

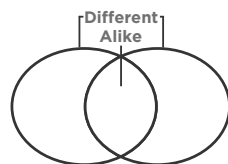
Comprehension Check

Summarize

Use the diagram to record information from the book.

What are the benefits of running your own business?

What makes owning a business difficult? Use this information to summarize the book.



Think and Compare

1. Which of the kid businesses that you read about in this book do you think would be the most successful? Use information from the text to support your answer. **(Compare and Contrast)**
2. What kind of business would you like to start? Why do you think that you would be successful? **(Synthesize)**
3. Why is it important for people to start businesses? How do different businesses help people around the world? What kind of businesses are the most important? **(Evaluate)**

Kids work

by Laura Shallop



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Introduction

It's never too early to start thinking about a job. You can get a head start by learning about different businesses.

Many people make money by working for a business that is owned by someone else. They are **employees** of that business. Other people make money by becoming **entrepreneurs**. They are people who own and work for their own business. They are in charge. Often the business is based on an idea or a product they have created.

Today many kids start their own businesses, and you can be one of them. You can begin by choosing something that interests you. If you like to make jewelry, then you can sell that. If you enjoy using the Internet, you can start a Web service company for other Internet users.

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Glossary

business plan (*BIZ-nis PLAN*) a way of thinking ahead of time about an activity to make money **(page 5)**

employee (*em-PLOY-ee*) a person who works for a person or business for pay **(page 2)**

enterprise (*EN-tuhr-prighz*) something that a person plans or tries to do **(page 4)**

entrepreneur (*on-truh-pruh-NUR*) a person who plans, sets up, and runs his or her own business **(page 2)**

marketing (*MAHR-kit-ing*) selling and promoting a product **(page 10)**

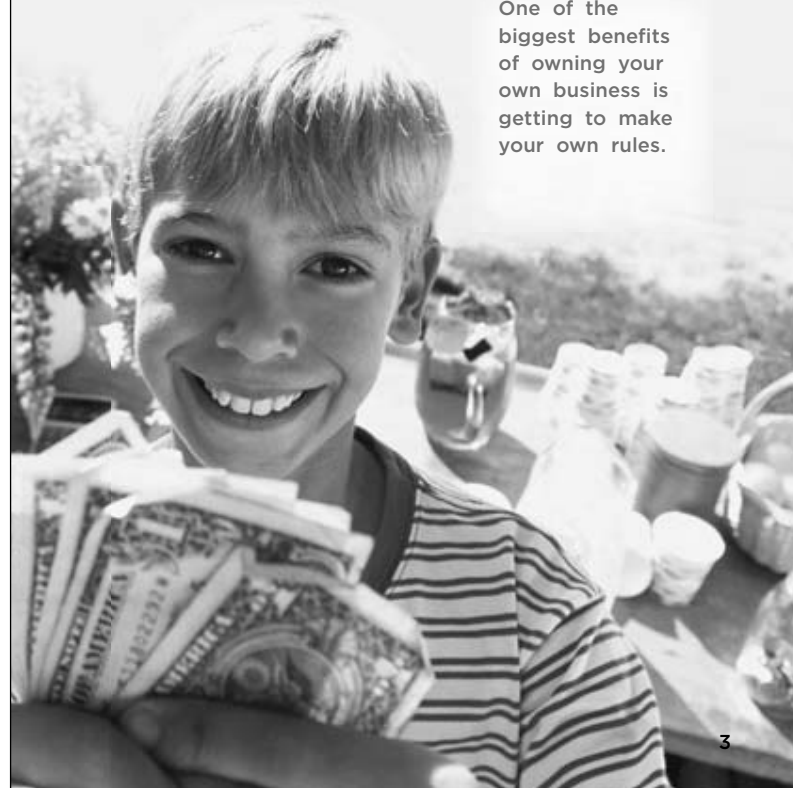
organization (*awr-guh-nuh-ZAY-shun*) a group of people that come together for a common goal; a business or company **(page 10)**

profit (*PROF-it*) the money left over after all the costs of a business are paid **(page 4)**

raw material (*RAW muh-TEER-ee-uh*) a supply needed to create a product **(page 4)**

All you need is an idea, some business skills, and confidence. With those three things, you are on your way to becoming an entrepreneur. But be prepared for a lot of hard work. The success or failure of your company is in your hands.

One of the biggest benefits of owning your own business is getting to make your own rules.



Chapter 1

A Hobby Grows

Most kids create a business out of a hobby. Kenny Kirkpatrick liked woodworking, and he turned his hobby into a business called Ken's Pens.

Kenny saw an ad for a pen-making kit in a woodworking catalog. He decided to try it out. Over the next five years he built his own moneymaking **enterprise** selling wood-covered pens.

Kenny figures that the **raw materials** he uses to make each pen cost about \$5. He sells his pens for \$25 to \$50. He pays his advertising and shipping costs and still has plenty of **profit** left over.

Kenny makes the wood cases for his pens. He buys the inner pen parts separately.



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Conclusion

What kind of business can you start? Look around your neighborhood. You will probably find someone who can use your help. If you can find someone who needs something, you can start a new business.

Be sure to research your idea and figure out how to do it safely and well. With careful planning and hard work, you can set up a business. It's never too early to make your dreams come true.



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Kid Entrepreneurs Are Everywhere

Janine Licare and Aislin Livingstone live in Costa Rica near a rainforest. They started Kids Saving the Rainforest (KSTR). The girls told newspapers and magazines about KSTR. The free publicity helped spread information about the problems of the rainforest.

KSTR headquarters helps people find out about rainforests and why they are important. Today, KSTR runs an art store. The money they make helps preserve the rainforest.

The rainforest is home to many animals. Janine is holding a tree sloth.



Crystal Ann Ramous enjoyed art and design. She began arranging flowers for school and church events for free. Then she learned that people would pay her to make flower arrangements. When she was only 13 years old, she decorated a wedding party for more than 200 people. But people still thought she was too young to run a business.

So Crystal attended a summer business camp for children called BizCamp. There, she improved her math skills and learned how to write a **business plan**. A business plan helps kids figure out how to run a company. At BizCamp Crystal gained the confidence and skills she needed to run her flower business.

In 2003 Crystal's business won the camp's Bizplan competition.





Elise and Evan sell a lot of chocolate.

A Kid Chocolate Business

Elise Macmillan was only three when she learned how to make chocolate candy from her grandmother. She became good at it. So at ten, Elise started selling her homemade chocolate candies to people in her neighborhood. People kept buying her candy. So she decided to start a business.

In 1998 Elise opened The Chocolate Farm. Elise needed help so her brother, Evan, joined her. They sell their candy all over the world.

Just Do Something

Bryan Condry wanted kids at his high school to recycle. He got in touch with Do Something, a group that supports people who want to make a difference. They helped him start a recycling club and plan a recycling event.

The recycling club at his school planned another event the next year. The club wanted to raise money by recycling. Students designed recycling T-shirts. Bryan made a video to teach people about recycling. The event raised money and taught people about recycling.



Path to a Change

Megan Britton followed these steps to do something good for her community:

See It: Megan noticed that many children in her neighborhood needed food during the summer when they couldn't get free lunch at school.

Believe It: She set a goal to raise \$200 at a garage sale.

Build It: Megan planned the garage sale.

Do It: Megan sold food, books, and items donated by neighbors.

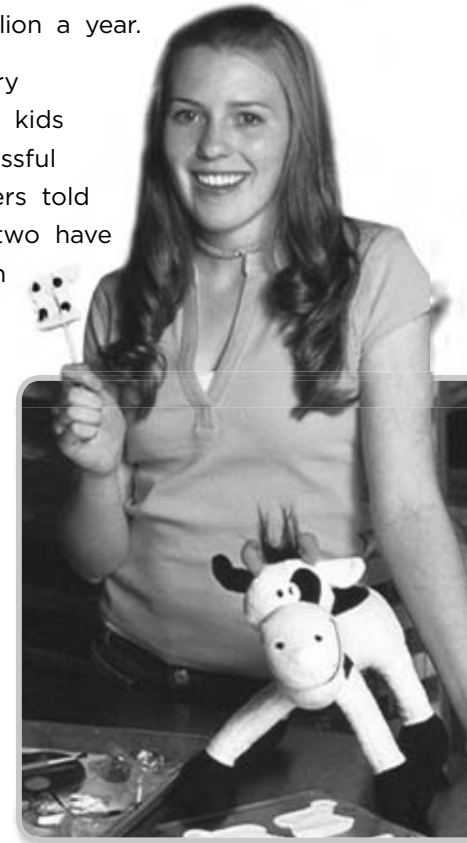
Reflect: Megan raised an amazing \$3,100 at the two-day sale! She felt great because she knew her project helped a lot of children.

Bryan's community worked all year to collect 40,000 bottles and cans. They raised \$1,320.

Elise and Evan make a winning team. She is in charge of making up new recipes, and he plans different ways to sell their candy. Today The Chocolate Farm earns more than \$1 million a year.

People are very interested in two kids who run a successful business. Reporters told their story. The two have also appeared on television. Who knew chocolate could be so good for you?

In 2001 The Chocolate Farm was named the top youth food business in the United States.



Chapter 2

Kids Have Great Ideas

Do you like pasta? Well, Erica Gluck did and that gave her an idea when she was seven. Every weekend there was a farmers market near Erica's home. People sold fresh food from booths. Erica wanted to sell pasta there. So she asked the owners of a local pasta shop if she could sell their pasta. They agreed.

Erica got her parents to help her. They bought 120 pasta packages for \$1.25 each. Then they sold the packages for twice that amount. The price of the pasta helped them make a profit.



Chapter 4

Kids Make a Difference

Many kids use their leadership skills to help others. These young go-getters work with charity groups to raise money. That's just what 11-year-old Megan Britton decided to do. Her idea for a charity garage sale helped raise money for people in her community. She saw a need and filled it. Her hard work helped others.

Megan's friends helped her sell items at her garage sale. It was a good way to help her community and get the whole community involved.



Finding Workers

Travis Keith Bruce has always loved fishing. One summer he and some friends decided to raise fishing worms to use for bait. After raising worms as a hobby, Travis did an Internet search on worms. He found out he could earn money selling some of the worms. So he launched T.K. Worm Factory. His company sells and ships earthworms all over the world.

Running the business is a lot of work so Travis hired his best friend, Decardos Maddox, to help. Together they feed the worms and find ways to make the business grow.



Top 5 Kid-Owned Businesses

Here is a list of the top 5 moneymaking kid-owned businesses in 2001:

1. **Computer Products (like software or accessories)**
2. **Information or Entertainment for an Audience**
3. **Internet Business**
4. **Food Business**
5. **Computer Design Services**

The family sold a lot of pasta. Before long they decided to expand, or build, the business. They would sell more things. They decided to sell olive oil and bread on the Internet. They also run a company that sells pasta cookbooks. Erica helps her dad create kid-friendly recipes for their cookbook company, Pasta Press. The whole family now works for the company.

A Kid Tech Business

At 15, Tyrone Gray started a printing business in his home. Two years later, his business had grown, and he needed more space. He moved his company into a busy part of town.

Tyrone identified the importance of **marketing** his business. Marketing is telling customers about your business and then selling your products to them. Tyrone offers a toll-free business number and a Web site to sell his products.

Tyrone also makes contacts with other businesses through the Chamber of Commerce. This is an **organization** that helps local businesses succeed. With the Chamber's help, he held a grand opening. A local newspaper ran a front-page story about his business. Those things brought in more business.

Printing services print everything from cards to manuals.

Kelsey decided to rent 8 acres (3 hectares) of the cornfield from her parents. She built her maze and hoped people would come. They did. The next year, she took a bigger chance. She decided to make her maze larger. She added 10 new acres (4 hectares) and more than doubled her business. Her risk paid off.

The maze is an ancient art that has been around for thousands of years. Today there are almost 700 corn-crop mazes in the United States.



A Kid Farming Business

Kelsey Deaton had an enterprising idea for a business. She wanted to cut a giant maze into her family's cornfield. It turned out to be a great idea. The first year, over 1,000 customers bought tickets to go through the maze.

But before she started her venture, Kelsey needed answers to some important questions. She asked her friends and neighbors if they would visit her maze and how much they would pay for tickets. Their answers helped Kelsey decide what to do.

Starting Your Own Business

Here's some advice about starting your own business:

1. Think before you make a decision.
Ask parents and friends for advice.
2. Read about other businesses like yours.
Learn the skills you need.
3. Never quit. Learn from your mistakes.
4. Don't expect quick success.



Chapter 3

Kids Love Their Work

Aaron Greenspan has liked playing with computers since he was a young boy. He took them apart and then fixed them. Soon he was fixing computers for his family and friends. Word spread about how good he was. Businesses asked him to repair their computers. A business was born. Aaron started his own company, Think Computer, at 15.



Aaron's company has a Web site. It gives information about his products and services to people around the world. Using his site, people focus on what Aaron can do and not how young he is.

Sixteen-year-old Pankaj Arora started a computer company of his own in a similar way. He began by taking apart his father's old computers. He ruined a few, but that's how he learned to fix them. His persistence paid off.

Pankaj learned an important secret of business success. When you love what you're doing, even if it's hard, it doesn't feel like work. He should know. At one time he turned down a new job paying \$100,000 a year. That's because money is not the main reason Pankaj works on computers. He does it because he likes it. And he likes being his own boss.

In 2000 Aaron created the Think Computer Foundation. It provides computers for children in Jamaica and Brazil.