

WHAT IS MY MESSAGING?

Time to advertise! Start by making a list of people you can try to sell to. The list on the previous page is a start, but think bigger!

Does one of your parents have contacts through a social media platform, like Instagram or Facebook? Maybe you have a famous relative? They might be able to share your advertisement to a broader audience!

What are other ways of getting the message out there? Producing a TV advertisement might be too expensive... what are some advertising ideas you can do for free?



Visuals go a long way! Consider sending people pictures of the 3DuxDesign sets (from www.3dUXdesign.com or Instagram @3dUXdesign) to show how cool it is! If you bought a set yourself, you can even have someone take a photo or video of you showing it off. Showing a product **being used by a real person** is a great way to get people interested.

What other things might a consumer want to know about a 3DuxDesign set? What might convince them to buy one? Remember to take note of your target market. You wouldn't sell the same way to your grandma as to a young teacher!



WHAT AM I SELLING?

Making a business plan might seem complicated, but if you break it into smaller questions, it's surprisingly fun and easy! The first question we want to ask is **what you'll be selling**.

In some businesses, you sell a **service** (like washing someone's car), that offers to do something for others. In other businesses, you sell a **product** (like a car), which gives the customer an item.

What has been one of your favorite products to buy and one of your favorite services?

PRODUCT: (ex: guitar)

SERVICE: (ex: pedicure)

What has been one of your parents' favorite products to buy and one of their favorite services?

PRODUCT:

SERVICE:

How do your answers compare with your parents' answers?

As a salesperson on our team, it's important to familiarize yourself with the product you're going to sell – our 3DuxDesign architectural modeling sets! Start by doing an investigation of 3DuxDesign. You can learn all about our products at www.3dUXdesign.com. If you want to experience it hands-on, you can order a set yourself (this will actually support your school too)!

WHAT IS ITS VALUE?

Now that you know what you're selling, it's time for the fun part — figuring out what value it provides the **consumer** (the person buying your product). Every product has to solve a problem for the consumer, and the solution it provides is the product's **value**.

For example, a consumer might not like washing dishes. A product like a dishwasher solves his problem. What's the dishwasher's value? It saves him time and effort.

Using your imagination, make a list of products, their value (the problems they solve), and their target market (the buyer — who needs this product the most).

PRODUCT	VALUE	MARKET

Take some time to start thinking about the value of the product you're going to be selling. What makes a 3DuxDesign set unique? What makes it special?



WHO IS MY TARGET MARKET?

Once you've considered the value of the 3DuxDesign sets, you're ready to identify the best people to sell it to. The chart below will help you do this.

Value column: list the problems 3DuxDesign sets solve
Market column: list people who might have those problems



PRODUCT	VALUE	MARKET
3DuxDesign Modeling Sets	ex: Gives students a fun way to play with while learning	ex: math or engineering teacher

Now, brainstorm a list of real people you know who fit any of the target market descriptions. Your grandma? A favorite teacher?

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WHAT ARE PEOPLE SAYING?

"I love 3DuxDesign because I love making everything I really want EVERY DAY!"

-William, age 4

"We got our architecture set today, and it was a huge hit! I can't wait to see what my kids make next."

-Jessica, customer in NY

HOW TO BUY!

During these 4 weeks, use the code below, and 3Dux will **donate 40% of sales to your student's school!**

3Dux ships direct to every customer with a personalized thank you, and any purchase comes with free, unlimited access to our hub of 3Dux lessons, developed by global educators and architects!

Ready to shop? Visit us at

3duxdesign.com

USE THIS CODE AT CHECKOUT:

3Dux | Design

inspiring tomorrow's innovators to build beyond



MY BUSINESS PLAN

NAME: _____

WELCOME TO THE TEAM!

Did you know we were just high school students when we created 3DuxDesign? It was a lot of work, but now we have an awesome company and sell stuff kids love to play with. We just found out you're going to be working with us for a bit.



We're so happy to welcome you to be part of our team as an **Official 3Dux Sales Associate!**

Now is a great time to learn our story – we hope it inspires you to start a company one day. Get a factory tour at www.bit.ly/3duxtour! Then, use this booklet to come up with your very own business plan.

Ayana and Ethan Klein
Founders, 3DuxDesign

Ayana Klein *Ethan Klein*

Hey, parents! At 3DuxDesign, we strive to inspire tomorrow's innovators to build anything they can imagine. Now we're thrilled to train tomorrow's entrepreneurs too!

Students will have the opportunity to learn real-world business fundamentals by participating in a school-wide 3DuxDesign Fundraiser. For every 3DuxDesign modeling set your student sells, 40% of sales go directly to support their school! (Plus a bonus for peak performing schools!)

Through this experience, students will be encouraged to consider customers (learning empathy), develop a marketing strategy, design an advertisement to promote their sale, refine communication, and so much more – critical life skills they will value forever, no matter what career they choose. Use this booklet to help your students learn how to run this fundraiser and any other future entrepreneurial adventures they choose.

WHAT IS MY STORY?

Selling a product is all about telling a story. This can be about how the product has solved a problem in your life (that's called a **testimonial**) or how it could solve a problem in someone else's life (that's called a **pitch**).

Often, salespeople come up with an **elevator pitch** – that's a speech so short and quick you can convince someone in an elevator to buy your product before they leave the elevator!

ACTIVITY:

Let's say you're in an elevator with one of your parents' friends. Her name is Susan; she's a member of her school's PTA (Parent-Teacher Association) and has two kids at home (Tyler: artist, age 6, and Beth: scientist, age 12). Craft a short elevator pitch to get Susan excited about buying a 3DuxDesign set!

Your teacher might have you practice your pitches for the class. Your teacher might also challenge you to come up with a new pitch on the spot for a different (pretend) target!



One of your strongest selling points is the fundraiser your school is doing! Even if someone wouldn't usually buy a modeling set, they might just to support you and your school.

How would raising money for your school be meaningful to you, your classmates, and your teachers? Tell this to your customers!