

# Got a BIG idea?

Turn it into your own business plan and enter the *My First Business Challenge* for a chance to win **real cash prizes!**



Scan the QR code to get started

For more tips on being  
money smart

Visit us here:



# SUMMER CEO

Start Your Summer Business!



**You're the boss—and summer is your season!**  
Follow these fun and simple steps to launch your  
very own money-making adventure.

## STEP 1

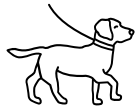
# Pick Your Business

Think about what you're good at or what your neighbors might need.

Circle your idea or write your own:



Car Wash



Dog Walking



Mother's Helper



Lemonade Stand



Yard Helper



Bracelet Maker



Extra Chores at Home

Other Ideas?

Did you get your parent or guardian's approval?  
(Super important for safety!)

## STEP 5

# Reflect & Celebrate

What was your favorite part of being your own boss?

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## STEP 4



# Keep Track of What You Earn



Use this fun ledger to write down your sales and how much you earn.

| Date | What I Did | Amount Earned |
|------|------------|---------------|
|      |            |               |
|      |            |               |
|      |            |               |
|      |            |               |
|      |            |               |
|      |            |               |
|      |            |               |
|      |            |               |
|      |            |               |

Total Revenue:

Total Cost:

Total Profit:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## STEP 2

# Make It Official

What's your business name?

\_\_\_\_\_

Sketch your logo here:

(Draw something fun that represents your business!)

Use our templates to create:



A business card



A flyer

Scan QR codes to download templates!



Here's an article on 100 Business Ideas for Kids.

# STEP 3

## Profit Formula

To make money, you need to know how much things cost—and how much you'll charge.

Use this formula:

$$\text{Revenue} - \text{Cost} = \text{Profit}$$

### Example:



You sell  
lemonade for  
**\$1 a cup.**



You spend  
**\$5 on  
supplies.**



You sell **10  
cups = \$10  
revenue.**

$$\text{\$10} - \text{\$5} = \text{\$5}$$

Revenue

Cost

Profit



## Now try your own:

What are you selling?

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How much will you charge?

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What do you need to buy?

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How much will that cost?

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How much profit will you make?

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Check out this  
video on Revenue,  
Cost and Profit.