



The National Honor Societies proudly present this series of tools to help you get #FutureReady. Use these to plan your day, your year, and your career.



BUILDING A BUSINESS

Brainstorm



What do I really like and/or what am I passionate about?

Example:

- 1. I really like dogs.
- 2. I love to cook.
- 3. I love sports.
- 4. I like to help people.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

What skills do I have, and/or what am I really good at?

Example:

- 1. I'm very responsible.
- 2. I'm really good at writing and Instagram.
- 3. I'm good at singing and writing lyrics.
- 4. I'm a good listener and help my friends get along.
- 5. I'm great at sports.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

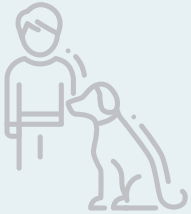
What problems do I have?

Example:

1. I am always losing my keys.
2. My teammates are often late for basketball practice.
3. I get hungry in the middle of the day at school and have a hard time concentrating.
4. I don't get enough time outside.

1. _____
2. _____
3. _____
4. _____
5. _____

Combine:



Example:

I like to cook + I'm very responsible + I get hungry at school = creating a business to make healthy snacks and sell them at school.

I like making songs for people + I love sports + my teammates are late for practice = creating a business to remind people to show up on time using my songs.

I love dogs + I'm very responsible + I don't get enough time outside = creating a dog-walking business for your neighbors.

I like to help people + I'm good at Instagram + I need money for new sneakers = creating a business teaching people about Instagram.

I love art + I'm good at Instagram + people at my school like to be unique = creating a business for custom T-shirts which I will advertise on Instagram to my friends at school.

What I'm passionate about + what I'm good at + problems I have = ??

1. _____
2. _____
3. _____

My three business ideas are:

1. _____
2. _____
3. _____

Who's going to buy it?

Pick one of your ideas and think about your ideal customer.
Who are they? What do they want?

My ideal customer is: _____

Go and interview three potential customers.

- Does this solve a problem for them?
- Why would this product/service be something they would buy?
- Do they already use a product/service like this?
- If so, how much do they pay for it?
- If not, how much would they be willing to pay?

Answer these questions for three of your potential customers. If they say it doesn't solve a problem for them, you may want to pick another business idea. Remember, it's only a business if someone pays you for it!

How much?

- Does this product/service already exist, and how much do people pay for it?
- Is this product/service special in some way?
- How much would your customer be willing to pay for it?
- What are your expenses before sale?

I will sell my product/service for: _____

Marketing



Can I explain my product/service in one sentence?

The name of my business is:

I am going to use the following channels to market my business
(check all that apply):

- | | | |
|------------------------------------|------------------------------------|---|
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Snapchat | <input type="checkbox"/> Face-to-face sales |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Flyers |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> YouTube | <input type="checkbox"/> Online advertising |
| <input type="checkbox"/> Email | <input type="checkbox"/> Texting | <input type="checkbox"/> Other |

Keeping track of the money



Expense date	Expense description	Total
11/19/2018	Purchase of ingredients	-\$40
Income date	Income description	Total
11/23/2018	Sold 40 cookies @ \$2 each	\$80
		Grand total
		\$40

Customer service



I am going to make sure my customers stay satisfied by:



When are you going to ask your customers about their satisfaction?

How are you going to get new customers?

#FUTUREADY



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