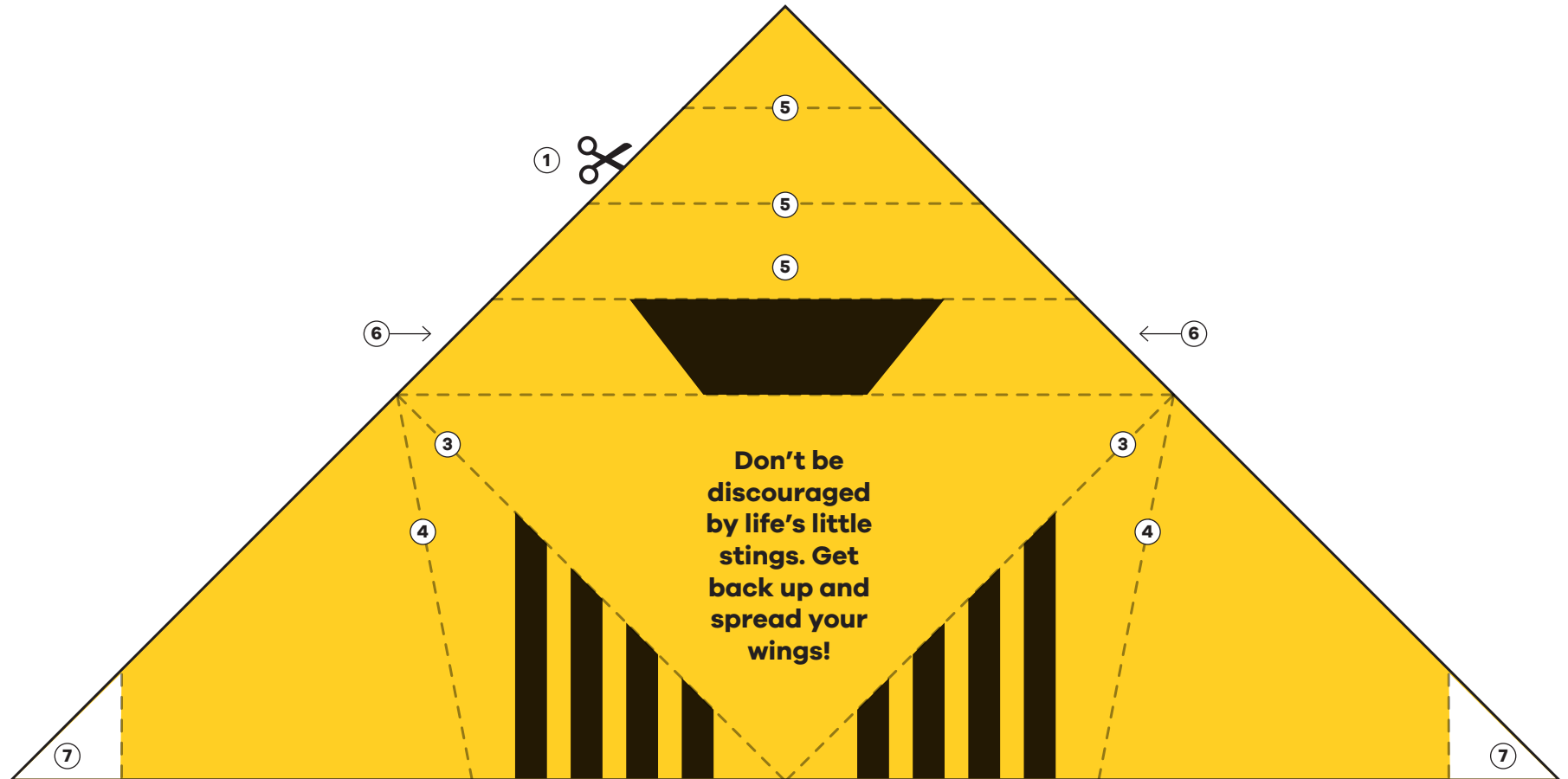


She's the bee's knees.

DIRECTIONS



1. Cut along the outer solid black line.
2. Fold along the dotted lines according to the diagram on the previous page.



This may be the end of the workbook, but I've put a glossary on my website, just for you: [MeAndTheBees.com/Pages/BuzzinessPlan](https://MeAndTheBees.com/Pages/BuzzinessPlan). That's where you can download the full workbook, check your answers for the word search on page 3, and discover even more resources. See you there!



@mikailasbees

