



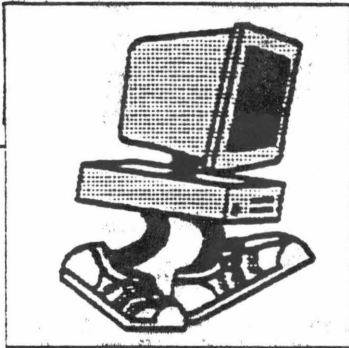
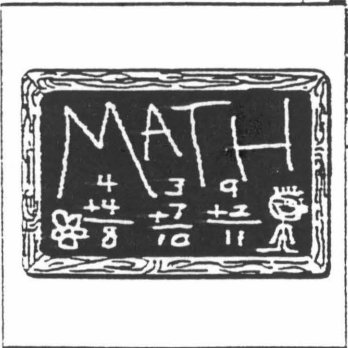
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# Minding My Own Business



A  
Virginia Cooperative  
Extension  
Program



## **ACKNOWLEDGEMENTS**

Our sincere appreciation to Maria Crigger, Graduate Student at Virginia Tech, and Extension Agent, Home Economics, in Rockbridge County, Virginia, who developed the initial draft of these materials.

The materials were piloted in Brunswick, Charles City, and Dinwiddie Counties and the City of Petersburg. Leadership at the unit level was provided by Jinx Baney, Patsy Barnes, Fred Custis, and Elaine Rhodes, assisted by local volunteers.

Based on the results of the pilot project, the materials were modified into the present format by Dr. Ann Lastovica, Dr. Valya Telep, and Mr. Rudolph Powell, Extension Specialists at Virginia State University, Petersburg, Virginia.

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Dear Project Leader,

Welcome to the exciting world of **Minding My Own Business!** In this 4-H project, you will have many opportunities to guide young people, ages 13-19, as they plan and carry out their business ideas.

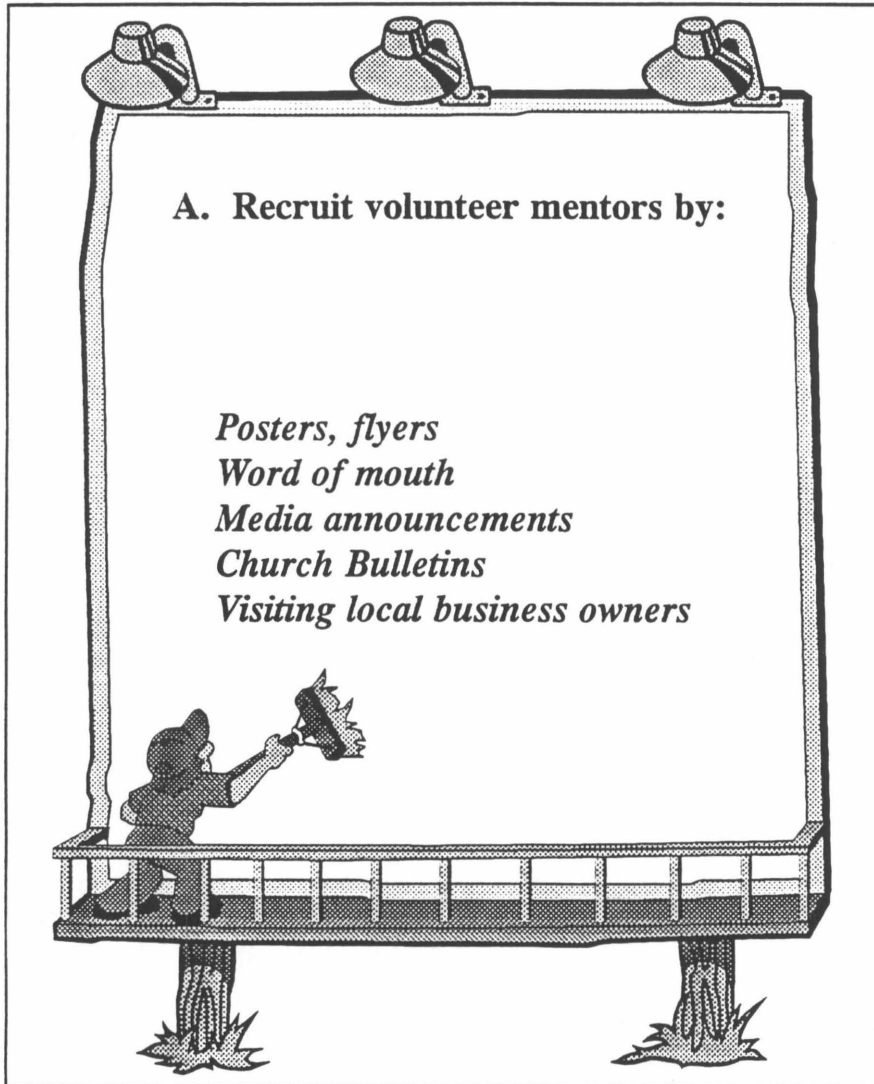
The success of the **Minding My Own Business** project will depend greatly upon the amount of community support you are able to build. Volunteer mentors from the business sector are extremely important resources in helping young people plan and implement their business ideas. Because of the individualized nature of this project, the more you can connect volunteer mentors to youth, the stronger your project will be.

It is our hope that the information contained in this Leader's Guide will assist you in planning and carrying out your unique **Minding My Own Business** project.

Sincerely,

The **Minding My Own Business**  
Project Planning Committee

# MINDING MY OWN BUSINESS LEADER GUIDE



Sample media announcement:

Are you MINDING YOUR OWN BUSINESS? If you operate your own business and would like to share your expertise with an enterprising young person, the \_\_\_\_\_ Cooperative Extension office needs you! "Minding My Own Business" is a 4-H project designed to guide young people in building their own successful businesses. For more information on how to become a partner with youth, call the \_\_\_\_\_ Cooperative Extension office at \_\_\_\_\_ today!

**ARE YOU  
MINDING YOUR OWN BUSINESS?**

**Do you operate your own business? Would you like to share your expertise with an enterprising young person?**

**\$** **\$**

**MINDING MY OWN BUSINESS**

**\$** **\$**

**is a 4-H project designed to guide young people in building a successful business.**

**For more information on how to become a partner with youth, contact:**

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## B. Interview volunteers

Review the project objectives.

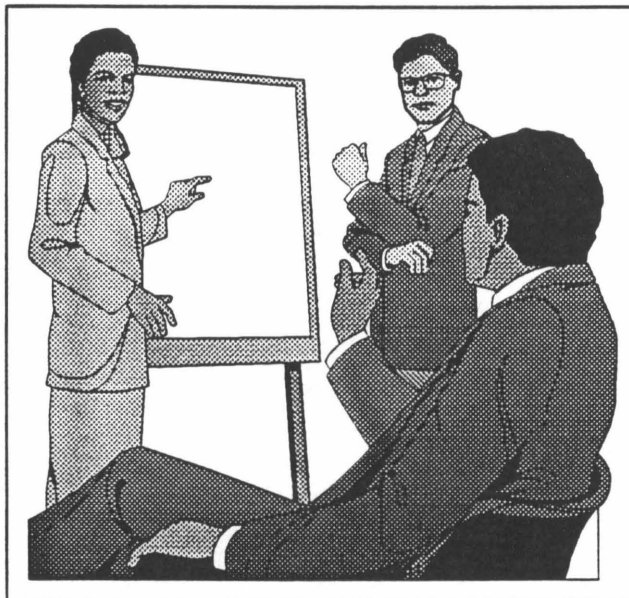
Discuss the responsibilities of a volunteer.

Answer any questions they might have.

Send letter to volunteer. A sample letter follows the Job Description.

Job Description - MMOB Volunteer/Mentor  
Responsibilities:

1. Become familiar with the MMOB project materials.
2. Participate in the MMOB volunteer training session(s).
3. Serve on the MMOB Planning Team.
4. Attend project meetings.
5. Serve as a mentor to MMOB youth participants.
6. Recruit other volunteer mentors.



## Sample letter to volunteer

Dear

Thank you for taking time from your busy schedule to provide assistance to a participant in the **Minding My Own Business** 4-H Youth Project. This project is designed to teach life and business management skills to youth who are interested in preparing themselves for employment or are seeking to start their own business to provide extra income. If you currently operate a business, your volunteer efforts will give you an opportunity to share with a potential entrepreneur. Most of all, participants will identify their strengths, weaknesses and skills; develop decision-making skills; and prepare themselves for the future.

As a Volunteer/Mentor, your responsibilities will be as follows:

1. Become familiar with the MMOB project materials.
2. Participate in the MMOB volunteer training session(s).
3. Serve on the MMOB Planning Team.
4. Attend project meetings.
5. Serve as a mentor to MMOB youth participants.
6. Recruit other volunteer mentors.

We look forward to working with you as a **Minding My Own Business** Team Member. Please contact me if you have questions.

Sincerely,



C. Set project orientation meeting.

Agenda: Review curriculum with volunteers.

Have the group decide on the location, meeting dates, and times for the project.

D. Recruit participants through:

Media announcements

Posters, Flyers

Schools

Churches

Word of Mouth

4-H Clubs

E. Obtain from local businesses incentives such as gift certificates.

# Minding My Own Business

## Leader's Guide

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**\*\*\*Note\*\*\*** Each section may take more than one session to deliver. The amount of time taken will depend on whether the project is done individually or in a group, how long you meet, etc. The project is planned to be self-directed and done "at-your-own-pace" to provide the greatest benefit.

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## **Section I**

# **WHO IS AN ENTREPRENEUR?**

## Section I--WHO IS AN ENTREPRENEUR?

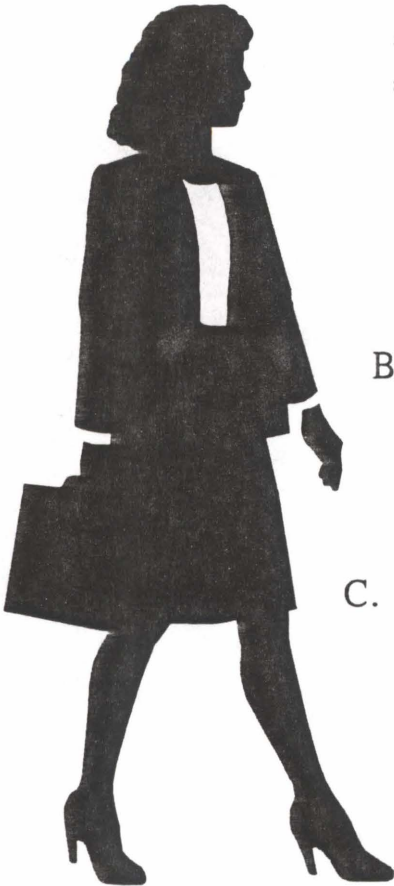
### A. Discuss Project Goals:

- \* Meet teens who have started their own businesses;
- \* Learn what it takes to make money;
- \* Discover how to promote your business to success;
- \* Learn what it takes to get the job you want;
- \* Get help with your business idea;
- \* Learn how to make a good "first impression."

### B. Ask youth to introduce themselves and tell why they are participating in the project. If they are not sure at this point, reassure them that they will learn more about the project as they progress.

### C. Discuss the meaning of the words **entrepreneur** and **entrepreneurship**: An **entrepreneur** is someone who organizes, operates, and takes the risk in a business venture expecting to gain a profit. The word "**entrepreneur**" comes from the French word "**entreprendre**," which means "**to undertake**."

Entrepreneurship refers to the process of planning, organizing, and operating a business.



## Getting to Know Yourself

**Directions:** Answer the following questions carefully and truthfully. Your answers will help you assess your own interests, abilities, values, and goals.

- A. Write a "1" beside the school subjects you enjoyed most. Write a "2" beside your second favorite.

\_\_\_\_\_ Physical education

\_\_\_\_\_ Mathematics

\_\_\_\_\_ Science

\_\_\_\_\_ History/Social Studies

\_\_\_\_\_ Economics

\_\_\_\_\_ Languages (including English)

\_\_\_\_\_ Literature

\_\_\_\_\_ Life Management Skills (Home Economics)

\_\_\_\_\_ Music/Art/Band

\_\_\_\_\_ Computer

\_\_\_\_\_ Other \_\_\_\_\_

- B. What health or physical limitations should you consider in making a career choice (include allergies, back problems, etc.).

\_\_\_\_\_

- C. What do you like to do in your free time?

\_\_\_\_\_

- D. According to your grades when in school, what things do you do best?

\_\_\_\_\_

E. What are three things that you think you do well?

1.

2.

3.

F. What are three things that other people think that you do well?

1.

2.

3.

G. What do you want to do in the future?

H. Check all that apply to you. I like to:

\_\_\_\_\_ Work with people

\_\_\_\_\_ Be of service to people

\_\_\_\_\_ Read

\_\_\_\_\_ Work with my hands

\_\_\_\_\_ Study

\_\_\_\_\_ Operate machinery

\_\_\_\_\_ Travel

\_\_\_\_\_ Do detailed work

\_\_\_\_\_ Work outdoors

I. List three things that you like about yourself.

1.

2.

3.

"Funny thing about life; if you refuse to accept anything but the best, you very often get it."

Somerset Maugham



# Business Ideas

The following list of possibilities for businesses is provided to stimulate your creative thinking regarding income-producing ideas. Many of these ideas have been tried successfully by business owners and may help you identify one of your personal skills that could be profitable.

## Personal/Individual/Self Improvement

### **Accounting**

**Animals** - grooming, sitting, exercising, training, boarding, breeding

### **Apartment guide**

### **Attorney**

**Automotive** - rental, painting, cleaning and repair

**Beauty services** - nails, hair care, facials, massage, beauty products

**Bicycle**, moped, motorcycle sales and repair

**Books** - binding, sales, collecting

**Bridal consultant** plus gowns for rent or sale

### **Calligraphy**

**Chauffeur** - limousine service

### **Clock repair**

**Clothing and sewing-related** - alterations, monograms, exchange, needlework, hemming, re-weaving, tailoring, refurbishing vintage clothing, custom sewing, clothing for disabled, clothes for hard-to-fit, drapery making, custom window treatments, baby specialty items

### **Correspondence for others**

**Costumes** - design, manufacturing, sales, repair

**Counselor** - marriage, family, career, children, rehabilitation, financial, and investments

**Coupon mailer service**

**Day Care** - child day care center (10 or more children), group family day care (10-12 children cared for by at least two adults, family day care home (6 or fewer children), adult day care services, disabled day care centers, elderly day care

**Designing and painting murals** in churches, homes, offices, and restaurants

**Digital watch repair**

**Get-away weekends for couples, families**

**Genealogical research**

**Greeting cards/notes** - design, sell

**Health improvement** - exercise, body toning, electrolysis, stop smoking clinics, weight control, diet preparation, recreation for older adults

**Hospitality services** - catering, mobile catering, clowning, parties for children and adults

**Image consultant** - color analysis, wardrobe analysis and planning

**Income tax preparer**

**Jewelry design, sales, repair**

**Laundry and ironing**

**Messenger service**

**Shopping Service** - clothing, groceries, interior design, maintenance services

**Towing**

## Services To The Home

**Appliance repair**

**Appraisals** - antiques, books, collectibles, objects d'art

**Architecture****Auctioneer**

**Awnings** - design and make canvas awnings and shades, installation

**Building storage sheds**

**Burglar alarm sales and service**

**Carpet installation and cleaning**

**Carpentry**

**Cement casting** - curbing, patio blocks, etc.

**Chain saw service**

**Chair caning**



**Crystal and china repair**

**Custom rug making** - braided, hooked, woven

**Electronic sales and repair**

**Energy consultant**

**Fence installation and repair**

**Firewood**

**Floor refinishing**

**Furniture** - build, design, repair, refinish, upholster, sell

**Garden furniture** - rewebbing, repainting, repadding, reupholstering, reweaving

**Home handyman service**

**Home repair and maintenance** - painting, wallpapering, chimney cleaning, etc.

**Household cleaning**

**Household moving**

**Housesitting**

**"I'll finish your project" service**

**Interior design and decorating**

**Lamp repair**

**Mobile lock service**

**Music instrument maintenance and repair**

**Organizing, cleaning basements, attics, eliminating junk**

**Oriental rug repair**

**Pest control**

**Plants** - potting, sales, care at home

**Pool cleaning and repair**

**Porcelain refinishing** (tubs, sinks, etc.)

**Real estate sales**

**Rental agency** - furniture, tools, appliances, party items, etc.

**Screen and storm window service** - sell, repair, install

**Security patrol**

**Small engine repair**

**Tree service** - treat, trim diseased trees, tree removal, replacement

**Welding**

**Window and wall washing**

**Yard/Lawn maintenance** - landscaping, pruning of shrubbery, flower bed preparation, fertilizing, specialized outdoor lighting, design and installation

## Services To Other Businesses

**Accounting or bookkeeping** - setting up books, keeping records, completing tax forms, payroll

**Advertising** - write, copy, layout, artwork

**Advertising specialist** - sell calendars, pens, bumper stickers and other items imprinted with business names and advertising message

**Aerial advertising** - skywriting, towing advertising banners behind airplane, balloon signs

**Agent** - literary, sales, insurance

**Answering service**

**Aquarium service** - design, install, clean, and maintain

**Art rental** - plan and display art in businesses

**Booking agent** representing musician, models, actors, actresses and other temporary help

**Builder's cleanup service**

**Burglar alarm sales and service**

**Business chauffeur**

**Calligraphy** - diplomas, scrolls, certificates

**Clipping service** - newspapers and magazines

**Computer** - analysis training, programming, repair, sales, hardware, software

**Computer-Generated visuals**

**Consultant** and deliverer of professional development seminars

**Copy center**

**Credit investigator** - check on past history of people applying for credit

**Data and Word processing**

**Delivery/messenger service**

**Employment agency** - match workers with job opportunities. Teach classes in developing resumes, interview techniques, etc.

**Event Planning**

**Free-lance writer**

**Home-based business directory** - Publish directory of home-based businesses in area. Charge for listing and give directories free

**Income tax preparation**

**Jewelry and watch repair** - Contract with jewelry stores to repair jobs they take in

**Mailing list** - develop/print labels

**Marketing research**

**Money Broker**

**Newsletter research, writer, editor**

**Notary public**

**Office machines repair**

**Parking lot maintenance** - sweeping, striping, coating, snow removal, installation of signs, replacement of light bulbs

**Pest control**

**Printing** - layout, edit, operate

**Proofreader**

**Public relations**

**Rubber stamp making**

**Sales representative**

**Secretarial service**

**Security patrol**

**Sharpening service**

**Shopping service** - shop for busy executives-purchase and ship or deliver gifts to their customers or employees

**Signs** - design, build, install

**Translator** - if fluent in foreign language, may escort foreign business executives

**Travel agent**

**Trucking** - long/short distance

**Typing pool**

**Welcome new residents** - provide community information and referral

**Window and wall washing**

## Sales Businesses

**Art** - prints, original art

**Bait and tackle sales**

**Balloons**

**Director sales** - candles, cosmetics, seasonings, household items

**Fiberglass molding**

**Firebacks** - design and manufacture cast iron plates which absorb and radiate heat

**Florist**

**Greenhouses** - design, build, install

**Homemade food products** - breads, cakes, cookies, pastry maker for restaurants and delicatessens, candy, catering gourmet meals for delivery or pick up

**Household items**

**Insurance**

**Mail order**

**Personalized products**

**Used clothing**

## Crafts And Related Arts

**Candlemaking**

**Ceramics**

**Decoys**

**Dollmaking**, doll clothes, collecting unique dolls, dollhouses

**Dried flower arrangements**

**Framing**

**Glass blowing**

**Jewelry**--design, repair, restyling, sales

**Lampshades**

**Leather work**

**Metal design**

**Miniatures**--manufacture and sales

**Ornaments**

**Personalized sketches** of house, boat, animals

**Pottery**

**Quilting**

**Selling crafts supplies**

**Silk screening**

**Soft sculpture**

**Spinning**

**Stained glass**

**Teaching crafts**

**Toys**

**Weaving**

**Woodworking**

## **Educational Services**

**Career counseling** Resume writing;  
Tutoring; Dressing for Success

**Children's camp**

**Educational services**

**Historic or educational tours**

**Sports camp for children**

**Teaching classes or individual lessons in the following:** time management, typing, study skills, test-taking, public speaking, computer, foreign languages, photography, music, voice, natural childbirth, dancing, physical fitness, first aid, self-defense, weight-loss, quit-smoking clinics, specific crafts skills, games skills (bridge, chess, etc.), cooking and sewing, etc.

## Other Businesses

**Bed and breakfast**

**Beekeeping** - keeping hives, selling honey, making beeswax candles

**Blacksmith**

**Boat rental** - rent boat only or conduct charter fishing trips

**Christmas tree farm**

**Coin dealer**

**Coordinate exhibitions** - organize antique shows, art fairs, flea markets, fund-raising drives, special promotions

**Goat-raising** - sell milk to health food stores, coops. Make cheese and fudge

**Gun repair**

**Herbs** - grow, dry, sell. Teach classes on "how-to."

**Holiday greenery**

**Organic vegetable growing**

**Pick-your own operations**

**Restorations** - antiques, artifacts, cars, boats, and home

**Roadside vegetable/fruit stands**

**Sheep raising**

**Sod farm**

**Taxidermy**

**Trailer and camper maintenance and repair**

**Underground sprinkler systems** - installation and repair

**Unusual transportation** - carriage, horse and buggy rides, etc.

**Ideas I Want to Consider:**

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 Petersburg, VA 23806

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## **RATE YOURSELF--ARE YOU READY TO START A BUSINESS?**

Directions: Under each question, check the answer that says what you feel or comes the closest to it. **Be honest with yourself!**

### **Are you a self starter?**

\_\_\_ I do things on my own. No one has to tell me to get going.

\_\_\_ If someone gets me started, I keep going.

\_\_\_ Easy does it. I don't put myself out until I have to.

### **How do you feel about other people?**

\_\_\_ I like people. I can get along with most anyone.

\_\_\_ I have plenty of friends--I don't need anyone else.

\_\_\_ Most people irritate me.

### **Can you lead others?**

\_\_\_ I can get most people to go along with me without much difficulty.

\_\_\_ I can get most people to go along if I push them.

\_\_\_ I let someone else get things moving.

### **Can you take responsibility?**

\_\_\_ I like to take charge of things and see them through.

\_\_\_ I'll take over if I have to, but I'd rather let someone else be responsible.

\_\_\_ There's always some eager beaver around wanting to show how smart he is. I say let him/her.

**How good of an organizer are you?**

\_\_\_\_\_ I like to have a plan before I start. I'm usually the one to get things lined up.

\_\_\_\_\_ I do all right unless things get too confused. Then I quit.

\_\_\_\_\_ I just take things as they come.

**How good of a worker are you?**

\_\_\_\_\_ I can keep going as long as necessary. I don't mind working hard.

\_\_\_\_\_ I'll work hard for awhile, but when I've had enough, that's it!

\_\_\_\_\_ I can't see that hard work gets you anywhere.

**Can you make decisions?**

\_\_\_\_\_ I can make up my mind in a hurry if necessary and my decision usually turns out okay, too.

\_\_\_\_\_ I can if I have plenty of time. If I have to make up my mind in a hurry, I usually regret it.

\_\_\_\_\_ I don't like to be the one who decides things.

**Can people trust what you say?**

\_\_\_\_\_ Yes, they can. I don't say things I don't mean.

\_\_\_\_\_ I try to be on the level most of the time, but sometimes I just say what is easiest.

\_\_\_\_\_ Why bother if the other person does not know the difference?

**Can you stick with it?**

\_\_\_\_\_ If I make up my mind to do something, I don't let anything stop me.

\_\_\_\_\_ I usually finish what I start--if it goes well.

\_\_\_\_\_ If it does not go well right away, I quit. Why beat your brains out?



**How good is your health?**

\_\_\_\_\_ I never run down!

\_\_\_\_\_ I have enough energy for most of the things I want to do.

\_\_\_\_\_ I run out of energy sooner than most of my friends do.

**\*\*\*\*Now count the checks you made.**

How many checks are there beside the first answer to each question?

\_\_\_\_\_

How many checks are there beside the second answer to each question?

\_\_\_\_\_

How many checks are there beside the third answer to each question?

\_\_\_\_\_

If most of your checks are beside the first answers, you probably have what it takes to run a business. Make sure that your answers are truthful, and not a result of wishful thinking! If your checks are mostly by the second answer, carefully examine your weaknesses to see if they can be overcome. Also, you may need to find a partner who is strong in the areas in which you are weak. If many checks are beside the third answer, it may be in your best interest not to start a business at this time.

Adapted from: "**Checklist for Going Into Business,**" Small Business Administration.



### **Hints for a Successful Interview**

1. Call the interviewee to make an appointment for the interview. Do not drop in unannounced. When you call, briefly tell the business owner who you are, how you got his/her name, why the interview is important, and how much time you will need.
2. Plan for the interview to take about 15 minutes.
3. Dress appropriately.
4. If possible, visit the business before the interview, so that you are familiar with the layout, personnel, and product.
5. If you want to use a tape recorder, ask permission in advance. Some people are wary of having their voices recorded. Have plenty of paper and a pen handy in case the recorder does not work or you are asked not to use it.
6. Try to record the answers to the questions as accurately as possible.
7. Shake hands and say "thank you" when the interview is over.
8. Immediately after the interview, write down any impressions you developed so you will not forget them.

## Letter of Introduction

Dear Business Owner:

This is to introduce \_\_\_\_\_, a participant in the **Minding My Own Business** 4-H project sponsored by Virginia Cooperative Extension. This project provides an opportunity for youth to identify personal strengths, learn business management skills, and to be prepared to enter the world of work.

Thank you for being willing to share your experiences with this individual. Please contact me if you have questions.

Sincerely,

Extension Agent

# CONDUCTING THE INTERVIEW

**Directions:** It is important to be prepared with a list of questions to ask during an interview with an entrepreneur. If possible, provide the entrepreneur with a copy of the questions in advance. The following questions may help you get started.

Name of Entrepreneur \_\_\_\_\_ Position \_\_\_\_\_

Entrepreneur's company/business \_\_\_\_\_

Date interviewed \_\_\_\_\_ Where \_\_\_\_\_

1. How long have you been in business for yourself? \_\_\_\_\_

2. When did you first decide that you wanted to go into business for yourself? \_\_\_\_\_  
Why? \_\_\_\_\_

3. How many hours do you work a week? \_\_\_\_\_

How much time do you spend watching TV? \_\_\_\_\_

How much time do you spend with family and friends? \_\_\_\_\_

4. What are your hobbies? \_\_\_\_\_

How much time do you spend doing your hobbies? \_\_\_\_\_

5. What were your career plans when you graduated from high school?  
\_\_\_\_\_

6. Did you hold any jobs, get education or training that made you feel prepared to start your own business? \_\_\_\_\_  
Explain. \_\_\_\_\_

7. Are there any licensing requirements for your profession?  
\_\_\_\_\_ Yes \_\_\_\_\_ No If YES, what are they? \_\_\_\_\_  
\_\_\_\_\_
8. What sources are available for money to start a business?  
\_\_\_\_\_
9. Is your business a sole proprietorship, partnership, or corporation?  
\_\_\_\_\_
10. What advice would you give to people who want to go into business for themselves? \_\_\_\_\_  
\_\_\_\_\_
11. What do you like about having your own business? \_\_\_\_\_  
\_\_\_\_\_
12. What do you dislike about having your own business? \_\_\_\_\_  
\_\_\_\_\_
13. How would it be different if you were working for someone else? \_\_\_\_\_
14. What have been the most severe conflicts that you have had with your lifestyle since starting your own business? \_\_\_\_\_  
\_\_\_\_\_
15. How did you deal with these conflicts? \_\_\_\_\_  
\_\_\_\_\_
16. Do you feel that owning your own business has been worth the conflicts that you have had to deal with? \_\_\_\_\_  
\_\_\_\_\_

## REPORTING ON INTERVIEWS

Now is time for you to report the results of what makes a successful entrepreneur. Answer these questions:

1. How would you describe an entrepreneur? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Name personal characteristics you believe most entrepreneurs have in common. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Name advantages of becoming an entrepreneur. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Name disadvantages of becoming an entrepreneur. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **Section II**

# **HOW TO PREPARE A BUSINESS PLAN**

## Section II—HOW TO PREPARE A BUSINESS PLAN

- A. Review accomplishments of previous section.
- B. Introduce the concept of a business plan.

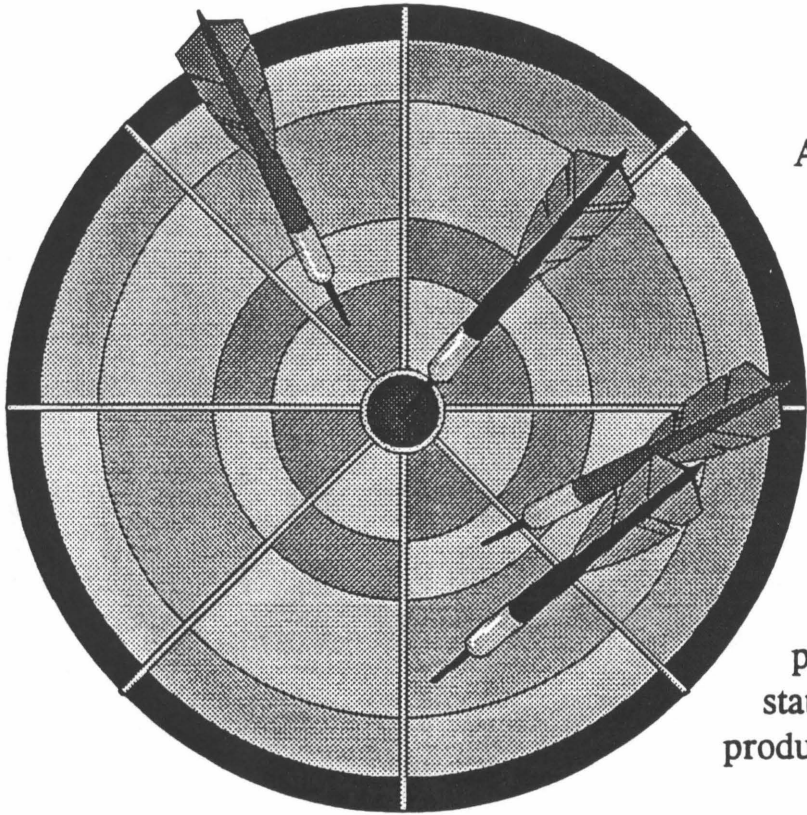
A business plan is like a road map for your business. It will help you decide where you want to go with your business and will guide you along the way. A business plan improves your chances of succeeding in business.



Give the  
**BUSINESS PLAN OUTLINE**  
to participants.



## 1. DETERMINING A BUSINESS DESCRIPTION



After choosing the type of business you plan to operate, the first item your business plan should include is a complete description of your business idea.

*What are you going to sell?*

(Using the **BUSINESS PLAN OUTLINE**, have participants practice writing short, specific statements describing their products/services.)

## 2. SETTING GOALS AND OBJECTIVES

The objective of any business is to provide a profit for its owner, and your business is no exception. You should have a firm idea what you are working for; that's your financial goal. Financial goals provide motivation to work and earn money over the long term. If you are working simply to earn spending money, you may quickly realize the hard work isn't worth it. Having some long-range, serious goals such as college, a car, or moving out on your own makes your work meaningful and worthwhile.

## 3. BUSINESS STRUCTURE AND TAX IDENTIFICATION

**NUMBER** (To be covered later)

## 4. ANALYZING THE MARKET

One of the major reasons most new businesses fail is failure to analyze the market. Discuss with participants the meaning of the Five P's of Marketing.

These P's include:

**\*Product** or service

**\*People**--potential customers or target market

**\*Promotion**--how you will create awareness that your business exists and what you offer; how you will get customers

**\*Place**--location of business or how you will deliver your product or service

**\*Price**--what you will charge (To be covered in a later section.)

Many young entrepreneurs enter into a marketplace where there is already too much competition. Or, they don't understand who wants or needs their product and why. To avoid this mistake, have participants analyze customers and the competition by asking the following questions which are also on the **BUSINESS PLAN OUTLINE** given to participants earlier. These questions provide answers regarding the market for their product or service.

### **Product**

(described earlier under business description)

### **People**

#### Customers

1. Who are the people in your neighborhood (parents, homeowners, other young people) who need or would buy this product/service?  
What are their likes/dislikes?
2. How many/much of the product/service do they need?
3. Do they get this product/service now? Where? From whom?

## Competition

1. Who sells/provides this product/service in your area?
2. Where are they located?  
Do you have a better location?
3. How do they promote their product/service?
4. How much do they charge for their product/service?
5. What is their product/service like? Can you do a better job of meeting customer needs by improving upon the product/service or how it is delivered?

## **Promoting Your Product or Service**

### Promotion

1. Based on what you know about your potential customers, how will you reach them? What ways are available to advertise your product/service?
2. Which of these ways would be the most effective at a minimal cost?
3. What features can you emphasize to attract customers?

### Sales

1. What time of year would this product/service sell best?
2. How and where can you sell this product/service best?
3. What regulations or laws might affect your selling decisions?
4. How will you get the product/service to the customer?
5. Can you use the **AIDCA** approach to sell your product—**ATTENTION, INTEREST, DESIRE, COMMITMENT, ACTION**?

### **Place**

1. What work and storage areas will be required to produce, store, and deliver the product or service?
2. Will your customers come to you or will you go to your customers to sell your product or service?

## **5. OPERATIONAL PLANNING**

1. What supplies and equipment will you need to produce this product or offer this service? Where will they be purchased? Have you checked with different suppliers regarding price and ability to deliver? How much time is needed between ordering supplies and delivery?
2. How much time will be required to produce the product, or perform the service? Do you have that amount available?
3. What time of year would be best for production?
4. What laws or regulations might affect production?

## **6. MANAGEMENT AND ORGANIZATION SKILLS**

### Training

1. Do you need special training to create the product/service?
2. Who can provide you with this training?
3. What costs will be involved in getting this training?

After analyzing the market for his/her product or service, a participant may decide that the business idea is not feasible for him/her in the proposed location, or that there is not a market for the idea at this time. He/she may wish to choose a different business idea. Help the participant to realize that it is important to discover this before entering business. Use it as a learning experience so the individual will not become discouraged. Have him/her choose another idea and examine the market. Playing detective can be fun!

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Provide individual assistance as participants develop their business plans.

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## **7. SECURING FINANCING**

The economy of the 1990s has contributed to the difficulty for many adults to raise money for their business ideas. As the "new kid on the block", do not expect to be able to raise cash from the usual sources that adults use, such as banks.

Listed below are ideas regarding how not to spend money in the beginning:

- \* *Try to get by with what you have.*
- \* *Limit your expenses in the beginning.*
- \* *Borrow everything you possibly can.*
- \* *Don't overdo it in the beginning!*
- \* *Try to find good used materials first.*

If you still need start-up money, try these methods:

- \* Use money in your savings account to finance your business.
- \* After you have perfected your business plan, approach a family member or other adult you are close to for start-up money. If you do borrow money, pay interest to your lender. Pay your lender back based on a schedule, with the payments coming out of the money you make.
- \* Check around your room. You probably have extra items lying around which you can sell to get extra cash. Think of two or three used items you don't use (such as a bike, books, sports equipment) you can sell to raise cash. Ask your family for used items that you can sell to raise cash. You can get money for your old things by:

**—having a garage sale**  
**—advertising in newspapers, especially trading post sections**  
**—posting flyers in public places like grocery stores**  
**—telling friends you have items for sale**

If you have tried all the methods mentioned and still can't raise any cash, you may need to choose another business idea that doesn't need as much start-up money.



**GOALS:** What do you want to accomplish through this business?

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**BUSINESS STRUCTURE:** Is it a sole proprietorship, partnership, or corporation?

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**TAX IDENTIFICATION NUMBER:** \_\_\_\_\_

**MARKET SURVEY RESULTS:**

Customers

1. Who are the people in your neighborhood (parents, homeowners, other young people) who need or would buy this product/service?

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2. How many/much of the product/service do they need?

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3. Do they get this product/service now? Where? From whom?

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Competition

4. Who sells/provides this product/service in your area? How?

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5. Where are they located? Do you have a better location?

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6. How do they promote their product/service?

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7. How much do they charge for their product/service?

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8. What is their product/service like? Can you improve upon the product/service or how it is delivered?

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**PROMOTING YOUR PRODUCT OR SERVICE**

9. How can you advertise your product/service?

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10. Which of these ways would be the most effective at a minimal cost?

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11. What features can you emphasize to attract customers?

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**Sales**

12. What time of year would this product/service sell best?

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13. How and where can you sell this product/service best?

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14. What regulations or laws might affect selling decisions?

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15. How will you get the product/service to the customer?

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16. How can you use the AIDCA approach to sell your product or service?  
ATTENTION, INTEREST, DESIRE, COMMITMENT, ACTION?

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**PLACE**

17. Where is work and storage space available to produce and store your product?

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18. Will your customers come to you or will you go to your customers to sell your product or service?

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## **OPERATIONAL PLANNING**

19. What supplies and equipment will you need to produce this product or offer this service?

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20. How much time will be required? Do you have that amount available?

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21. What time of year would be best for production?

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22. What laws or regulations might affect production?

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## MANAGEMENT AND ORGANIZATION SKILLS

### Training

23. Will I need special training to create the product/service?

\_\_\_\_ Yes \_\_\_\_ No If YES, What training is needed? \_\_\_\_\_

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24. Who can provide me with this training?

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25. What costs will be involved in getting this training?

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**Section III**

**UNDERSTANDING BUSINESS  
OPERATIONS**

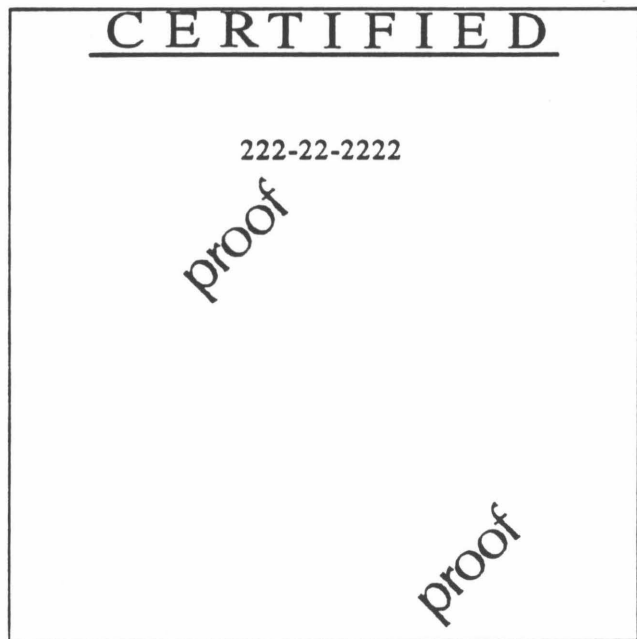
### Section III--UNDERSTANDING BUSINESS OPERATIONS

- A. Review accomplishments of previous section. Continue to provide assistance and check progress on the development of the business plan.
- B. For this section, you may wish to have resource persons come in (if you are working with a group) or visit the offices of resource persons to seek information. Using the information provided below, discuss the need to secure Social Security numbers, business licenses, insurance, legal assistance, and tax information. There may be two or more people who wish to be partners in a business. Discuss the advantages/disadvantages of being a sole proprietor, having a partnership, or corporation.

There are four levels of government which you need to consider before starting a business. These include *county*, *city*, *state* and *federal*.

#### Obtaining a Social Security Number

Before you begin any type of work, you must have a Social Security number. Check with your parents to see if you already have this number. If you do not already have a Social Security number, you will need an original or certified copy of a birth certificate plus some other form of identification, such as a school or medical record. A Social Security Number can be obtained from the Social Security Administration.



## **EMPLOYEES**

Hiring employees will complicate the operation of your business. As an employer, you must obtain an employer identification number and apply for state unemployment tax numbers. In addition, if you employ other young people under age eighteen in your business, you must conform to federal and state Child Labor Laws. Other hassles include withholding taxes, paying social security, preparing payroll checks, and sharing your profits.

## **LICENSES**

To get the proper licenses for operating a business, you will need to visit your local county office building or city hall. Check with your Commissioner of Revenue to obtain a local business license.

## **ZONING ORDINANCES**

Contact your local zoning department regarding zoning laws. Zoning laws restrict how people use buildings. A zoning law may restrict where and what you can and cannot do.

Apply for a sales and use tax seller's permit **only** if you will be selling products or services directly to the public that are subject to state sales tax. (Contact the Virginia Department of Taxation for further information).

When you wish to start a new business, regardless of the legal structure, it is important to determine if your particular business requires a state license to operate. (Contact the Virginia Department of Commerce for further information).

## **LEGAL STRUCTURE**

Once you decide to start your own business, one of the first things you should do is to decide the type of business structure to use. There are three main types of business ownership:

1. *sole proprietorship*
2. *partnership*
3. *corporation*



## **Sole Proprietorship**

Many young people operate businesses as sole proprietorships. This is typically the simplest, least expensive business structure with the greatest freedom from regulation and paperwork. A sole proprietorship is an unincorporated business owned exclusively by one individual. Owners of this form of business are free to make their own business decisions. They do not have to consult others in the business. They can make decisions quickly and make changes easily.

The advantages of a sole proprietorship are:

- \* **minimum legal requirements**
- \* **less paperwork**
- \* **owner alone receives profits**

The disadvantages of a sole proprietorship are:

- \* **unlimited personal responsibility for all business expenses**
- \* **limited ability to raise capital**

For a youth business, the disadvantages of a sole proprietorship are generally outweighed by its advantages. Many young people who start their own businesses choose a sole proprietorship until it becomes an advantage to enter into partnerships or to be incorporated. A partnership is a business owned by two or more people. A corporation is a group of owners (stockholders) that acts as a single business unit.

## TAXES

If you operate a small business and make over \$400 per year, the Internal Revenue Service requires payment of income taxes on that money. You normally need to file your own separate tax forms:

- \* 1040 tax return
- \* Schedule SE: Social Security  
Self-Employment Tax
- \* Schedule C: Profit or Loss from Business

*If you file your own tax return, your  
parents can still claim you as a dependent.*

## LIABILITY INSURANCE

While organizing your business, check on your insurance coverage. Insurance can provide financial protection for you if you should accidentally damage a customer's property or be involved in an accident that causes personal injury to you or someone else. Talk to your parents about their insurance coverage. Your business activities may be covered under their property policy. To be sure of the kind of coverage you have, it is important for your parents to check with their insurance agent. Your parents should explain your business activities to the agent or the company, and ask what kind of coverage you have through your family's policy.

## Legal Forms for a Business

	<b>Management Control</b>	<b>Government Regulation</b>	<b>Organizational Requirements and Costs</b>	<b>Ability to Raise Capital</b>	<b>Taxes</b>	<b>Profits</b>	<b>Liability for Losses/Debts</b>
<b>Sole Proprietorship</b>	One owner in total control	Few records needed with minimum formal regulation	Costs lowest; (filing fee if under name other than owner's)	Loans based on strengths of individual	Taxed as individual through personal income tax	All go to owner	Owner liable for all debts
<b>Partnership</b>	Divided among two or more partners	Limited; should have "articles of partnership" drawn up	Costs low; written agreement optional but recommended	Loans based on strengths of partners	Partners pay taxes as if in business as individuals	Divided among partners	Partners liable for all debts
<b>Corporation</b>	Corporation acts as one person with board of directors	Extensive recordkeeping required	Costs highest; legal forms, documents, and fees required	Loans based on corporate financial strength and expertise, thus larger borrowing base	Corporation pays taxes; shareholders pay taxes on dividends as income	Retained in corporation; shareholders receive	Corporation liable for debts; shareholders liable only for amount invested
<b>Cooperative</b>	Members share equally—one member, one vote	Limited; may incorporate requiring bylaws and extensive recordkeeping	Costs low unless incorporate	Good potential; National Cooperative Bank established in 1978 by Congress	Members pay as individuals unless Cooperative is incorporated	Go to members	Members liable unless incorporated

**Section IV**

**PRICING YOUR PRODUCT OR SERVICE**

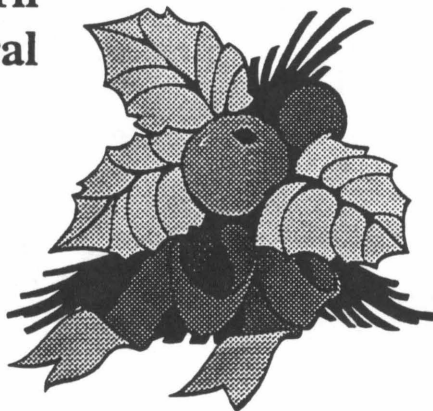
## Section IV--PRICING YOUR PRODUCT OR SERVICE

1. Review accomplishments of previous section. Clarify any questions which participants may have.
2. Discuss the information below with youth. Make copies of the worksheet for each youth and review. If they already know what product or service they plan to offer, work with them through the picking process. If they are not sure, use examples which are appropriate for youth in your locality.



**For example, a youth who lives in an area where the water is an attraction may wish to operate a fishing worm business.**

**A rural area youth may wish to make grapevine or other wreaths, Indian corn arrangements, or sell natural greens at holiday seasons.**



## PRICING FOR PROFIT

The rate you charge for services should fall within this range: low enough to be affordable to customers and high enough to make a profit for you. When establishing a price for your services, there are many factors to consider. Your rate should be based on the a) kind of service you are performing, b) the difficulty of the services, c) the time it will take, and, d) the average rates charged for these services in your area. As you gain more experience, you will become better at establishing your price.

If you are producing a product, use the following steps.

1. What does the competition charge for a product similar to the one you are planning? \_\_\_\_\_
2. How many units of the product can you expect to produce?  
\_\_\_\_\_
3. What will all of the materials and supplies cost for the number of units projected in #2?

Materials and Supplies Cost  
(list separately)

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total	\$ _____

4. What other costs will be involved, such as licenses, space rental for production or sales, distribution costs and production expenses?

Other Expenses (itemize)	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total</b>	\$ _____

5. How much profit would you like to make? \_\_\_\_\_

**To get the price per unit:**

Total materials and supplies	\$ _____
Other expenses	+\$ _____
<b>TOTAL EXPENSES</b>	<b>= \$ _____</b>
divided by # of units you can produce	- _____
<b>PRICE/UNIT</b>	<b>= \$ _____</b>

*Compare this price per unit to the competitor's price.*

1. If the price is lower than the competitor's price, you can:
  - a. **increase your profit margin.**
  - b. **improve the quality of the materials.**
  - c. **sell at a lower price and be more competitive.**

2. If the price is higher than the competitor's price or higher than the consumer would want to pay, you could:
  - a. find ways to cut costs, such as decreasing the quality of some materials or choosing different materials for the product.
  - b. redesign the product.
  - c. improve the product's image, increase promotional efforts and aim for a market that will pay more.
  - d. look for a source of supplies/materials that charge less.
  - e. consider producing more units of the product.
  - f. charge more than the competition because the product or sales location is better than the competitor's.



**You should decide what needs to be done to set a reasonable price and decide what the price will be. The projected price could be changed as production gets underway. If your analysis indicates that the business will be highly unprofitable or unsatisfactory for some other reason, go back to the list of business ideas you considered.**



**Section V**

**ADVERTISE THAT BUSINESS**

## Section V--ADVERTISE THAT BUSINESS

1. Review accomplishments of previous section. Clarify any questions that participants may have.
2. Discuss the purposes for promoting the business through advertising. Use the subject-matter information included in this section. Make copies of handout (**Advertise that Business**) for participants.
3. Have youth collect and bring in samples of business cards, advertisements, brochures or flyers. Have them develop their own business logo and business card. If computers are available, use a graphics program to develop the logo and business cards. Stress the importance of promoting the business in a professional manner with letterhead stationery, envelopes, etc.

## ADVERTISE THAT BUSINESS

In order to be successful, you have to advertise to let people know that you exist. The success of your business also depends on the number of customers you can attract to your product or service, and how many you can keep as your customers. To attract customers, plan some effective advertising techniques. Use advertising to let people in your area know about your business. Some advertising methods described here include personal contact and public advertising with flyers, bulletin board notices, posters and newspaper ads.



### *Personal Contact*

Personal Contact means advertising your services or products in person. First, make a list of neighbors who live nearby who may be interested in your business. Adults may be able to give you names of people interested in your services or products also. After your list is complete, beginning with your closest neighbors, go to their homes and ask them personally if you might interest them in your services or products.

Prepare a short presentation to tell your prospects about your business. You may wish to write your presentation down and rehearse it with your parents or other adults. Be sincere when speaking to your prospective customers. Do not rush through your presentation or act as if all you are after is their money. Try to show genuine interest in your customer and their needs.

## ***Business Cards***

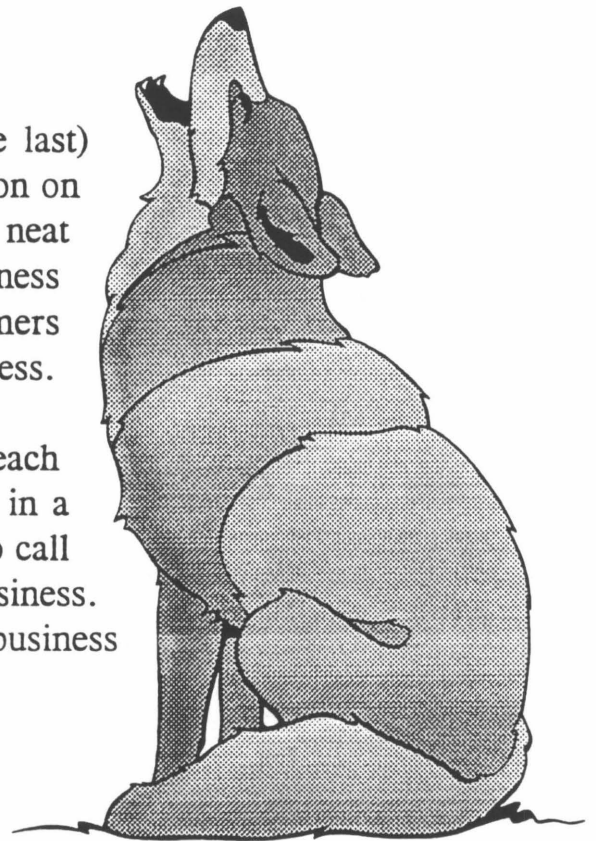
After meeting with you, your prospective customers may still be undecided about using your business. This is an ideal time for you to present your prospective customer with a business card. Most business persons carry cards which they give to all of their important contacts. Your business card should carry the following information:

**name of business**  
**name of business owner**  
**phone number**  
**address**

Your business card is the first (and often the last) chance you have to make a favorable impression on your potential customers. To a customer, a neat business card will reflect your work. Your business cards should be printed or typed. Be sure customers can tell what you do by the name of your business.

Give a card to each person you contact and to each customer. Ask each person to keep the card in a handy place where it will serve as a reminder to call you when they would like to patronize your business. Your parents can tell their friends about your business and leave them one of your cards.

**Use word of mouth advertising first to get the number of customers you need. It is easy to control the number of customers you get by using this method. When you have enough customers, you can quit advertising.**



### ***Flyers, Bulletin Board Notices, and Posters:***

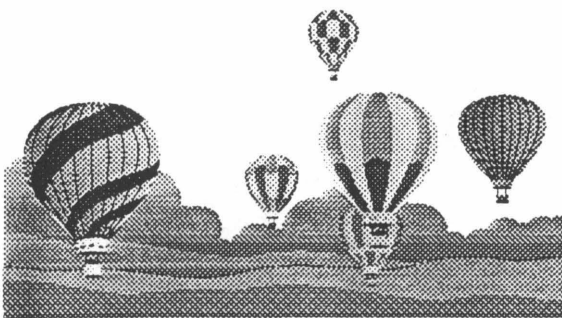
Flyers, bulletin board notices, posters, and newspaper ads should only be used when you cannot get enough customers through personal contact. You will be wasting time and money in advertising if you can get enough customers through personal contact.

### ***A flyer must include the same information as business cards:***

1) company name; 2) your name; 3) your address; 4) phone number to contact you. In addition, a flyer has the space for you to display an eye-catching picture or slogan that describes your business. The flyer should be neat, uncluttered, easy to read and attractive. A flyer on regular 8 1/2" x 11" paper is easy to copy in a copy machine or to have printed. Distribute flyers to homes in your neighborhood. In small communities, you can also post your flyers on community bulletin boards in hardware stores, grocery stores, gas stations, laundromats or drug stores. Put a flyer in the doorway of homes in your neighborhood. Also, advertise your business on colorful posters.

### **Newspaper Ads**

You may want to advertise in a neighborhood newspaper. Space can be purchased in the "Want Ads" section. Contact your local newspaper about the number of words you can use and the cost. It may not be wise to advertise in a newspaper that will be circulated in the entire city. You will receive requests from customers all around the city and it may not be practical for you to travel that far.



Do not over advertise. Customers will be turned off and disappointed if they want your services/products and you tell them, "*Sorry, I have too many customers*" or "*Sorry, you live too far away.*"

**Section VI**

**MANAGING BUSINESS AFFAIRS**

## Section VI--MANAGING BUSINESS AFFAIRS

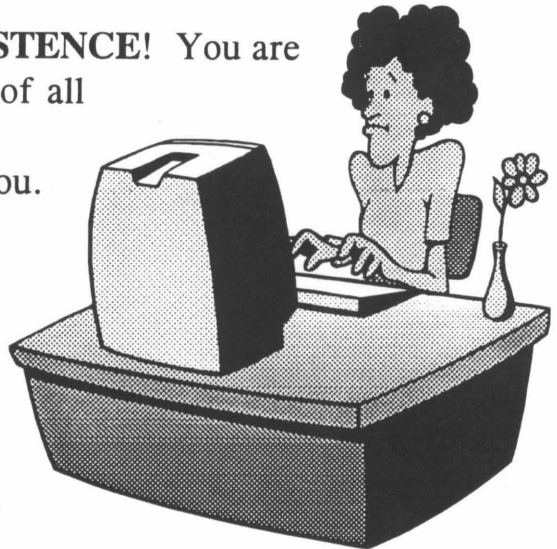
1. Review accomplishments from the previous section. Clarify any questions which the participants may have.
2. Copy and distribute handout on **Managing Business Affairs**. Stress the importance of recordkeeping for determination of expenses, income and profit. This information will be needed for the youth to be able to determine the success of the business as well as for tax purposes while operating the business.
3. Using the forms included in this section, work with participants to make entries on both the **Income--Accounts Receivable** and the **Expenses--Accounts Payable** Ledgers. Other sample business forms are included, as well.
4. Use a Time Management videotape or borrow youth materials on time management from Ann Lastovica, Extension Specialist, Family Management, P.O. Box 9081, Virginia State University, Petersburg, VA 23806.

## MANAGING BUSINESS AFFAIRS

Recordkeeping takes **PATIENCE** and **PERSISTENCE**! You are required by the government to keep records of all your expenses and income for tax purposes. The method you choose is up to you. Make sure your recordkeeping is simple.

### *BANKING*

It is highly recommended that you set up a business bank account. The advantages of having a separate account for your business are:



- \* It demonstrates to the Internal Revenue Service that you are a serious business operator.
- \* It provides backup records, in addition to your bookkeeping system, of your expenses and revenue. You might need this if you are audited by the Internal Revenue Service.
- \* It provides opportunities to learn about banking.
- \* It provides you with a credit reference which can be used in the future to help you qualify for a loan.

The only disadvantage of keeping a separate bank account for your business is that sometimes the fees are high. Fees vary from bank to bank, and depending on the type of account you set up. Contact at least three banks for the best rates. Most bankers are quite willing to sit down with you to explain their various fees and services in detail.



## ***RECORDKEEPING***

To get a realistic idea of how successful your business is, you have to keep accurate business records. Business records are lists of all business payments on sheets called ledgers. Ledgers are divided into two basic forms:

### **Income Ledger--Accounts Receivable Expense Ledger--Accounts Payable**

All **money you earn** from your customers through the services you perform or the products you provide in your business is recorded as Income--Accounts Receivable. Any **money you spend** to maintain your business is recorded as Expenses--Accounts Payable.

#### ***How to Record Your Income***

All money you receive for your work is recorded on the Accounts Receivable Ledger. To keep an accurate account of the money you are paid, it is wise to carry a small receipt book. As a customer pays you, often in cash, you simply fill out a receipt and hand it to your customer. In this way, you have a record of who paid you, how much, and on what date.

At the end of each day, or each week, record your income from the receipt book into the Accounts Receivable Ledger. The left-hand column is for the DATE the services were performed. The CUSTOMER's name is listed under the Account Name. In the Sales Column, record the PRICE YOU CHARGED for your work. The information under the Collections Column is filled out only when the customer pays. When payment is made, record both the amount of payment and the date payment was made.

Start a new ledger sheet for each month. At the end of each month add up the totals in the sales column. Now you can see how much money your business is making. The monthly total of your income is also used in the Financial Summary Record. The financial summary is explained in a later section. Basically, it is a way of keeping an account of the profit your business is making.

### *How to Record Your Expenses*

All money you spend on your business is recorded on the Expenses--Accounts Payable Ledger. It may be helpful to keep a pocket notebook to list all your expenses as they occur. These expenses can then be recorded on the Accounts Payable Ledger each day or each week.

Recording expenses is similar to recording income. On the left of the page, there is a column for the DATE. Next is the ACCOUNT NAME column; list to whom you paid the money. In the next column, record for what the money was spent.

Under EXPENSE DOLLARS, write in the dollar amount of your expenditure. If you have paid the account, enter the amount you paid and the date you paid it in the last two columns.

Start a new Accounts Payable Ledger each month.

Add the amounts in the expense dollars column to total up all expenditures for one month on one page. The monthly total of all your expenses is also used in the Financial Summary Record, explained in the next section.

### ***FIXED COSTS***

You will have two kinds of expenses--**fixed** costs and **variable** costs. Fixed costs include all regular monthly payments. The money you spend to purchase or rent equipment is a fixed cost.

### ***VARIABLE COSTS***

The money you spend on materials consumed in a short period of time is listed as variable costs. All expenses of the business must be accurately recorded as fixed costs or variable costs in the monthly ledger. You may keep a pocket notebook to write down your purchases and their cost as you buy things.

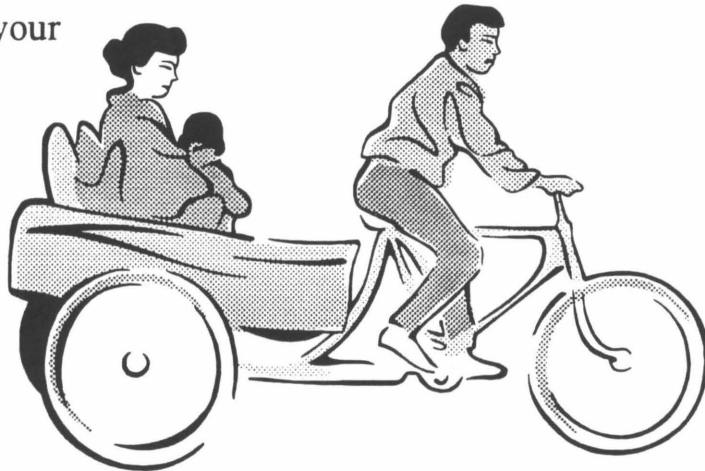
## SHOWING A PROFIT--FINANCIAL SUMMARY

A financial summary sheet shows the profit your business is making each month. The total income and total expenses from the monthly ledger are entered in the financial summary. Expenses per month from fixed and variable costs are subtracted from total income per month. This figure is the profit per month from your business. After calculating the profit, you decide how to spend this money. As owner of the business you can decide monthly whether to use the profit to add to your business or spend the money elsewhere.

## TRANSPORTATION

Transportation time and costs can be kept down if your customers live within a few blocks or miles of your home. The cost of wear and tear on a vehicle and gas must be recorded on the Expenses--Accounts

Payable ledger. If you use a family vehicle to move your equipment or deliver your product, don't forget to figure its cost. When you add in the cost of operating a vehicle in your business, you may find it is not practical to drive long distances for customers.



## *TIME MANAGEMENT*

The success of your business depends greatly on the amount of time you spend planning your work time. Get a calendar which has a box for each day of the month. Write down the activities for each day and the time you need for each. Regular activities include the school day, after school activities, family activities, sports events, church events, and time for friends and hobbies.



Now, on the same calendar, mark off blocks of time to devote to your business. Schedule work times at regular intervals. Regular hours will help you develop good work habits and good business practices. Your customers will then know when to expect you. Schedule enough time to talk to customers, to check over equipment, to keep records up to date, and to make up work that didn't get done.



# Income-- Accounts Receivable

	DATE	ACCOUNT NAME	SALES	COLLECTION <sup>2</sup>
1				
2				
3				
4				
5				
6				
7				
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9				
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11				
12				
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# Expenses-- Accounts Payable

	DATE	ACCOUNT NAME	PUR- POSE	EXPENSE DOLLARS	AMOUNT PAID
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
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# Invoice Form

Sold To: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Invoice No.

Date:

Distributor Order No.

Customer Order No.

Terms:

Shipped Via:

Due Date:

Quantity	Description	Unit Price	Total









**Section VII**

**DEVELOPING A PROFESSIONAL  
IMAGE**

## Section VII—DEVELOPING A PROFESSIONAL IMAGE

- A. Review accomplishments from previous section. Clarify any questions which participants may have. Continue to provide assistance and check progress on the development of the business plan.
- B. Demonstrate the **inappropriate manner** to dress for an interview. You may do this yourself or have a female participant to role play and wear several pairs of long, dangling earrings, short dress, chew bubblegum and blow bubbles, lots of makeup, demonstrate rude or obnoxious manners, etc. A male may role play with inappropriate attire as well.

Have participants tell whether or not the attire is appropriate for an interview. Have them discuss what is and is not appropriate.

- C. Show video, **Sell Yourself: Successful Job Interviewing**. This video is available from Ann Lastovica, P.O. Box 9081, Virginia State University, Petersburg, VA 23806; telephone (804) 524-5966. Please call in advance to reserve.

Discuss the video with the youth.

- D. Have participants to role play an interview. Use interview questions included in this section. You may wish to videotape the role plays so that the youth can evaluate themselves. **Be sure to inform participants that this is a learning experience and that they are to be constructive in their suggestions and critique and are not to laugh or criticize one another.**
- E. Conclude by asking questions such as the following:
1. What did you learn from this experience?
  2. Are you better prepared to pursue your dream?
- F. Distribute handout on **Professional Image** and other appropriate materials.

## DEVELOPING A PROFESSIONAL IMAGE

- P Pricing.** Charge fair prices that are the same for all customers.
- R References.** Have references ready just as if you were applying for a job to work for someone else. Ask customers if you may give their name as a reference. Good references are always a plus.
- O On time.** If you are late or must cancel an appointment for any reason, call and explain why. Use your calendar to set up a new appointment.
- F Friendly.** Go out of your way for potential customers when soliciting their business. Be courteous, relaxed, confident, and show respect when talking to customers or prospective customers.
- E Ethics.** Right or good behavior you have been taught should carry over into your business dealings.
- S Stationery.** Get stationery and/or business cards with the company name and a description of your business on them. This shows the customers that you are serious about your business.
- S Sell yourself!** This is your primary job. If people like or trust you, then you can convince them to buy from you.
- I If you respond courteously** to a rejection, it may turn into a future sale. Treat everyone with courtesy and gratitude.
- O Organize.** Make sure you have all the required equipment on hand before you get to your customer's home. Keep all your forms, records, and papers filed so you can find them quickly.
- N Neatly dressed.** Wear a uniform, such as a polo or T-shirt with your company name on it, whenever possible. Being neat and clean sends the message that you care about the way you look, and, therefore, are likely to care about the quality of your work.
- A Assure customer satisfaction.**
- L Let a responsible adult know** exactly where you expect to be at all times. Safety also means that on the job you take time to think ahead to protect yourself and others from physical harm.

- I** **If you accidentally damage** any of a customer's property, tell them immediately. Don't try to hide the damage. You should also offer to pay for or replace anything that is damaged.
- M** **More than once, thank** your customers. Remember, future business prospects are your current satisfied customers.
- A** **Ask** your clients for suggestions for improvement. Use their suggestions to make changes in your work performance.
- G** **Guarantee.** Offer a money-back guarantee on every product you sell or every service you provide. A guarantee tells your potential customers that you have enough confidence in your business to guarantee the quality of your product or service.
- E** **Emergency substitute.** Have a trained substitute ready for emergency situations when you can't make an appointment. Don't make a habit of missing appointments, though.

Keeping your customers is just as important, and less expensive, than finding new ones. Others who have been in business have used these guidelines to develop a professional image. Follow the above guidelines to impress your customers.

## TYPICAL INTERVIEW QUESTIONS

1. Tell me about yourself.
2. Why are you interested in working for this business?
3. What are your strengths? Weaknesses?
4. Do you prefer to work alone or with others?
5. What kind of people do you work with the best?
6. What kind of work environment do you prefer?
7. What did you enjoy most about your previous job?
8. What did you enjoy least about your previous job?
9. Why are you looking for a new job?.
10. What do you want to accomplish as a result of this job?
11. What is your long-term job goal?
12. When will you be available to start if you are selected?
13. Will you need any special accommodation to be able to perform this job?
14. Have you ever been fired? Why?
15. What are your pay requirements?



**Section VIII**

**RESOURCES**

## Section VIII--RESOURCES

1. Review accomplishments of previous section. Clarify any questions which participants may have.
2. Share the **Resources to Help You** handout with participants.
3. Continue to add new resources.

## **RESOURCES TO HELP YOU**

### ***PARENTAL/GUARDIAN SUPPORT***

Running a business out of a busy household can create conflicts. Be considerate of your family. Don't expect them to help you for free. If you are planning to use something of theirs in your business, at least volunteer to pay them for it. Take responsibility for it and pay your fair share.

### ***OTHER PEOPLE***

- \*Mentor
- \*Business students at local colleges and universities
- \*Local Chamber of Commerce

### ***AGENCIES/ORGANIZATIONS***

- \*Future Business Leaders of America (FBLA)
- \*DECA
- \*Junior Achievement
- \*National 4-H Council

## **MAGAZINES FOR ENTREPRENEURS**

You may wish to go to the library and browse through some of the following magazines. If you find a magazine that might be helpful in your business, you might ask your parents for a subscription as a birthday or Christmas present.

### **Black Enterprise**

Subscription Service Center  
P.O. Box 3011  
Harlan, IA 51593-2102

### **Opportunity**

P. O. Box 420279  
Palm Coast, FL 32142-0279

**Business Week**

McGraw-Hill Publishing Company

P.O. Box 421

Hightstown, NJ 08520-9493

**Inc.**

Subscription Service Department

P.O. Box 51534

Boulder, Colorado 80321-1534

**Money**

P. O. Box 61792

Tampa, FL 33661-1792

**BOOKS**

Bernstein, Daryl (1992). Better Than a Lemonade Stand. Hillsboro, OR: Beyond Words Publishing.

Byers, P., Preston, J., & Johnson, P.(1983). The Kids Money Book. Cockeysville, MD: Liberty.

Drew, Bonnie & Noel (1987 - currently being revised). Fast Cash for Kids. Seabrook, TX: Homeland Publications.

Modu, E. (1991). The Lemonade Stand. Holbrook, MA: Bob Adams.

Riehm, S. (1990). The Teenage Entrepreneur's Guide (2nd ed.). Chicago: Surrey.

**Section IX**

**REFERENCES**

## References

- Byers, P., Preston, J., & Johnson, P. (1983). The Kids Money Book. Cockeyville, MD: Liberty.
- Modu, E. (1991). The Lemonade Stand. Holbrook, MA: Bob Adams.
- National 4-H Council. (1981). 4-H Learn to Earn.
- Riehm, S. (1990). The Teenage Entrepreneur's Guide (2nd ed.). Chicago: Surrey.



## Minding My Own Business Evaluation

§ Why did you choose to participate in the **Minding My Own Business (MMOB) Project**?

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§ Check the topics below that were helpful to you in starting or expanding your business?

Who is an entrepreneur?  Business Plan  Business Operations  Pricing  Advertising  
 Record keeping and Taxes  Professional Image

§ List at least three things that you learned. \_\_\_\_\_

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§ What will you do as a result of participating in the **MMOB** project?  Develop a business plan;  Decide a price for my product or service;  Identify a market;  Develop a business card or flyers;  Identify sources of money;  Be professional;  Seek additional information.

§ Because of this project, I plan to start or improve my business. Please describe your business or business idea.

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§ If you do not plan to start a business, please tell how this project has helped you. \_\_\_\_\_

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VIRGINIA POLYTECHNIC INSTITUTE  
AND STATE UNIVERSITY

## Virginia Cooperative Extension

1995



VIRGINIA STATE UNIVERSITY

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