



# DISCOVER



## 4-H ENTREPRENEURSHIP CLUBS



# DISCOVER

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## Description

The Discover 4-H Clubs series guides new 4-H volunteer leaders through the process of starting a 4-H club or provides a guideline for seasoned volunteer leaders to try a new project area. Each guide outlines everything needed to organize a club and hold the first six club meetings related to a specific project area.

## Purpose

The purpose is to create an environment for youth and families to come together and participate in learning activities while spending time together as a multi-family club. Members will be able to experiment with new 4-H project areas.

## What is 4-H?

4-H is one of the largest youth development organizations in the United States. 4-H is found in almost every county across the nation and enjoys a partnership between the U. S. Department of Agriculture (USDA), state land-grant universities (e.g., Utah State University), and local county governments.

4-H is about youth and adults working together as partners in designing and implementing club and individual plans for activities and events. Positive youth development is the primary goal of 4-H. The project area serves as the vehicle for members to learn and master project-specific skills while developing basic life skills. All projects support the ultimate goal for the 4-H member to develop positive personal assets needed to live successfully in a diverse and changing world.

Participation in 4-H has shown many positive outcomes for youth. Specifically, 4-H participants have higher participation in civic contribution, higher grades, increased healthy habits, and higher participation in science than other youth (Lerner et al., 2005).

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## Utah 4-H

4-H is the youth development program of Utah State University Extension and has more than 90,000 youth participants and 8,600 adult volunteers. Each county (Daggett is covered by Uintah County) has a Utah State University Extension office that administers the 4-H program.

## The 4-H Motto

"To Make the Best Better!"

## The 4-H Pledge

I pledge: My HEAD to clearer thinking, my HEART to greater loyalty, my HANDS to larger service and my HEALTH to better living, for my club, my community, my country, and my world.

## 4-H Clubs

What is a 4-H Club? The club is the basic unit and foundation of 4-H. An organized club meets regularly (once a month, twice a month, weekly, etc.) under the guidance of one or more volunteer leaders. The 4-H club elects its own officers, plans its own programs, and participates in a variety of activities. Clubs may choose to meet during the school year, only for the summer, or for both.

## Club Enrollment

Enroll your club with your local Extension office. Each member will need to complete a Club Member Enrollment form, Medical History form, and a Code of Conduct/Photo Release form. (Print these from the [www.utah4h.org](http://www.utah4h.org) website or get them from your county Extension office).

## Club Officers

Elect club officers during one of your first club meetings. Depending on how many youth are in your club, you can decide how many officers you would like. This will typically include a president, vice president, pledge leader, and secretary. Other possible officers or committees are: song leader, activity facilitator, clean-up supervisor, recreation chair, scrapbook coordinator, contact committee (email, phone, etc.), field trip committee, club photographer, etc. Pairing older members with younger members as Sr. and Jr. officers may be an effective strategy to involve a greater number of youth in leadership roles and reinforce the leadership experience for all ages. Your club may decide the duration of officers (6 months, 1 year, etc.).



## A Typical Club Meeting

Follow this outline for each club meeting:

- Call to order – President
- Pledge of Allegiance and 4-H Pledge – Pledge Leader (arranges for club members to give pledges)
- Song – Song Leader (leads or arranges for other club member to lead)
- Roll call – Secretary (may use an icebreaker or a “get acquainted” type of roll call to get the meeting started)
- Minutes of the last meeting – Secretary
- Business/Announcements – Vice President
- Club Activity – Activity Facilitator arranges this. It includes a project, lesson, service, etc. These are outlined by project area in the following pages.
- Refreshments – Refreshment Coordinator
- Clean Up – Clean-up Supervisor leads others in cleaning up



## Essential Elements of 4-H Youth Development

The Essential Elements are about healthy environments. Regardless of the project area, youth need to be in environments where the following elements are present in order to foster youth development.

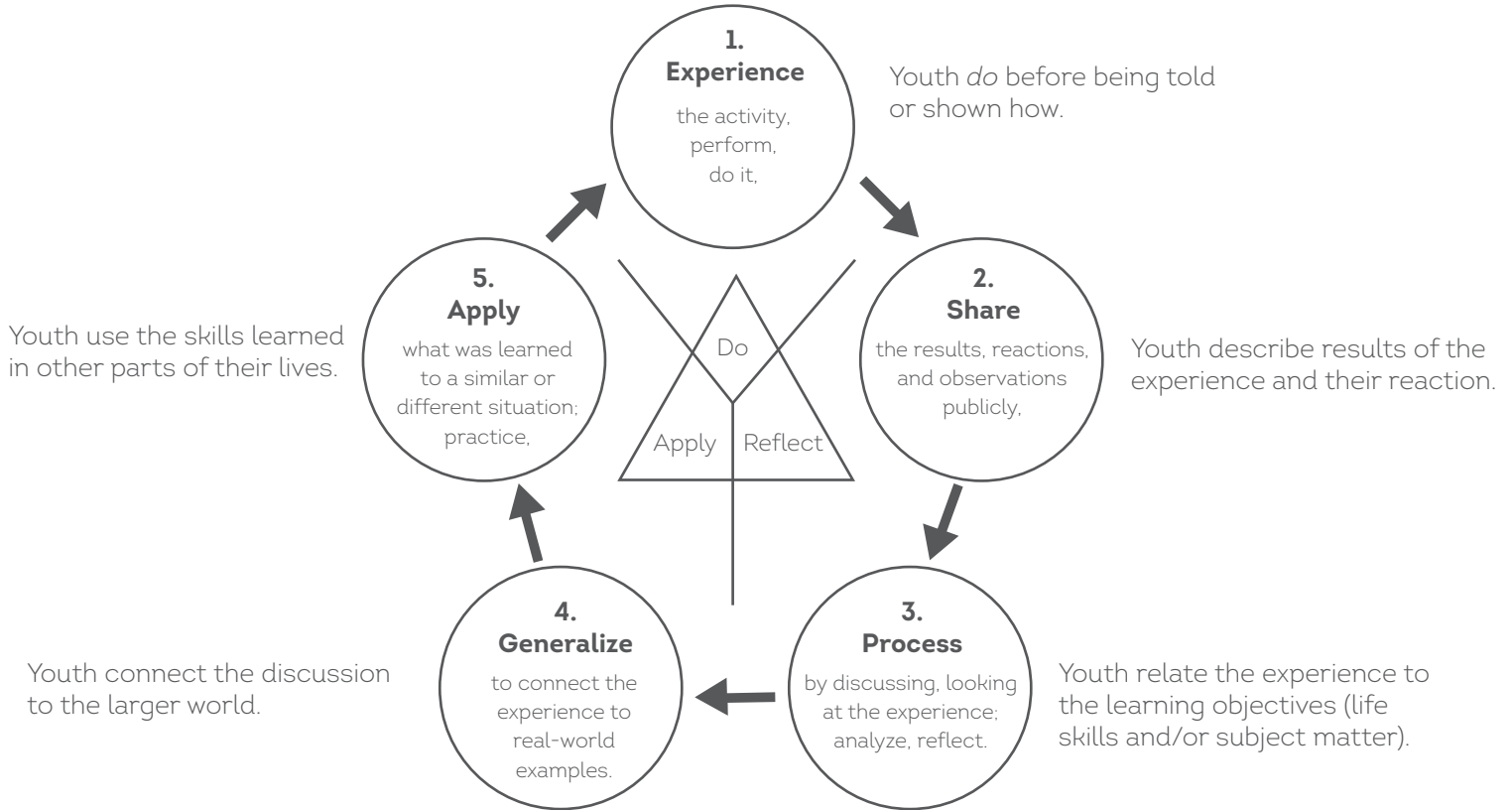
1. **Belonging:** a positive relationship with a caring adult; an inclusive and safe environment.
2. **Mastery:** engagement in learning, opportunity for mastery.
3. **Independence:** opportunity to see oneself as an active participant in the future, opportunity to make choices.
4. **Generosity:** opportunity to value and practice service to others.

(Information retrieved from: <http://www.4-h.org/resource-library/professional-development-learning/4-h-youth-development/youth-development/essential-elements/>)



## 4-H “Learning by Doing” Learning Approach

The Do, Reflect, Apply learning approach allows youth to experience the learning process with minimal guidance from adults. This allows for discovery by youth that may not take place with exact instructions.



## 4-H Mission Mandates

The mission of 4-H is to provide meaningful opportunities for youth and adults to work together to create sustainable community change. This is accomplished within three primary content areas, or Mission Mandates - citizenship, healthy living, and science. These mandates reiterate the founding purposes of Extension (e.g., community leadership, quality of life, and technology transfer) in the context of 21st century challenges and opportunities.

(Information retrieved from: [http://www.csrees.usda.gov/nea/family/res/pdfs/Mission\\_Mandates.pdf](http://www.csrees.usda.gov/nea/family/res/pdfs/Mission_Mandates.pdf))

- 1. Citizenship:** connecting youth to their community, community leaders, and their role in civic affairs. This may include: civic engagement, service, civic education, and leadership.
- 2. Healthy Living:** promoting healthy living to youth and their families. This includes: nutrition, fitness, social-emotional health, injury prevention, and prevention of tobacco, alcohol, and other drug use.
- 3. Science:** preparing youth for science, engineering, and technology education. The core areas include: animal science and agriculture, applied mathematics, consumer science, engineering, environmental science and natural resources, life science, and technology.

## Getting Started

1. Recruit one to three other families to form a club with you.
  - a. Send the 4-H registration form and the medical/photo release form to each family (available at [utah4h.org](http://utah4h.org)).
  - b. Distribute the Discover 4-H Clubs curriculum to each family.
  - c. Decide on a club name.
  - d. Choose how often your club will meet (e.g., monthly, bi-monthly, etc.).
2. Enroll as a 4-H volunteer at the local county Extension office (invite other parents to do the same).
3. Enroll your club at the local county Extension office.
  - a. Sign up to receive the county 4-H newsletter from your county Extension office to stay informed about 4-H related opportunities.
4. Identify which family/adult leader will be in charge of the first club meeting.
  - a. Set a date for your first club meeting and invite the other participants.
5. Hold the first club meeting (if this is a newly formed club).
  - a. See the previous section, *A Typical Club Meeting*, for a general outline.
    - i. Your activity for this first club meeting will be to elect club officers and to schedule the six project area club meetings outlined in the remainder of this guide. You may also complete a-d under #1 above.
  - b. At the end of the first club meeting, make a calendar outlining the adult leader in charge (in partnership with the club president) of each club meeting along with the dates, locations, and times of the remaining club meetings.
6. Hold the six project-specific club meetings outlined in this guide.
7. Continue with the same project area with the 4-H curriculum of your choice (can be obtained from the county Extension office) OR try another Discover 4-H Club project area.



## Other Resources

Utah 4-H website: [www.utah4-h.org](http://www.utah4-h.org)

National 4-H website: [www.4-h.org](http://www.4-h.org)

4-H volunteer training:

To set up login to:

<http://utah4h.org/volunteers/training/>

To start the modules: (password = volunteer)

## References

Information was taken from the Utah 4-H website ([utah4h.org](http://utah4h.org)), the National 4-H website ([4h.org](http://4h.org)), the Utah Volunteer Handbook, or as otherwise noted.

Lerner, R., M. et al. (2005). Positive youth development, participation in community youth development programs, and community contributions of fifth grade adolescents: Findings from the first wave of the 4-H Study of Positive Youth Development. *Journal of Early Adolescence*, 25(1), 17-71.

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**Go to <https://goo.gl/iTfiJV> or [Click here to give your feedback](#)**

# 4-H ENTREPRENEURSHIP CLUB *Meetings*



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## Introduction to the Club

Many people believe that entrepreneurs are only those who have a special talent for seeing opportunities and transforming those opportunities into successful businesses. While this can be the case, anyone can be an entrepreneur. All you need is a good idea, passion, and the willingness to stick it through. Instead of searching for an already existing job, you might consider creating a job for yourself.

You can do this by finding an industry or activity you are passionate about, finding a real-world problem, and creating a solution to that problem. Since there are ups and downs to launching and owning your own business, this club will talk about how to avoid some of the common pitfalls that many new entrepreneurs experience. The 4-H activities in this club will cover everything a young, aspiring entrepreneur needs to know about creating a winning business plan and launching a successful business.

## A Note to the Instructor

As the instructor, it is your role to help the youth learn by doing. Encourage them to experiment and try new things. Your job is to not only teach the youth the material but to coach them through the process of finding what interests them as well as helping them create their own business plans. Keep in mind that there are multiple ways to teach each club meeting. For example, feel free to adapt each meeting to best suit your group's needs. Each club meeting can be taught in a traditional classroom setting or in other settings best suited for your group. Keep in mind that the times allotted for each activity are only an estimate, so if you need to adjust the activities to fit your group's needs, feel free to do so.

An important element of this Discover 4-H club is the Invitation to Act at the end of each club meeting. This invitation is not a normal part of other 4-H clubs but is essential in this club since entrepreneurship is all about taking action. As the facilitator, follow up at the beginning of each club meeting on the previous week's Invitation to Act so club members know they need to do their part during the week so they can see more progress when the club meets together.







## Setting the Stage



### Supplies

- Random items such as a mason jar, shoe laces, Post It notes, paperclips, binder clips, pens, etc.
- Area to put the items
- Get to Know Yourself Worksheet
- Pencils or pens

### INTRODUCTION

Would you like to learn how to start and run your own business? It might seem intimidating at first, but after we “set the stage” in this club meeting, you will have a better understanding of what entrepreneurship is and what it takes to start your own business. And don’t worry! It’s not as hard as it seems.

In this club meeting, club members will get to know one another during a fun ice breaker activity. During the activity, they will also come up with creative uses for everyday items. Then members will hear from a local entrepreneur who will talk about their business to the group (e.g., how they launched their idea, financed their business, hired their employees, etc.). Club members will then have the opportunity to do research into what interests them. Then they will learn how to turn their hobby into a business that they could start.

### PRIOR TO MEETING

- Make sure to invite a local entrepreneur to present to the club about their story and their business.
- Print out the Get to Know Yourself Worksheet (one for each club member).
- If you are going to do the optional activity in Activity 3, get the supplies needed for making a collage.
- Tell the club members that for the rest of the club meetings, they will need to bring a notebook that will serve as their entrepreneurship notebook.

## Activity #1



### ICE BREAKER: RANDOM ITEM CHALLENGE

TIME: 15 MINUTES

1. Begin the activity by laying different items from the supply list on the table in front of the group.
2. Ask the club members to describe how each item is usually used.





3. Divide the youth into groups of two to three.
4. Give each group of youth one of the items.
5. Instruct them to come up with new uses for that item.
6. It may help to give them an example.
7. Possible examples include: the mason jar turned into a desk organizer, the shoe laces into an emergency belt, the Post It notes into a keyboard cleaner, the paperclips into a zipper tab, the binder clips into a cellphone holder, and the pen into a measuring tool.
8. Explain that no answer is a bad answer. Give them a few minutes to think of ideas.
9. Have each pair describe at least one new use for that item.
10. After the activity, ask the youth why they think they were asked to come up with new uses for each item.
11. After they give their answers, explain that thinking outside the box inspires creativity and helps them understand how to convert items into other things which can lead to a new small business.

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## Activity #2



# VISITING WITH A LOCAL ENTREPRENEUR

**TIME: 45 MINUTES**

1. Invite a local entrepreneur to share how they started their business.
2. Possible topics to ask the entrepreneur to present on include: how they decided what their passion was, how they found a problem to solve, how they got experience in their industry, and how they financed the start of their business.
3. Have the visiting entrepreneur talk for 20-30 minutes.
4. Give the club members time after for questions and answers.
5. Make a list of possible questions for the youth to ask the guest speaker. Give them to the club members beforehand. This will help them generate their own questions as well.
6. Feel free to add more questions to this list:
  - a. What is a typical day at work like for you?
  - b. What do you like most about your job?
  - c. How did you get the idea to start your business?
  - d. How do you market to your audience?





- e. What was the hardest part about starting your business?
- f. What are your future plans for your business?

## Activity #3



# EXPLORE YOUR INTERESTS

**TIME: 10 MINUTES**

1. Start by asking the club members the following questions:
  - a. When you think about your future, what thoughts and feelings do you have? Are you excited or apprehensive?
  - b. Do you know what you want to do when you are older, or are you still searching for the career path that is right for you?
  - c. Have you ever thought about creating your own business?
2. Tell the club members that instead of following an existing career path, they might want to consider making their own career by starting a business.
3. Explain that businesses can be created from a hobby or by simply filling a need. Some examples of hobbies that can be turned into small businesses are:
  - a. Gardening: This is a skill that can be turned into a business. Organic fruits and vegetables are especially in high demand these days. A common practice is selling the produce you grow in your garden in your local Farmer's market. You could also do research into urban gardening, which has become popular in recent years.
  - b. If you like taking pictures of others, you could turn your hobby/skill into your own photography business and take pictures for your friends' and family's reunions, graduations, weddings, etc.
  - c. If you are good with kids, you might start offering your services as a babysitter. You could start in your neighborhood and even branch out to other places once you have enough references and clients.
  - d. Knowing how to play an instrument such as the piano, guitar, etc. is a valuable skill, which can be turned into a business. Consider offering lessons to children in your neighborhood who are interested.
  - e. Knowing how to sew can easily be turned into a profitable business. You could create custom-made clothing for customers. You could also do hemming for people who need adjustments in clothes they already own.
  - f. If you enjoy sports and know how to play a sport, holding a sport's camp for younger children in your community can be a way to start a small business.
  - g. Pet sitting can also be a very profitable business for those who enjoy spending time with animals. When pet owners are out of town, they want to know their pets are well cared for. This is a great service to offer in both large cities and small towns.





4. Ask the club members if any of the above businesses are things they could or would like to do.
5. In a lot of cases, businesses don't have to be complicated or expensive to start. Sometimes all it takes is a hobby like gardening to grow into a small business.
6. Pass out the 4-H Get to Know Yourself worksheet, and give the youth five minutes to fill it out.
7. After they have completed both pages of the worksheet, have them pick two of the things they like doing the most.
8. Next, have them come up with two different business ideas for each hobby.
9. Once they have come up with four ideas, have them pick one they could start now.
10. Have them discuss their business idea with a partner.
11. If youth are comfortable presenting their ideas, have them share with the class.
12. At the end of the activity, ask club members the following about the hobbies/skills they have circled.
  - a. Would you like doing the activity every day? Why or why not?
  - b. Would you like doing it part time? Why or why not?
  - c. Do you think you could make money doing the specific hobby/skill? Why or why not?





# ANALYZE YOUR BUSINESS IDEA

TIME: 15 MINUTES

1. Now that you have decided on what activity interests you most, you need to figure out how to make it into a business.
2. Explain to the club members that an idea doesn't necessarily equal a business opportunity.
3. Here are some ways to know if your idea could really be a business opportunity. These points are adapted from Mike Glauser's book, *Mainstreet Entrepreneur* and are called the NERCM Model.
  - a. Need. There is a need for the product or service in the market.
  - b. Experience. You have some sort of experience in the field, industry, or market.
  - c. Resources. You have mentors, skills, equipment, etc. to make your product or service.
  - d. Customers. You already have customers who are willing to pay for your product or service.
  - e. Money. You have a way to make money.
4. After sharing these points with the club members, have them reanalyze their business ideas and then see what they can change or improve to make their idea a true business opportunity.





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## Invitation to Act

Give the youth the following invitation: During the week, write a paragraph describing the product or service you are going to offer for your business, what it is, what it looks like, how it meets a need, etc. Be prepared to come to the next club meeting with what you have written.

## Reflect

- What surprised you most about what the guest entrepreneur talked about?
- What are some things you learned about yourself and your interests that you didn't know before?

## Apply

- Do the Random Item Challenge with your family or a group of friends. If you want, come up with different items and new uses for them.
- Share what you learned today with a family member or friend.
- Think of other ways you can improve your product or service during the week.



## 4-H MISSION MANDATES

### Citizenship

This club meeting encourages youth to become leaders as they strive to take control of their futures and reach out to their communities. As they develop skills to help provide career paths for themselves, they will be able to gain their own voice. They will also learn how to be respectful to their instructor and to their fellow classmates.

## ESSENTIAL ELEMENTS

### Belonging

Youth will feel a connection to the others in the club as they complete the Ice Breaker activity. They will also feel like they belong as they explore their interests and talk about them with one another.

### Independence

From this club meeting, youth begin to understand that they are able to act as agents with confidence and competence as a result of their learning.

### Mastery

In order to develop self-confidence in themselves, youth need to feel and believe they are capable of problem solving and overcoming obstacles. By completing the worksheets in this club meeting, youth will find out what interests them and learn how to tackle the challenge of turning their interests into true business opportunities.

## References and Other Resources

Random Item Challenge taken from Secret Millionaire Club Lessons: Compiled by Aris Biederman National

4-H Curriculum Product #08561 Build Your Future Career Journal retrieved from [https://cdn.shopify.com/s/files/1/0650/2997/files/08561\\_LookInside.pdf](https://cdn.shopify.com/s/files/1/0650/2997/files/08561_LookInside.pdf)

Main Street Entrepreneur, Mike Glauser, 2016.



## Describing and Pricing Your Product or Service



### Supplies

- My Product/Service Handout
- Pricing Worksheet
- Pens or pencils
- Computers, laptops, or tablets with access to the Internet

### INTRODUCTION

Knowing what you are selling to your customer is important. It helps you know how to sell to your target audience and recognize your competition. On the other hand, knowing what you are going to charge your customer for the product/service you are selling is equally important. Setting the right price, one that is not too high or too low, is a key step in launching a successful business. It will determine how well your product/service does against your competitors and how profitable your business will be in the long run.

In this club meeting, youth will have the opportunity to discuss the products or services they will be offering as part of their businesses. They will also learn how to price their products/services so they are affordable yet competitive for their market.

### PRIOR TO THE MEETING

- Make sure to print out a copy of the My Product/Service Handout for each member.
- Print off a copy of the pricing worksheet for each club member.

### FOLLOW UP

- Before beginning the rest of the activities, follow up with the club members from the last Invitation to Act.
- Ask 2-3 youth to share the paragraphs they wrote.
- Ask the other club members what they learned from doing this activity at home and how it helped them better conceptualize their product or service.







## DESCRIBING YOUR PRODUCT OR SERVICE

TIME: 15 MINUTES

1. Follow up from the invitation from the last club meeting by asking the youth to share the paragraph they wrote with a partner.
2. After they have shared with a partner, ask if any of them are willing to share with the group.
3. Next, give the youth the My Product/Service Handout to fill out. They should take five to ten minutes to answer each of the questions.
4. As they write, be attentive to if they need help and make sure to answer any questions they might have.
5. When they are done answering the questions, have them write a new paragraph, describing their product or service.



## SEVEN PRICING STRATEGIES

TIME: 15 MINUTES

These strategies were adapted from <https://www.marketingdonut.co.uk/marketing-strategy/pricing/seven-ways-to-price-your-product> and <https://quickbooks.intuit.com/r/pricing-strategy/10-tips-pricing-product/> Both retrieved June 26, 2019.

If you ask people to pay too much for your product or service, they will stop buying it. On the other hand, if you ask too little, your profit margin decreases and your business might lose money. That is why in this activity, we will talk about how to set the perfect price for your product or service. Below are seven ideas to help you do this.

1. Know your market. Your market is your customer base and their demographics and characteristics. Find out how much customers will pay, as well as how much your competitors charge for the same product. You can do this by asking potential customers in person or sending out a survey.
2. Choose the best pricing technique. Cost-plus pricing involves adding a mark-up percentage to costs; this will vary between products, businesses, and sectors. Value-based pricing is determined by how much value your customers attach to your product. Decide what your pricing strategy is before making a calculation. The next activity will help you do this in more detail.
3. Work out your costs. Include all direct costs, including money spent developing a product or service. Then calculate your variable costs (for materials, packaging and so on) – the more you make or sell, the higher these will be. Figure out if you will have fixed costs or not. These include rent, wages, etc. At the end, add all of these costs together and divide by volume to produce a unit break-even figure. This way you will know how much you need to charge for your product so that your business makes money.
4. Don't try to compete with big stores' pricing. When you are just starting out, it might be tempting to match what the larger enterprises in the marketing are charging for the same product, but do not fall into that trap.





Larger stores will likely have lower prices because they buy in bulk. When you are just starting out, it is best to evaluate your product honestly to see how much you should realistically charge. One thing you could do to set yourself apart from your competitors is emphasize the value you add with a more personalized product.

5. Have a plan to increase prices gradually. It's entirely healthy to raise your product's price, but doing so too abruptly can turn off your current customer base. Have a strategic price-increase plan for the next 2 years. 5 to 10% is a good target.
6. Think about other factors. Can you keep margins modest on some products in order to achieve higher margin sales on others? You might need to calculate different prices for different territories, markets or sales you make online. Do you need to allow for possible late payment by customers? Consider your payment terms and keep an eye on your cash flow.
7. Stay on your toes. Prices can seldom be fixed for long. Your costs, customers and competitors can change, so you will have to shift your prices to keep up with the market. Keep an eye on what's going on and talk to your customers regularly to make sure your prices remain optimal.

## Activity #3



# PRACTICE PRICING YOUR PRODUCT/SERVICE

TIME: 30 MINUTES

1. After going through the seven pricing strategies with the youth, have them search on the Internet what the price of similar products is. The youth can share computers/tablets if there are not enough for everyone.
2. After they have an estimate of how much their product/service should cost, hand out the pricing worksheet.
3. Go over the worksheet with the youth and explain what the different columns mean. Explain that these tables will help them more accurately price their product.
4. Go through the first table with them as if they have started a new jewelry business, giving examples of the products of the business and the pricing techniques.
5. Give the club members 15 minutes to fill in the columns for their specific product/service.
6. While they work, go around the room to help those who need help or have questions.
7. When the club members are finished, if there is time, check their tables and give them feedback.





# PRICING PRACTICE WORKSHEET

	<b>Product/Service</b>	<b>Materials</b>	<b>Packaging</b>	<b>Compensation</b>	<b>Other</b>	<b>Sale Price</b>
A.	Necklace	\$8.00	\$4.00	\$15.00 (\$5.00 per hour for 3 hours)	\$3.00 for reinvestment	\$30.00
B.	Necklace	\$10.00	\$0.00	\$12.00 (\$4.00 per hour for 3 hours)	\$3.00 for reinvestment	\$25.00
C.	Bracelet	\$4.00	\$2.00	\$8.00 (\$4.00 per hour for 2 hours)	\$2.00 for reinvestment	\$16.00
D.	Bracelet	\$4.00	\$0.00	\$10.00 (5.00 per hour for 2 hours)	\$1.00 for reinvestment	\$15.00

Use the chart below to determine the pricing for your own business.

	<b>Product/Service</b>	<b>Materials</b>	<b>Packaging</b>	<b>Compensation</b>	<b>Other</b>	<b>Sale Price</b>
A.						
B.						
C.						
D.						

Worksheet adapted from Utah 4-H's Entrepreneurship Lessons





## Invitation to Act

The Internet is a great tool for searching and finding information. During the next week, do more hands-on research on how much your product or service costs in your market or at your competitor's business. This hands-on research could be doing a Google search, visiting a local business that is similar to the one you want to start, or talking to someone who has experience in a similar field. Be prepared to come to the next club meeting to share what you have learned.

## Reflect

- What are important qualities to include when describing your product or service? (Answers include price, quality, function, benefits, etc.)
- Which part of the pricing worksheet did you find most helpful for your business?

## Apply

- Choose at least one of the seven pricing strategies from Activity 2 to apply to your business.
- If you have more than one product to price, take the pricing sheet home and fill out the same table with your other products.





## 4-H MISSION MANDATES

### Citizenship

Learning how to effectively describe and price their products helps youth become conscientious business owners. As they learn how to manage their business and interact with customers, they also become better members of their community.

## ESSENTIAL ELEMENTS

### Belonging

Youth need to know they are cared about by others and feel a sense of connection to those in the group. As the facilitator, it is important to provide youth the opportunity to feel safe while participating in a group. You can do this by letting them ask questions openly and then helping them successfully complete the assignments in the activities.

### Independence

As youth learn how to influence the outcomes of their businesses through decision making, they become more independent thinkers.

### Mastery

In this club meeting, youth are given the opportunity to master the skill of accurately pricing their products/ services, which will help them develop confidence in themselves and in their business ideas. After completing the tables, they will have a feeling of mastery and accomplishment.

## References and Other Resources

<https://www.marketingdonut.co.uk/marketing-strategy/pricing/seven-ways-to-price-your-product>

<https://quickbooks.intuit.com/r/pricing-strategy/10-tips-pricing-product/>





## Branding Your Business



### Supplies

- Pens or Pencils
- Club notebooks
- Computer, laptop, or tablet with Internet access
- Access to free design software such as Canva (If you want to use a different software, however, go to this link <https://www.creativebloq.com/graphic-design/free-graphic-design-software-8134039> to access more than 10 different free design software.)

### INTRODUCTION

When you think of the word “branding”, the first thing that comes to mind might be MacDonaldd’s “Budah budadah, I’m lovin’ it,” or the famous apple that sits on the back of all Apple products. But catchy jingles and memorable logos are only part of branding a business. Your mission and culture are equally as important as your logo and color scheme. Your business needs to have a mission, a company culture, and personality that all work together so your customers recognize your business and choose it out of hundreds of others.

In this club meeting, club members will learn the basics of branding. They will also design their company’s mission, values, logo, and overall branding.

### PRIOR TO MEETING

- On a projector or computer that everyone can see, pull up examples of well-known logos for Activity 1.
- Make sure the youth have pieces of paper or notebooks to write on.
- Set up computers or tablets with the design software to make the logos.
- Learn how to use the design software you chose so you can teach the club members. Another easy design software to use is the one Wix offers at <https://support.wix.com/en/article/creating-a-logo-with-the-wix-logo-maker>.

### FOLLOW UP

- Before beginning the other activities, follow up from last week’s Invitation to Act.
- Ask the youth what they learned from doing their online or hands-on research.
- Ask a few club members to give examples of the information they learned and how that will help them as they develop their business idea.





## LOGO IDENTIFYING ACTIVITY

TIME: 10 MINUTES

1. This activity can be done in two teams or with each club member answering individually.
2. Have the club members sit where they can see the projector or computer.
3. Pull up images one at a time of well-known logos. Examples of these include Target, Nike, Walmart, Microsoft, Wendy's, Starbucks, etc.
4. Have the youth guess the company behind each logo by raising their hand. They can keep a tally of who guesses the logo right first, or they can play non-competitively.
5. While each image is up on the screen, ask the youth why they think the logo is recognizable.
6. Ask them to describe the products that each company sells.
7. Ask the youth if they know the organization's catch phrase or mission, etc.
8. If they know anything else about the company, let them share with the class.
9. If they were split up into teams, you can give a small reward to the winning team.
10. After the activity, have the youth reflect on what things from each logo they want to apply to their own design.



## START WITH YOUR MISSION AND VALUES

TIME: 35 MINUTES

Before you start designing your logo, think about the purpose behind your business. What do you want to accomplish by selling your products or services? What is your company's mission? What are your company's core values? Values within a company greatly influence its culture and overall branding, so choose a few values you want to let guide you.

1. Start the activity by explaining what a mission statement is. Rhonda Abrams, author of *The Successful Business Plan: Secrets and Strategies*, explains, "Mission statements help clarify what business you are in, your goals and your objectives."
2. Entrepreneur.com states that a mission statement is one to a few sentences that, "[Capture] the essence of your business's goals and the philosophies underlying them. It signals what your business is all about to your customers, employees, suppliers and the community."
3. This can seem like a lot to include in just one to two sentences, so we will focus on writing your mission statement part by part in three steps.





4. With the above information as a guide, have the youth construct their mission statements in three steps.
5. Write down your business' three main goals and then narrow those into one main goal.
6. Next, write the philosophies or "beliefs," behind that goal. Here are some helpful questions to ask yourself:
  - a. Why are you in business?
  - b. Who are your customers?
  - c. What image of your business do you want to convey to the world?
  - d. What is your vision of your business?
7. Third, write one sentence explaining why your company is the best one for the job or filling a specific niche.
8. Tip: Crafting your mission statement can take a few days to a week. Don't get discouraged if it doesn't turn out like you want the first try. Go over it again with fresh eyes each day to see if it can be tweaked or added to in any way.
9. As the youth work, show them the following examples of mission statements taken from:  
<https://blog.hubspot.com/marketing/inspiring-company-mission-statements>
  - a. **Patagonia:** Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.
  - b. **IKEA:** To create a better everyday life for the many people.
  - c. **Cradles to Crayons:** Provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive – at home, at school and at play.
  - d. **JetBlue:** To inspire humanity – both in the air and on the ground.
  - e. **Tesla:** To accelerate the world's transition to sustainable energy.
  - f. **TED:** Spread ideas.
10. As the youth can see from these examples, mission statements don't have to follow a specific mold or rubric. They just need to convey the "why", "what", and often times "how" of the company.
11. Give the club members 15 to 20 minutes to come up with a rough draft of their mission statement.
  - a. Be available to help them if they have any questions or struggle to come up with their statement.
  - b. Keep in mind that writing will come more easily to some youth than it will to others.







For the second part of this activity, the youth will decide what their company's core values will be, which will influence their company culture and branding as a whole. This part of the activity will take about 10 minutes.

1. Explain to the youth what core values are.
2. Having core company values can help you ensure that you and each of your employees share a bigger purpose.
3. Share with the youth the following list of core company values:
  - a. Honesty
  - b. Trust
  - c. Accountability
  - d. Passion
  - e. Fun
  - f. Commitment to customers
  - g. Quality
  - h. Teamwork
  - i. Diversity
  - j. Innovation
4. Let them pick two values from this list and then have them make up two of their own.
5. When they are done, let them share some of their values with those in the group.

## Activity #3



### DESIGNING YOUR LOGO

TIME: 40 MINUTES

1. Start by showing the club members their way around the design software you chose.
2. Let the club members have a go at putting together images and graphics to create their logo.
3. If there are not enough computers or tablets for everyone, have the youth share and take turns designing.
4. After they are finished designing, let the club members share their designs with the group if they feel comfortable doing so.





## Invitation to Act

Editing what you've created isn't just important in writing but also in logo design. Just like writing improves when we go back and revise, so do our designs. During the week, look over your design with fresh eyes and get feedback from a family member or friend. Then see how you can tweak the design to be a perfect representation of your business. Be prepared to come to the next club meeting and share how your design has progressed.

## Reflect

- What were the values you chose to include for your business?
- Why did you choose the design you did for your logo?

## Apply

- Go back and revisit your mission statement during the next week to see how you could edit it to make it better.
- How can establishing core business values help you with the personal values in your life?





## 4-H MISSION MANDATES

### Citizenship

Having the youth come up with a mission statement for their business will help them think of how their customers view them and how their business fits into their community. In turn, identifying the core values for their company will help them be more responsible business owners and more responsible citizens in general.

## ESSENTIAL ELEMENTS

### Generosity

Coming up with a mission for their company along with a set of core values will help club members think how their business affects others and how it can also help others' lives.

### Mastery

As the youth learn about the logic behind mission statements and the how-to of writing them, they will master the basics of entrepreneurship even more and also feel they are capable of learning new concepts.

### References and Other Resources

<https://www.creativebloq.com/graphic-design/free-graphic-design-software-8134039>

<https://www.entrepreneur.com/article/65230>

<https://blog.hubspot.com/marketing/inspiring-company-mission-statements>

<https://blog.hubspot.com/marketing/company-values>

<https://designschool.canva.com/getting-started-with-canva-video-tutorials/>

<https://support.wix.com/en/article/creating-a-logo-with-the-wix-logo-maker>





## Marketing Your Product or Service



### Supplies

- Pens or pencils
- Club notebooks
- Copy of Empathy Map (one per member)
- Computer with Internet access

### INTRODUCTION

When it comes to getting the word out there about your business, it may seem like there are an endless amount of options. Because of this, it can be hard to figure out where to start and which marketing strategy will give you the best results. The truth is that nowadays, there are many ways to promote your product or service, so what may work for someone else's business might not work for yours. Thinking from the mind of your target customer will help you narrow down how you will reach your audience.

In this club meeting, youth will discuss the difference between features and benefits, learn how to think like their customer, and create a basic marketing plan.

### PRIOR TO MEETING

- If desired, pull up images on the computer to show examples of features and benefits for Activity 1 and/or examples of empathy maps for Activity 2.
- Make sure to print out enough copies of the Empathy Map handout so each club member has their own.

### FOLLOW UP

- Before beginning the rest of the activities, follow up with the club members from the last Invitation to Act.
- Ask the club members to share how their logo design has changed or gotten better after editing it during the week.

## Activity #1



### FEATURES VS. BENEFITS

TIME: 10 MINUTES

Knowing the definition between a feature and a benefit will help you more effectively market your product or service to your customers.





1. Share with the youth that a feature does the following:
  - a. Describes what the product is like
  - b. Oftentimes contains an image of the product
  - c. Includes comparisons like “better than, newer than, cheaper than”
2. Share that a benefit is different from a feature because it shows your customer how you it will make their life better.
3. Examples of benefits include:
  - a. A product giving the customer a healthier lifestyle
  - b. A product making something faster or more efficient for the customer
  - c. A product providing more safety to the customer
4. To help the youth get started writing, ask them the following questions:
  - a. What exactly is your product or service?
  - b. How does your product or service differ from a similar product on the market (in accessories, price, quantity, etc.)?
  - c. How does your product or service add value to your customer’s life?
5. Using these questions as a guide, let the club members write down three features and three benefits of their product in their club notebooks.
6. Ask a few club members to share their lists with the group.
7. Note: Make sure you help the youth understand how their specific product is better or different from another similar product that exists and how it benefits or adds value to their customer’s life.

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## Activity #2



# THINK LIKE YOUR CUSTOMER

TIME: 20 MINUTES

You know the saying, it’s what’s on the inside that counts? Well, marketers know this better than anyone because their customer’s thoughts and feelings are what is on the inside, and they affect everything the customers says and does. It isn’t easy at times, however, to get inside the mind of your customer. That is where empathy maps come in. This activity was adapted from the following blog post: <https://www.uxpin.com/studio/blog/the-practical-guide-to-empathy-maps-creating-a-10-minute-persona/>





1. To start the activity, hand out a copy of the Empathy Map handout to each club member (found on next page).
2. Explain that when created correctly, empathy maps serve as the target customer. They help you think like your customer and see things from their perspective.
3. It is important to talk to your potential customer and find out what they like and don't like before starting an empathy map.
4. Usually you'll want to gather information about your target customers through surveys, interviews, etc., but in this activity, you can start your map by using what you already know about your customer.
5. Teach the youth that a common empathy map is divided into four quadrants, which show notes on different aspects of the customer's internal experience. The quadrants can vary based on needs and preferences but almost always include:
  - a. Thoughts – What the user is thinking, i.e. "I hope this doesn't take long."
  - b. Feelings – The user's emotional state, i.e. "is confused by the instructions and blames themselves."
  - c. Actions – The user's behaviors, whether in general or in response to specific influencers, i.e., "returns to the home page every time they don't know where to go."
  - d. Influences – What the user has heard from others that might influence how they act, i.e., "They say this is easier to use than Photoshop."
  - e. Problems – Any obstacles worth considering, i.e., an unfamiliarity with technology, or a short attention span.
  - f. Goals – What the user hopes to accomplish, i.e., complete the task within 5 minutes.
6. With this in mind, have the club members pick from this list to put in four to six quadrants they want to use. They can write these on the lines provided in the handout.
7. After they are done filling out their empathy maps, have a few youth share with the other club members what they have written.
8. Tip: Base things on your customer's perception. It has nothing to do with what you think your product or service does but what your customer thinks your product or service should do.



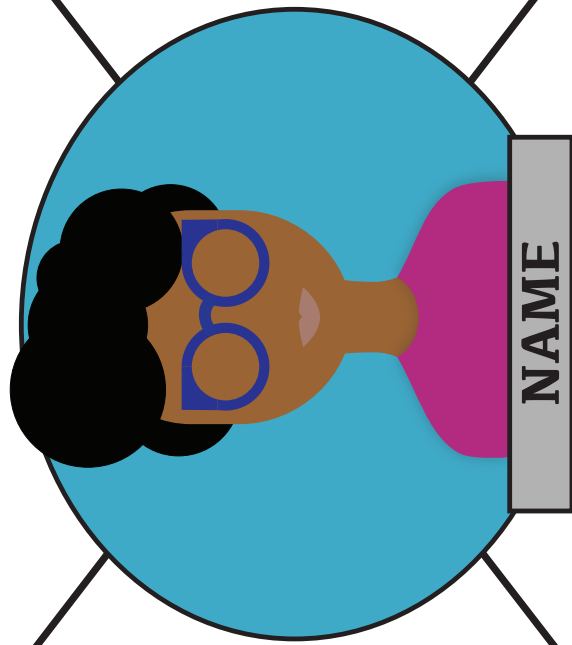


# GOALS

What tasks are users trying to complete?  
What is their end goal? i.e., complete the task within five minutes.

# ACTIONS

The user's behaviors, whether in general or in response to specific influencers, i.e., "returns to the home page every time they don't know where to go."



# OBSTACLES

What problems might the user be trying to overcome? i.e., an unfamiliarity with technology, or a short attention span.

# THOUGHTS

How is the user feeling about the experience? What are they thinking? i.e., "I hope this doesn't take too long."





# IDENTIFY YOUR MARKETING STRATEGIES

TIME: 20 MINUTES

1. Start by telling the youth that every good marketing plan does four things:
  - a. Analyzes your competition
  - b. Has a customer profile
  - c. Identifies your marketing strategies
  - d. Sets realistic goals for the business
2. Have the youth get out a piece of paper or their notebook.
3. Tell them to write down characteristics of their competition. These can include how they market and price their products, if they have any strengths or weaknesses, etc.
4. Next, have them use their empathy map to write a short profile of their customer.
5. After, have the youth decide which marketing strategies they will use. Possible marketing strategies include:
  - a. Using Facebook to post about your product or service. You create a Facebook page for your business and invite your friends and family to it and invite them to tell their friends about it. Then you can post weekly or monthly—whatever suits your business's needs.
  - b. Design flyers advertising your business. You can hand these out to friends and family and also hang them







up around town. Keep in mind that the latter will require getting permission to put them in certain public places.

- c. Consider creating a website. Making a website doesn't have you to be expensive and nowadays, you don't need to know how to code to do it. You can create free sites on Wix, WordPress, and Weebly, just by making a free account.
  - d. Send out emails to potential customers with information about your product or with special offers. Add a link in the email to your Facebook page or website so your potential customers can see what your business is all about.
  - e. Promote your product by giving out free samples of your products to people you know or doing giveaways in public places. If you choose to do the latter, you will need permission to give out your products in certain public places like grocery stores, offices, etc.
  - f. Ask for referrals. Ask your family, friends, and even schoolmates for referrals. The good thing about referrals is that if your friends are recommending you to their friends, they will be more likely to trust you.
6. Have the youth choose three marketing strategies that fit their business the best. Have them write these down in their notebook.



7. When the youth have picked which strategies they will use, have them write on a new page their goals for the first month of their business. Examples of realistic goals include:
- a. Post four social media posts in the first month.
  - b. Receive at least four references during the first month.
  - c. Talk to at least ten people a week about your business.





## Invitation to Act

During the week, you can either put your marketing plan into action, or develop your empathy map further by going out and doing hands-on research to learn more about your customers. Be prepared to come to the next club meeting to share your experiences.

## Reflect

- What is the main difference between a feature and a benefit?
- What did you like most from the Empathy Map activity?

## Apply

- What part of your marketing plan will you implement this week?
- How can you apply what you learned in the Empathy Map activity to better understand your friends and family?

### 4-H MISSION MANDATES

#### Citizenship

Learning how to successfully market themselves and their business will help youth become better and more involved citizens in their community.

### ESSENTIAL ELEMENTS

#### Belonging

Knowing how to market their business's product or service as they interact with those in their community will help the youth feel more belonging.

#### References and Other Resources

<https://www.uxpin.com/studio/blog/the-practical-guide-to-empathy-maps-creating-a-10-minute-persona/>





## Funding Your Business



### Supplies

- Whiteboard or projector
- Dry erase markers (if using a whiteboard)
- Pens or pencils
- Club notebooks
- Copies of Income Statement worksheet
- Computer with Internet access

### INTRODUCTION

At this point, you might be asking yourself, now that I have a great business idea, how do I get the funding to put it into action? That is a great question. Nowadays, there are many options for funding your business. Some of these include taking out a small business loan, trading goods or services, bootstrapping, crowdfunding, etc. If you do not know what some of these terms mean, don't worry because we will go over each in detail during the activities below!

In this club meeting, youth will learn the different ways to fund their business so they can choose which option(s) are best for them. Optional: If the youth are over 14 and the facilitator feels they can grasp more complicated concepts, they have the chance to see if their business can be profitable by learning how to fill out a P&L (income) statement. Keep in mind that if you include the optional activity, you will need to have the club members plan to meet for a little longer.

### PRIOR TO MEETING

- Bring a basketball for the object lesson on pivoting.
- Make sure to have a whiteboard or projector set up that all the club members can see.
- For the optional activity:
- Pull up the video on the computer of what an income statement is.
- If you are unfamiliar with financial business terms, review the material in Activity 3 so you can comfortably explain to the youth what these terms mean. Watch the video as well to review what an Income statement is, and be ready to answer any questions the youth may have.
- Print out the Income Statement worksheet for each youth to fill out for the optional activity. This worksheet can be found in the index of this club meeting.





## FOLLOW UP

- Before beginning the rest of the activities, follow up with the club members from the last Invitation to Act.
- Ask the youth how they furthered their marketing plan or how they tweaked their empathy map after talking with some potential customers.
- Have one or two club members share their experiences from the week.

## Activity #1



# DIFFERENT WAYS TO FUND YOUR BUSINESS

TIME: 10 MINUTES

Some points in the list were adapted from the following lesson:

[https://www.churchofjesuschrist.org/bc/content/ldsorg/topics/self-reliance/2017/14678\\_sgmb\\_book\\_eng.pdf?lang=eng&download=true](https://www.churchofjesuschrist.org/bc/content/ldsorg/topics/self-reliance/2017/14678_sgmb_book_eng.pdf?lang=eng&download=true)

1. Explain to the youth that nowadays there are many ways. Draw the following table on a whiteboard, show it on the projector, or hand out printed copies to club members.

COMMON WAYS TO FUND YOUR BUSINESS			
Option	Description	Pros	Cons
Personal savings	Using what you have personally saved	Keeping control of your business Having immediate access to money	Sacrificing other things to save Not having sufficient funds
Bootstrapping	Doing all the work yourself and/or using resources you already have	Maintaining more control over your business Not needing as much cash	Not having the required skills to run your business Having slow business growth
Borrowing from friends and family	Family and friends lending you money or investing in your company	Having more loyalty and support Better financial terms of paying the money back	Straining your current relationships Unwanted involvement from family or friends
Bartering	Trading goods or services for something in return	Saving money while getting the help you need Creating future partnerships	Not being able to trade something in return Not knowing someone who provides the good/service you need
Crowdfunding	Creating a campaign and getting donations from the public	Having access to cash without having to pay anything back Getting the public excited about your idea	Not getting the word out or getting hype up to generate interest in the business idea
Taking out a loan	Getting a loan from a bank or other lender to gradually pay back	Having access to capital Maintaining control of your business	Might not qualify for a loan. Pay an interest rate. If business does not success, might not be able to pay the loan back.





2. After discussing the points in the table, remind the club members that taking out a loan should always be their last option. There are many other ways to finance their business, and they should consider all of the above ways before turning to debt financing.
3. Share the following examples of each funding option. (If youth come up with their own examples, they can share them with the group.)
  - a. **Personal savings:** Saving \$50 a month from your allowance to buy materials to start your custom jewelry business.
  - b. **Bootstrapping:** Selling your motorcycle to start an ecommerce t-shirt store. Or using a computer you already own to make designs for your graphic design company.
  - c. **Borrowing from friends and family:** Asking your parents to loan you \$200 that you will pay them back over a period of time to buy soccer balls for your soccer clinic.
  - d. **Bartering:** Taking free photos for someone who in turn helps you with the accounting and money management side of your photography business.
  - e. **Crowdfunding:** Setting up an event or a page on Facebook for donations to start your pet grooming business.
  - f. **Taking out a loan:** If you have a bigger business idea like renting a space and equipment to start a bakery, you can go to a bank or private lender to see if you qualify for a loan.

## Activity #2



# PIVOT TO DIFFERENT REVENUE SOURCES

TIME: 20 MINUTES

1. Start the activity by reading the following:
  - a. Over the lifetime of your business, you will likely see change in your market and competition that will affect your company's sales and growth. Instead of throwing in the towel when the going gets tough, consider pivoting to keep up with new trends and client needs.
  - b. As defined by the book, *The Lean Startup*, a pivot is, "A structured course correction designed to test a new fundamental hypothesis about the product, strategy, and engine of growth." In other words, a pivot is changing something about the "what" of your product or who you market your product to.
2. Give the youth a demonstration of what pivoting in basketball means.
3. Ask for a volunteer and have them come to the front of the room.
4. Hand them the basketball and ask them to show the group how to pivot in basketball without traveling, or without having one of their feet leave the ground.
5. After the volunteer has demonstrated this, ask the group why keeping one foot on the ground is necessary.





- Then ask them how this applies to their businesses. (Possible answers include: Keeping one foot in your current market while branching out to a new one helps you cut your losses and maintaining the same branding while trying a new product helps people recognize your business.)
- Next, draw the following four quadrants on a whiteboard or show them on a projector. These were taken from Michaels Glauser's book, *Main Street Entrepreneur*.

<b>RULES OF PIVOTING</b>	
<b>Same Product Same Market Niche</b>	<b>New Product Same Market Niche</b>
<b>Same Product New Market Niche</b>	<b>New Product New Market Niche</b>

- Have the club members come up with examples from their own businesses of how they do the four types of pivots shown above.
- Have them share in groups when they are done.
- To end the activity, share the story of how Instagram, one of the most-used phone apps to date, was born from its original creators pivoting their original app.
- Before it became Instagram, the prototype app was called Burbn. Like Facebook, Burbn had a lot of features. But when the developers realized that people used the app mostly to post their pictures with a filter, they scrapped the old design and made a new prototype. They pivoted by making their core features simpler and more user friendly. Thus, Instagram was born.

## Activity #3



# PROVING PROFITABILITY (OPTIONAL ACTIVITY)

**TIME: 30 MINUTES**

- Start the activity by explaining that an income statement is also known as a profit and loss statement.
- An income statement is a statement of revenue and expenses, and primarily focuses on the company's revenues and expenses during a particular period of time.
- Show the following video to the youth:  
<https://businesstown.com/articles/how-to-create-an-income-statement-for-your-small-business/>
- After they have watched the video, ask the youth if they have any questions. If they want, they can watch the video a second time.





5. Go over the following terms with the youth:
  - a. **Revenue** – The income of a business, or everything that comes in to the business from its sales.
  - b. **Sales** – Revenue earned from selling products or services.
  - c. **Cost of Goods Sold** – The cost of the materials used in creating the good along with the labor costs used to produce it.
  - d. **Gross Profit** – The money a company makes after deducting the costs associated with making and selling its products (cost of goods sold). It can be calculated by subtracting the cost of goods sold from sales.
  - e. **Operating Expenses** – Expenses from keeping the business running. These costs include payroll, rent, utilities, office supplies, etc.
  - f. **Net Income** – Net income is your take-home pay after subtracting all operating expenses as well as taxes from your gross profit.
6. After discussing these terms, hand out the Income Statement worksheet.
7. Next, explain that they will be filling out a basic version of a profit and loss statement.
8. Also explain that in the real world, they would need to worry about gains, losses, taxes, etc., but that for this activity, they are not going to worry about those things.
9. Create an example of a company of your choice and create sales, revenue, and losses over a period of time (preferably a month).
10. By using that example, show the youth how to fill out the different sections of the income statement.
11. End by explaining why it is important to know how profitable your business is. (Answers include: it helps you know where to cut costs, where you can save money, and where you are doing good in your business.)

## Activity #4



# PREPARING FOR NEXT WEEK: LAUNCHING YOUR BUSINESS

TIME: 5 MINUTES

1. Announce to the youth that the next week, for the last club meeting, they will be presenting their business ideas to “investors” who will be visiting from the community.
2. Next, share the following guidelines of what will be expected of them during their pitch.
  - a. Have a simple yet clear pitch.





- b. Set a strict time for yourself.
  - c. Introduce yourself to the investors.
  - d. Start with a hook to catch your audience's interest.
  - e. Include what your business is, why you are passionate about it, its competitive advantages, how you will market it, and how you will make money.
  - f. Memorize what you are going to say, or have it planned out well enough to where you only need to reference index cards to know what to say.
  - g. Wear professional dress.
  - h. Show up early to the presentation to be adequately prepared.
  - i. Practice, practice, practice.
  - j. Lastly and most importantly, BE ENTHUSIASTIC! If you are excited about your idea and convey that to the investors, they will feel it too.
3. Wish the youth good luck and encourage them to reach out with any extra questions they might have during the week.







## Invitation to Act

During the week, continue preparing your business pitch. Practice what you are going to say during your short presentation in front of a mirror, your family members, and at least one friend.

## Reflect

- What are some methods other than taking out a loan that you can try to fund your business?
- What are the four ways to pivot?
- Why is it important to see if your business is profitable?

## Apply

- Decide which financing strategy you will apply to your business this week and any you might need in the future.
- Review what you learned in the Proving Profitability activity with the income statement. You might not remember all the terms the first time, so reviewing it and practicing it with your own business will help cement the ideas in your mind.





## 4-H MISSION MANDATES

### Citizenship

Learning how to manage money and fund a business will help the youth be more responsible citizens.

### Healthy Living

When one is in control of their economic situation and in a good spot financially, they experience less stress and have the ability to live a healthier lifestyle.

## ESSENTIAL ELEMENTS

### Independence

Knowing how to pivot their business successfully in the future will help the youth have more control over their business and other aspects of their lives.

### Mastery

Teaching the youth key financial terms and how to fill out an income statement will help them discover that they are capable of doing business wisely. It will also give them a sense of mastery and accomplishment.

### References and Other Resources

[https://www.churchofjesuschrist.org/bc/content/ldsorg/topics/self-reliance/2017/14678\\_sgmb\\_book\\_eng.pdf?lang=eng&download=true](https://www.churchofjesuschrist.org/bc/content/ldsorg/topics/self-reliance/2017/14678_sgmb_book_eng.pdf?lang=eng&download=true)

<https://businesstown.com/articles/how-to-create-an-income-statement-for-your-small-business/>

Glaser, M. (2016). Main street entrepreneur. Entrepreneur Press.





# INDEX - INCOME STATEMENT

<b>INCOME STATEMENT</b>		
<b>For the month of _____ ending in ___/___/___</b>		
<b>Sales</b>		
	Product/Service One	
	Product/Service Two	
	Product/Service Three	
	Net Sales (total amount of sales)	
<b>Cost of Goods Sold</b>		
	Materials	
	Manufacturing Costs	
	Total Cost of Goods Sold	
<b>Gross Profit</b>	(Subtract total cost of goods sold from net sales)	
<b>Operating Expenses</b>		
	Rent	
	Utilities	
	Payroll (employee wages)	
	Other operating costs	
	Total Operating Expenses	
<b>Net Income</b>	(Subtract operating expenses from gross profit)	





## Launching Your Business



### Supplies

- Club notebooks
- Computer with Internet access
- Feedback sheets (for investors)
- Refreshments (optional)

### INTRODUCTION

Congratulations! After six weeks, you have now have developed a plan for your business. Now it's time to present it to the investors!

This club meeting can be done following the layout of a shark tank, with the club member's business pitch and then the question and answer format. Or the youth can simply give their presentations and then get their Feedback sheets after the presentations are done.

### PRIOR TO MEETING

- Invite at least three guests to act as investors for this club meeting. They should be people in the community who either own their own business or have experience in a certain industry.
- Remind club members to come in professional dress. For girls, this includes dress pants, a skirt, or a dress. For boys, this includes slacks or nice pants and a dress shirt. Ties aren't necessary but optional.
- Print out enough Feedback sheets for the guests, or "investors" to fill out for each club member's presentation.
- Buy or make refreshments such as finger food or dessert for the guests and club members to each while they listen to business idea presentations or afterwards.

### FOLLOW UP

- Before beginning the rest of the activities, follow up with the club members from the last Invitation to Act.
- Ask them if they practiced their business pitch in the mirror, to their family, and to a friend.
- Ask them how their preparation for their pitch went during the week and if they learned anything they'd like to share with the group.





## MEETING THE INVESTORS

TIME: 5 MINUTES

1. Welcome everyone to the club meeting.
2. Explain that the visiting guests will pose as investors who will give the club members feedback as their business pitches.
3. Have each guest investor present themselves to the group.
4. Have them give their name, business experience, and what their favorite part about entrepreneurship is.

## Activity #2



## PITCHING YOUR BUSINESS IDEA

TIME: 45 MINUTES

1. Tell the youth they each have two minutes to present their business pitches to the investors. (Optional: If there are more club members, you can shorten the time to one minute.)
2. Remind them to follow the criteria they were given the week before.
3. Have one of the club members have a timer so the youth know when their time is up.
4. Optional: The investors can ask the club members questions about their business after each presentation.





## GIVING BACK TO THE COMMUNITY

TIME: 10 MINUTES

1. After the club members have all presented their pitches, let the group get refreshments.
2. Have the investors pass the feedback sheets to the youth.
3. As the youth eat the refreshments and go over their feedback sheets, give a small presentation about giving back to the community.
4. You can use the below presentation as an outline, but feel free to add other resources or make a different presentation.
5. Businesses have a social responsibility to their communities. 43 of the top 100 largest economic entities or organizations are companies, not countries or governments.
6. Because of this, it is important to remember that the decisions your business makes will have financial, social, environmental, and ethical consequences in your community.
7. Ways you can serve your community with your business include:
  - a. Teach free classes about their industry to the community.
  - b. Give to a local charity.
  - c. Organize an event for a local charity.
  - d. Make partnerships with other local businesses.
  - e. Have you and your employees carry out a service project during one work day a month.





## Reflect

- What did you learn from presenting in front of the investors?
- Why is it important for you to give back to the community?
- What is the most important thing you have learned during the last six weeks?

## Apply

- Consider making the same pitch you made today for your friends and family.
- Think of ways you can give back to the community now and also with your future business.

### 4-H MISSION MANDATES

#### Citizenship

All aspects of entrepreneurship have to do with leadership and citizenship. After going through these six club meetings, the youth will be better prepared to be entrepreneurs who are also good citizens. They will also learn how to give back to their community when they become business owners.

#### Healthy Living

Having the youth realize they are capable of public speaking and sharing their ideas will help their social and emotional health.

### ESSENTIAL ELEMENTS

#### Belonging

Create a safe and inclusive environment for club members for when they give their presentations. Public speaking, especially in front of their peers, can be nerve-racking for some youth.

#### Independence

Helping the youth create their business plans and present their ideas will help youth feel they are able to influence people and events through their own decision making and action.

#### Generosity

Learning how to give back to their community as entrepreneurs will help the youth be generous and find meaning in their lives.

#### Mastery

In this last club meeting, youth will master the art of public speaking by giving a clear, convincing business pitch.





# INDEX - FEEDBACK SHEET

Introduction	Hook	Marketing Plan	Viable Way to Make Money	Other Feedback





## More to *Discover*

Congratulations on completing your Discover 4-H club meetings! Continue with additional curriculum in your current project area, or discover other 4-H project areas. Check out the following links for additional 4-H curriculum:

1. [www.discover4h.org](http://www.discover4h.org)
2. <http://www.4-h.org/resource-library/curriculum/>
3. <http://utah4h.org/curriculum/>

## Become a 4-H Member or Volunteer

To **register** your Utah club or individuals in your club, visit and contact your county Extension office:

<http://utah4h.org/about/>

<http://utah4h.org/join/index>

For help registering in 4-H online, visit:

<http://utah4h.org/staffresources/4honlinehelp>

Non-Utah residents, please contact your local 4-H office:

<http://www.4-h.org/get-involved/find-4-h-clubs-camps-programs/>



## Stay *Connected*

### Visit Your County Extension Office

Stay connected with 4-H activities and news through your county Extension office. Ask about volunteer opportunities, and don't forget to register for your county newsletter. You can find contact information for counties in Utah here:

<https://extension.usu.edu/locations>

## Enjoy the Fair!

Enter your project or create a new project for the county fair. Learn about your county fair and fair judging here:

<http://utah4h.org/events/index>



## Participate in Local or State 4-H Activities, Programs, Contests, or Camps

For Utah state events and programs, visit:

<http://utah4h.org/events/index>

<http://utah4h.org/projects/>

For local Utah 4-H events and programs, visit your county Extension office:

<https://extension.usu.edu/locations>

Non-Utah residents, please contact your local 4-H office:

<http://www.4-h.org/get-involved/find-4-h-clubs-camps-programs/>



## Discover *Service*

### Become a 4-H Volunteer!

 <http://www.youtube.com/watch?v=UBemO5VSyK0>

 <http://www.youtube.com/watch?v=U8n4o9gHvAA>

To become a 4-H volunteer in Utah, visit us at:

<http://utah4h.org/join/becomevolunteer>

### Serve Together as a 4-H Club or as an Individual 4-H Member

Use your skills, passions, and 4-H to better your community and world. You are needed! Look for opportunities to help in your area or participate in service programs that reach places throughout the world (religious groups, Red Cross, etc.).

### Hold a Club Service Project

USU Collegiate 4-H Club hosted "The Gift of Giving" as a club activity. Club members assembled Christmas stockings filled with needed items for CAPSA (Community Abuse Prevention Services Agency).

<http://tinyurl.com/lu5n2nc>



## Donate 4-H Projects

Look for hospitals, nursing homes, or other nonprofit organizations that will benefit from 4-H projects. Such projects include making quilts for CAPSA or Primary Children's Hospital, or making beanies for newborns. During Utah 4-H State Contests, 40 "smile bags" were sewn and donated to Operation Smile.

## Partner with Local Businesses

92,000 pounds of processed lamb, beef, and pork were donated to the Utah Food Bank in 2013 by multiple companies.

<http://tinyurl.com/pu7lxyw>

## Donate Money

Clubs or individuals can donate money gained from a 4-H project to a worthy cause. A nine-year-old 4-H member from Davis County donated her project money to help a three-year-old battle cancer.

<http://tinyurl.com/mqtfwxo>



## Give Us Your *Feedback*

Help us improve Discover 4-H curriculum. We would love feedback or suggestions on this guide.

Please go to the following link to take a short survey: [Click here to give your feedback](#)

or go to: <https://goo.gl/iTfiJV>