

**MY BUSINESS PLAN
WORKBOOK**

THE CEO KID

This Workbook Belongs To:

How to Use this Workbook:

This workbook is all about YOU and your big ideas! Each page is here to help you think, plan, and take action as you build your very own business. You'll find short video lessons in your online course, cool activities, and space to brainstorm your next big move.

Write in it, draw in it, and make it your own! There are no wrong answers—just use this workbook to learn, grow, and create something amazing. So grab a pencil and get started—
your business adventure begins now!

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FROM THE OWNERS OF
THE CEO KID

Hey Future CEOs!

We are thrilled you have The CEO Kid Workbook in your awesome hands!

Inside this course, we are going to teach you how to start a business. That means you can make money for yourself! Earning your own money is exciting, because it means if you can do it once, you can do it again and again.

From a young age, we both had the drive to make our own money through solving problems for our family, neighbors, and community. We really enjoyed helping people and learned how to make money in fun ways. This was the start of our entrepreneurship journey. Some ideas worked out and others didn't, but each time we were able to take what we learned and apply it to our next adventure.

Over the years, we've been blessed to run some pretty successful and fun businesses together. They provided for our family, gave us the freedom to make our own decisions, and chart our own path. This is why we are so passionate about teaching you and our three sons entrepreneurship.

We believe these skills and knowledge should be known by *all* kids and teens when they enter the workforce to be stronger assets in their chosen careers. Through following The CEO Kid Startup Course, we believe you'll gain some lifelong leadership skills and have fun doing it.

We're so excited to help you! Do you know why? Because you're the future!

*You ARE MEANT TO CREATE, BUILD, AND INSPIRE!
THIS WORLD NEEDS YOU!*



Jonathan & Kelsey Dickinson
Owners of The CEO Kid

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SELL IT!
FROM PREPARATION TO EXECUTION

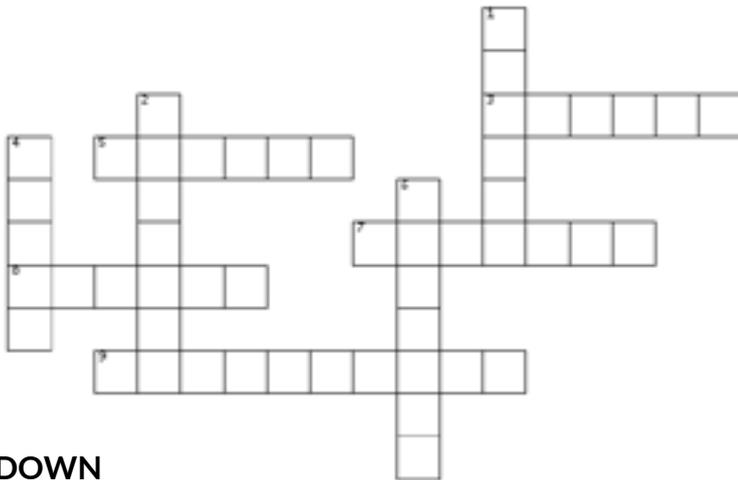
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BIZ WIZ PUZZLE

Answers are on page 2, but by the end of the course you'll know all the answers on your own!



ACROSS

- 3. An address for your website
- 5. What makes your website look inviting and fun
- 7. Sharing this keeps visitors coming back to your website
- 8. Doing the right thing even when it's hard
- 9. The practice of meeting people to grow your business

DOWN

- 1. A plan for how to use your money wisely
- 2. A place online where your business lives
- 4. What you earn, save, or spend
- 6. This service holds your website online



THE
CEO
KID

LET THE ENTREPRENEURIAL
ADVENTURES BEGIN

THECEOKID.COM



MY BUSINESS PLAN FOR:

***“You’re braver than you believe,
stronger than you seem, and
smarter than you think.”***

-Christopher Robin, *Winnie the Pooh*

LESSON 1:

THE BIG IDEA

“Imagination is Everything.” - Albert Einstein

If you are still looking for ideas, take the Biz Quiz on page 30!

DESCRIBE YOUR BIG IDEA. WHAT WILL YOU SELL OR OFFER?



WHAT SUPPLIES & ITEMS WILL YOU NEED?

<p><i>I have these items</i></p> <div style="border: 1px solid #ccc; height: 150px; width: 100%;"></div> 	<p><i>I need to get these items</i></p> <div style="border: 1px solid #ccc; height: 150px; width: 100%;"></div>
--	---

WHERE OR HOW WILL YOU LET PEOPLE KNOW ABOUT YOUR BUSINESS? *Brainstorm ways you can get the word out. Will you go door to door, set up a stand in front of your home or at a farmer’s market, or list your items online?*



LESSON 2:

STARTUP SIT-DOWN

Dear Grown-up(s) who love(s) me,

I am really excited about this new business idea, but I know I need to keep my priorities in line. My top priorities, before working on my business are:



1) _____ 2) _____ 3) _____

I promise to keep my priorities in line. To be successful in my business, I'd like to ask for your help with the following:

THE AREAS I'LL NEED HELP WITH *BEFORE* I CAN START...

THE AREAS I'LL NEED HELP WITH *AFTER* I'VE STARTED, SO I CAN DELIVER A GREAT EXPERIENCE TO MY CUSTOMERS...

Will you need a ride to the post office to ship something or to the store to get more supplies? Consider every step of your process.

As a CEO Kid, I commit to put my family and school before my business and to be grateful for your help!

Your CEO Kid Date

I commit to help you with the above items on the condition you are doing your part.

My Awesome Adult(s) Date

LESSON 3:

YOUR CUSTOMER

I AM HOPING TO SELL MY CUSTOMER... _____

MY CUSTOMER IS ABOUT _____ YEARS OLD AND M / F / EITHER

IN THEIR FREETIME, MY CUSTOMER MIGHT LIKE TO...



THE PROBLEM I'M SOLVING FOR MY CUSTOMER IS...



MY IDEAL CUSTOMER LIVES...

*(In my neighborhood, city, or
somewhere worldwide?)*

**WHO IS NOT MY
CUSTOMER?**

WHEN MY CUSTOMER HIRES ME, THE BIGGEST THING THEY WOULDN'T WANT TO SEE HAPPEN IS...

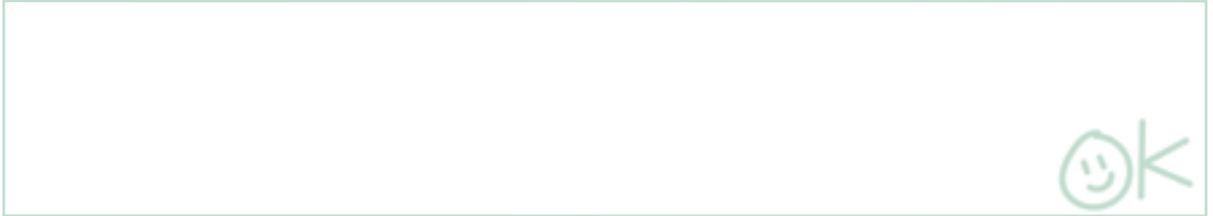


LESSON 4:

THE EXPERIENCE

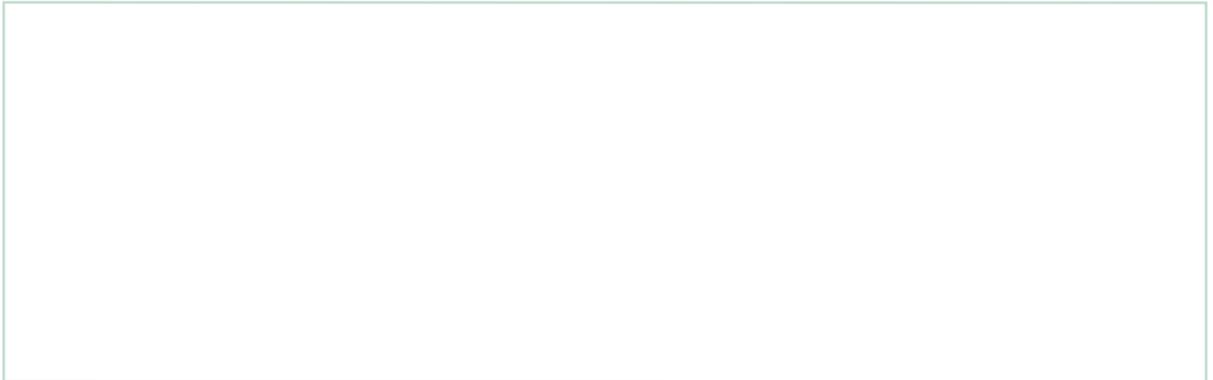
Go out and make a difference one smile at a time.

WHAT WILL A CUSTOMER EXPECT? WHAT'S THE NORMAL WAY?



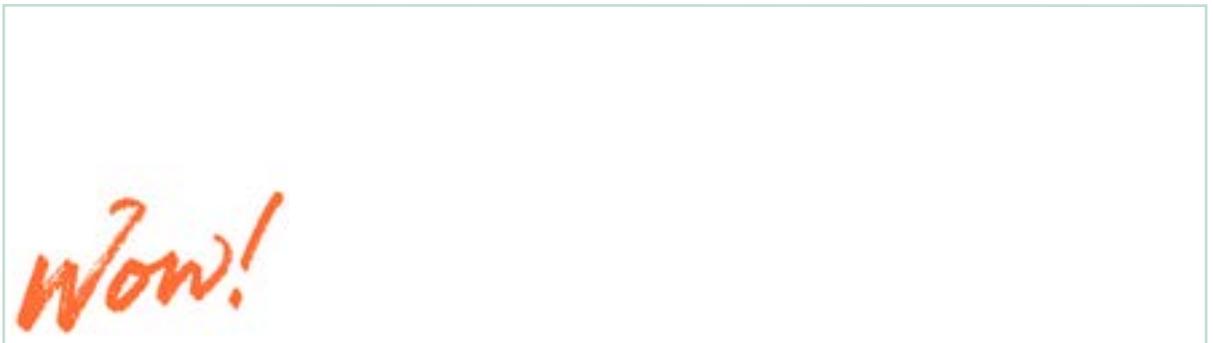
WHAT SHOULD YOU ALWAYS DO SO THEY HAVE A **GOOD EXPERIENCE?**

This could include things like saying thank you, giving a firm handshake, making eye contact, being extra professional and always being on time, etc.



HOW CAN YOU GO FROM A GOOD TO A GREAT CUSTOMER EXPERIENCE?

Dream as big as you want. What can you imagine that would make your customer's experience over-the-top awesome? A handwritten thank you note, special packaging, a little bonus surprise gift, or an extra job done? How can you 'wow' them?



LESSON 5:

BUSINESS ETHICS

WHAT ARE ETHICS?

Ethics are rules about what is right and wrong. In business, being ethical means being honest, fair, and respectful to others.

It's about doing the right thing, even when it's hard.

ETHICS IN ACTION

<i>One way I can be honest in business is by...</i>	<i>A way to treat others respectfully is by...</i>	<i>I show fairness to my customers by...</i>
---	--	--

THINK IT OVER: Read each statement and circle if it is True or False.

T/F: It's okay to overcharge a customer if they won't notice.

T/F: You should keep your promises to customers, even if it's inconvenient.

T/F: Treating everyone fairly helps you earn trust and grow your business.

PROBLEM SOLVING: What Would You Do?

Imagine you own a lemonade stand. A customer pays you extra but doesn't realize it. What should you do?

ETHICS = WINNING IN BUSINESS

In the space below, draw a picture or write one way being ethical could help you and your business succeed.



LESSON 6:

PICK A PLAN

Use the worksheet below to determine if you are selling a product or a service. This will help you learn how to price what you are selling.

PRODUCT: You sell a **PRODUCT** if you have a physical item you give to your customer.

Examples:

Lemonade	Art
T-Shirt	Baked Goods
Jewelry	Ceramics
Dog Treats	Book



SERVICE: You sell a **SERVICE** if you do something for your customer and do not physically hand them anything.

Examples:

Photography	Drone Photography
Dog-Walking	Babysitting
House Cleaning	Piano Lessons
Tutoring	Sports Training



MY BUSINESS OFFERS A: SERVICE / PRODUCT

**“It’s not about how fast you run or
how high you climb, but
how well you bounce.”**

- Tigger, Winnie the Pooh

LESSON 6:

PRICE A SERVICE

WHAT IS YOUR OFFER?

What is the service you will be providing for your customer? Do you provide one single offer, or do you have different options? *Example: Jack & Sophie offer two lawn services; Service 1: mowing only & Service 2: mowing & weeding.*



WHAT DOES YOUR OFFER INCLUDE?

Explain what the customer can expect. What will they get and when will they get it?



HOW MUCH TIME WILL IT TAKE TO COMPLETE THE SERVICE? (hours)

WHAT'S YOUR INCOME/PROFIT GOAL? _____ (per week) X4 = (per mo.)

HOW MANY CAN YOU *REALLY* DO EACH WK? _____ X4 = (per mo.)

Monthly Income Goal / # You Can Do Each Month = Your Offer Price

Your Offer Price / # of Hours to Complete = Your Hourly Rate

CHECK YOUR PRICING AGAINST YOUR COMPETITION

Business Name	Includes	Price
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

LESSON 7:

PRODUCT SUPPLIES

PRODUCT NAME:

LIST ALL SUPPLIES NEEDED AND THE COST

To know your cost of goods (how much you spend to make each item you sell), you'll want to determine the per-unit cost. Ask an awesome adult to help you if you're not sure on the math.

DESCRIPTION	COST	COST/UNIT
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
  	+	+
TOTAL	_____	_____

ADDITIONAL PRODUCT NAME:

LIST ALL SUPPLIES NEEDED AND THE COST

Use this second section if you have more than one product. You can make copies for as many products as you have or download additional worksheets inside The CEO Kid Startup Course.

DESCRIPTION	COST	COST/UNIT
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	+	+
TOTAL	_____	_____

LESSON 7:

PRICE A PRODUCT

NOW IT'S TIME TO DETERMINE YOUR PROFIT!

Take the total cost you calculated from page 13, and bring it over here. Next, you want to “markup” the price, or increase it, so you make money (a profit). The profit is the portion you get to keep.

In the example, notice the ‘price for profit’ is rounded up to a nice whole number.

COST PER UNIT	<u>1.42</u>
MARKUP (try multiplying your cost by 2)	X <u>2</u>
PROFIT	= <u>2.84</u>
ROUND UP TO A WHOLE #:	<u>\$3.00</u>

COST PER UNIT	<u> </u>
MARKUP (try multiplying your cost by 2)	X <u> </u>
PRICE FOR PROFIT	= <u> </u>
PRICE YOU CHARGE:	<u> </u>

HOW MUCH TIME DOES IT TAKE TO PREPARE/CREATE YOUR OFFER?

IS THERE A WAY TO REDUCE YOUR COST IN MONEY OR TIME? HOW?

If you bought more quantity or got help from a sibling, could you reduce your cost in either money or time?



LESSON 7:

MULTIPLE PRODUCTS

USE THIS WORKSHEET IF YOU HAVE MULTIPLE ITEMS TO PRICE

Many businesses will only have one product, but some have more. If you have multiple products to price, you can make copies of this page or download the worksheet from your The CEO Kid Startup Course.

PRODUCT: _____

DESCRIPTION: _____

COST PER UNIT	_____
MARKUP <i>(try multiplying your cost by 2)</i>	X _____
PRICE FOR PROFIT	= _____
PRICE YOU CHARGE:	<u>_____</u>

PRODUCT: _____

DESCRIPTION: _____

COST PER UNIT	_____
MARKUP <i>(try multiplying your cost by 2)</i>	X _____
PRICE FOR PROFIT	= _____
PRICE YOU CHARGE:	<u>_____</u>

PRODUCT: _____

DESCRIPTION: _____

COST PER UNIT	_____
MARKUP <i>(try multiplying your cost by 2)</i>	X _____
PRICE FOR PROFIT	= _____
PRICE YOU CHARGE:	<u>_____</u>

PRODUCT: _____

DESCRIPTION: _____

COST PER UNIT	_____
MARKUP <i>(try multiplying your cost by 2)</i>	X _____
PRICE FOR PROFIT	= _____
PRICE YOU CHARGE:	<u>_____</u>

LESSON 8:

BUDGETING & MONEY

WHAT IS A BUDGET?

A budget is a plan for how to use your money wisely.



WHY IS BUDGETING IMPORTANT?

Budgeting helps me keep track of my _____.
It makes sure I don't spend more than I _____.
Having a budget helps me save for _____.

WHERE WILL MY MONEY COME FROM?

List three ways you can earn money for your business or life:

DON'T BUST YOUR BUDGET BOARD GAME

Download and print the board game from The CEO Kid Startup Course online to test your skills with this fun, hands-on activity. You will see how you could live your life within the plan of a budget and not overspend.

STAYING ON TRACK

What will you do if you're tempted to spend money on something you don't really need?

If I am tempted to overspend, I will...

GAME REFLECTION

Think about a time you spent money on something and later wished you hadn't.

What could you do differently next time?

Next time, I will...

LESSON 9:
MARKETING

WHERE OR HOW CAN YOU LET PEOPLE KNOW ABOUT WHAT YOU'RE OFFERING?

<i>Items I have</i>	<i>Items I'll need to buy</i>

WHAT MARKETING MATERIAL WILL YOU NEED?

This might include business cards, brochures, a website, flyers, or a sign.

--

WHAT IS YOUR CALL TO ACTION (CTA)?

Each time you send something out or share something, from a flyer to an email, you always want to let your client know what you want them to do next. What action step would you like them to take? This is a CTA (or Call To Action). A CTA tells your customers what the next step is so they can work with you.

--



LESSON 10:

PERSONAL BRANDING

"Your identity is your most valuable possession. Protect it."

- ElastiGirl, *The Incredibles*

SKILLS & ABILITIES



PASSIONS & QUIRKS



VALUES CHECK-IN: *Circle your top 5 most important qualities*

HONESTY

TEAMWORK

GENEROSITY

KINDNESS

RESPECT

FAITH

RESPONSIBILITY

GRATITUDE

CURIOSITY

COURAGE

PATIENCE

LEADERSHIP

CREATIVITY

FAIRNESS

INTEGRITY

PERSEVERANCE

LOYALTY

COMPASSION

WHAT 3 WORDS DO YOU WANT PEOPLE TO THINK OF WHEN THEY HEAR YOUR NAME?

WRITE YOUR *FUTURE* SELF A LETTER



LESSON 11:

WORKFLOW

THE BASIC STEPS FOR MY OFFERING ARE:



TO GO ABOVE & BEYOND, I WILL ALSO:



MY WORKFLOW PROCESS IS:

Put in every little step (including timeframe) so that you'll be able to repeat the same awesome experience every time.

TASK DESCRIPTION:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

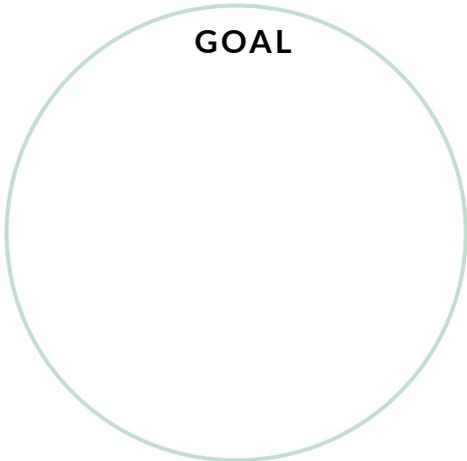
TIME IT TAKES:

LESSON 12:

GOAL SETTING



GOAL





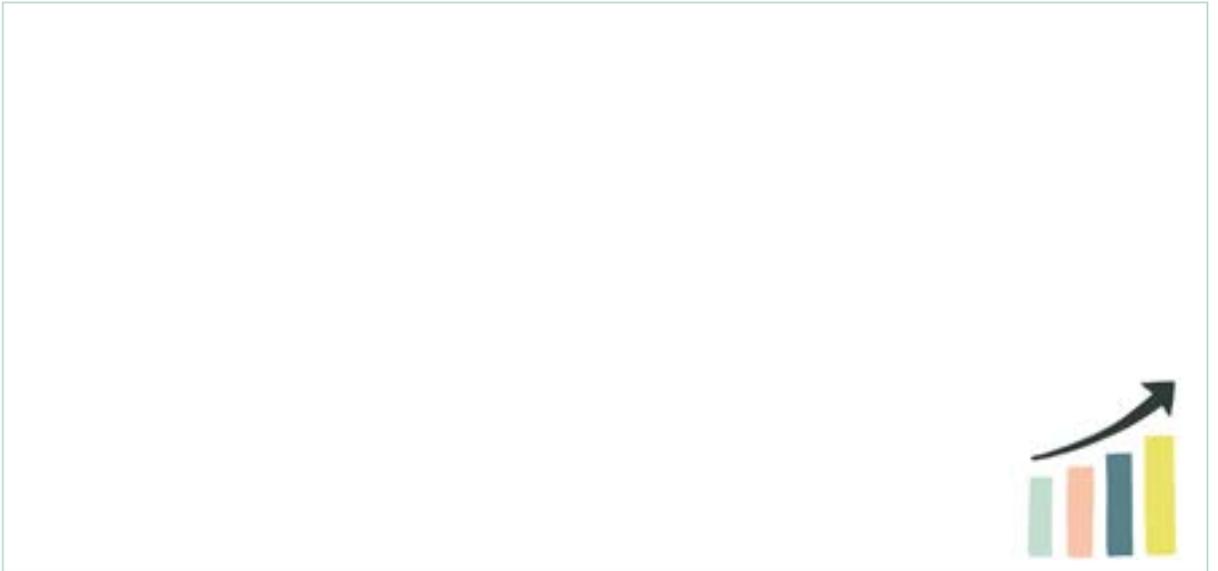
ACTION STEPS - IN THE ORDER THEY HAPPEN:

- | | |
|-----------------------------------|------------------------------------|
| 1. _____ <input type="checkbox"/> | 9. _____ <input type="checkbox"/> |
| 2. _____ <input type="checkbox"/> | 10. _____ <input type="checkbox"/> |
| 3. _____ <input type="checkbox"/> | 11. _____ <input type="checkbox"/> |
| 4. _____ <input type="checkbox"/> | 12. _____ <input type="checkbox"/> |
| 5. _____ <input type="checkbox"/> | 13. _____ <input type="checkbox"/> |
| 6. _____ <input type="checkbox"/> | 14. _____ <input type="checkbox"/> |
| 7. _____ <input type="checkbox"/> | 15. _____ <input type="checkbox"/> |
| 8. _____ <input type="checkbox"/> | 16. _____ <input type="checkbox"/> |

LESSON 12:

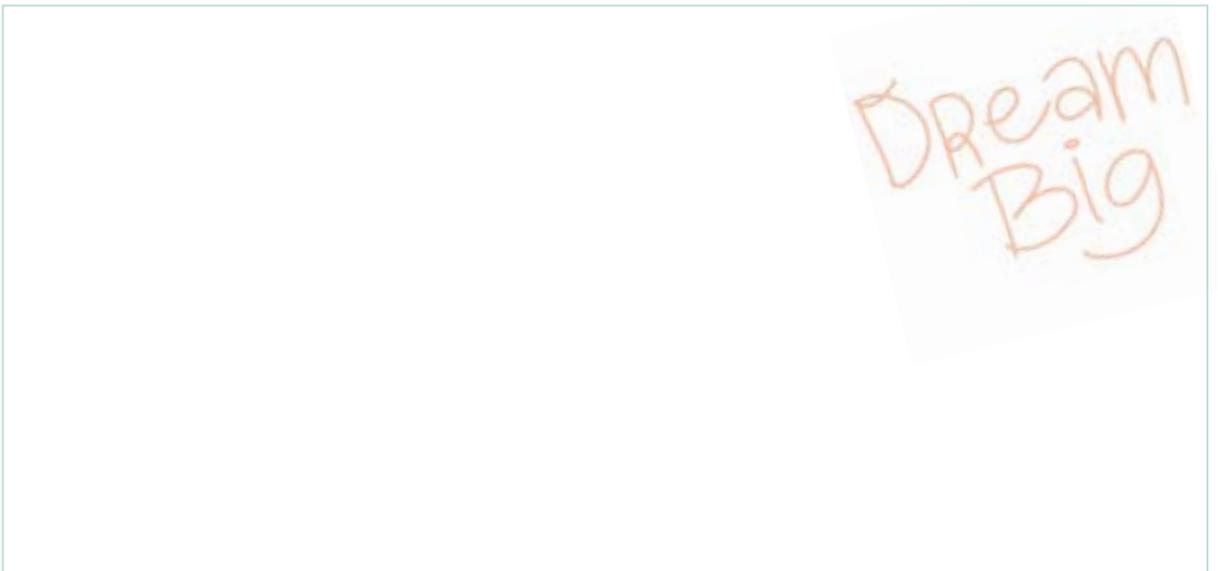
GOAL SETTING

HOW WILL THIS GOAL HELP ME?



I WILL ACCOMPLISH THIS GOAL BY: MM / DD / YYYY

MY NEXT BIG GOAL MIGHT BE:



LESSON 13:

THE LEGAL STUFF

*You're not just a kid running a business-
you're a future leader learning skills that will set you apart!*



NAVIGATING THE RULES OF BUSINESS

Answer the questions below to learn about the "legal stuff" every young entrepreneur should know. Think about how these concepts might apply to your own business!

Why Rules Matter

Businesses follow rules to stay safe, fair, and _____.

The Power of a Business Name

A business name is like your identity. Why do you think it's important to choose a name no one else is using?

Permits and Permissions

Some businesses need special permissions (like a lemonade stand needing permission to sell). What permissions might your business need?

*Remember, the goal isn't to make legal stuff scary.
It's to help you build a business that's safe, successful, and fun.*

Taxes – Yes, Even for Kids!

Taxes are like contributing to your community. Why do you think paying taxes is important for a business?

Answer: Successful

LESSON 13:

THE LEGAL STUFF

Contracts Keep Us Safe

A contract is an agreement between people.

Write an example of a promise you might put in a contract for your business:

Liability

As a business grows, it's important to consider liability as a form of risk. You need to weigh the risks and be aware of any responsibility you might have if something goes wrong. What are you going to be responsible for in your business? What can you do to keep things from going wrong to the best of your ability?

Scenario – Problem Solvers in Action

Imagine you promised to deliver a product, but something went wrong. How can knowing the legal basics help you fix the problem?

Keeping records of what you earn and spend is a great habit!

Be a Responsible Business Owner

List one way you can make sure your business follows the rules:

Reflection

How do you feel knowing that learning the "legal stuff" can help your business succeed and stay safe?



Learning about legal stuff now prepares you to run bigger businesses in the future.

LESSON 14:

NETWORKING

HOW TO BUILD RELATIONSHIPS FOR YOUR BUSINESS

WHY NETWORKING IS IMPORTANT

In your own words, why do you think meeting and connecting with people could help your business?

Networking is important because...

YOUR NETWORKING CIRCLE

Write down three people you know who could help or support your business idea. These could be friends, family, teachers, or neighbors.

WHAT CAN YOU OFFER?

Networking is a two-way street! Think about what you can offer others in return for their help.

I can offer...



YOUR NETWORKING GOAL

Set one goal for the next week. Who will you talk to, and how do you plan to help them?

*This week, I will talk to _____,
and I hope to help them _____.*

LESSON 15:

WEBSITE BASICS

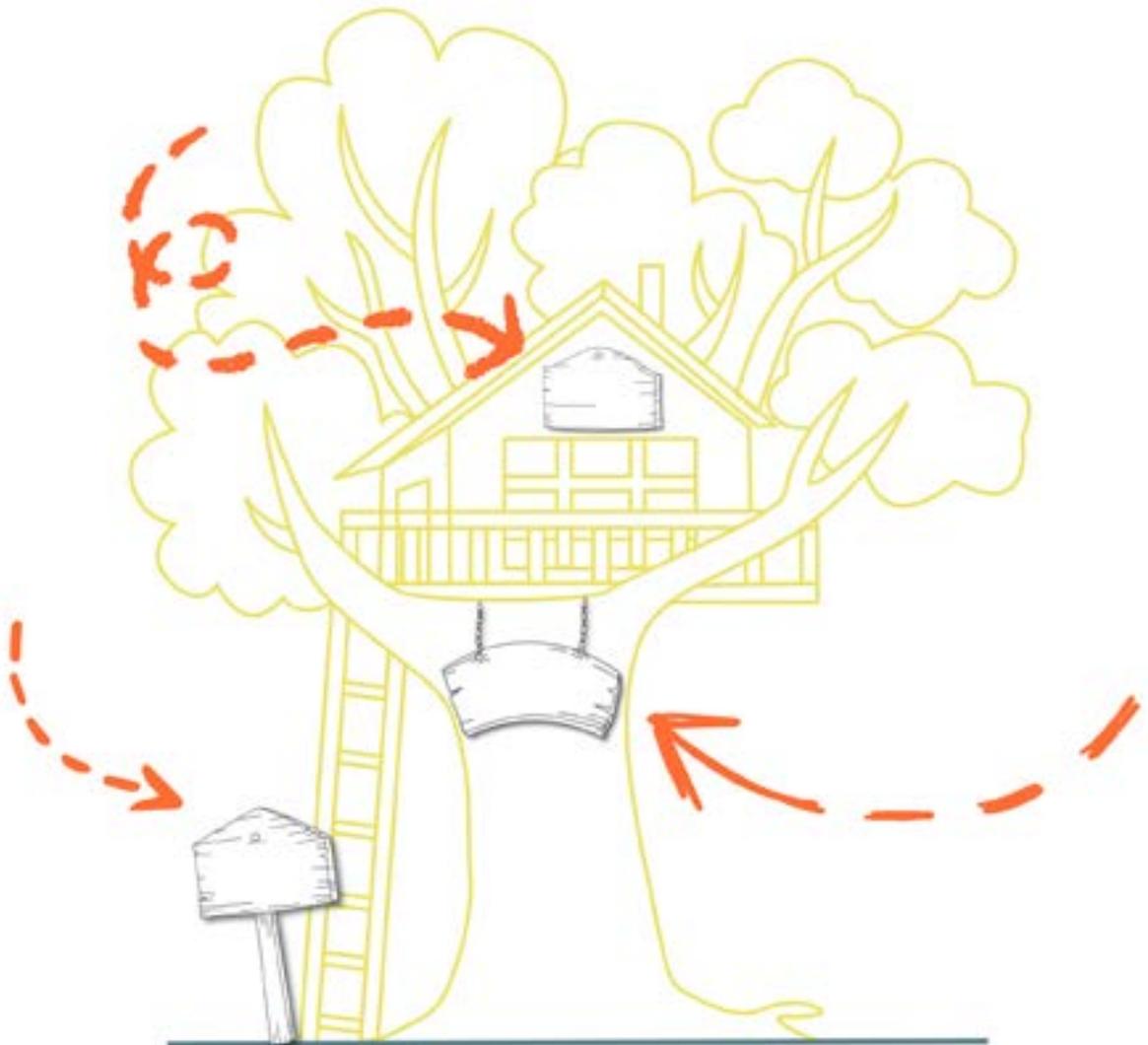
LEARN HOW TO BUILD YOUR WEBSITE TREEHOUSE!

TREEHOUSE = TOOLS =

TREE TRUNK = DIY VS. KIT =

LADDER = ROOMS =

DECORATIONS = SNACKS & GAMES =



Answers: Treehouse = Website, Tree Trunk = Hosting, Ladder = Domain, Decorations = Theme Design, Tools = Platform, DIY vs. Kit = Free vs. Paid, Rooms = Pages, Snacks & Games = Content

LESSON 16:

PITCH & SELL

MASTERING YOUR PITCH AND MAKING THE SALE

WHAT IS AT THE HEART OF YOUR PITCH?

“Hi, my name is _____. I have a business called _____. I help _____ (who) by _____ (what your product or service does). Would you like to hear more?”

WHAT MAKES YOUR PITCH EXCITING?

I’m really excited about this because... (list 1 or 2 things)

ASK FOR THE SALE

Write what you would say to close the sale. *Example: “How many would you like to try today?” or “Would this Saturday work well for your first service?”*

IMAGINE A “NO” RESPONSE

How would you respond politely if someone says they don’t want to buy?

- “That’s okay! Thank you for your time. Maybe next time!”*
- “That’s totally fine! If you change your mind, I’d love to help you. Have a great day!”*
- “I get it—thank you for considering it. If you know anyone else who might be interested, I’d love it if you could pass my name along!”*



REFLECT ON YOUR FIRST PITCH PRACTICE

Something that went well and something I can improve is...

CONGRATULATIONS! YOU’VE DONE IT!

Remember to celebrate your first sale with a confetti popper!





RESOURCES

“Dream so big you outdream others.”

- Codie Sanchez

DEFINITIONS

BRANDING is the look, feel, and vibe of your business. It can include the colors, logo, fonts, patterns, and graphics you use to help people identify your business.

BUDGET is a plan for how to use your money wisely.

BUSINESS PLAN is a written description of your business idea with steps and details on how you can make it happen. *This workbook will be your business plan when you're done!*

CEO stands for Chief Executive Officer, in other words... The boss! *In this case, you!*

COST OF GOODS is the exact amount it costs to make what you are selling.

CUSTOMER is the person you are serving who wants to buy from you. We love them!!

CUSTOMER SERVICE means if something isn't right for a customer, you look for ways to make it right for them. *This is good customer service.*

DEADLINE is a specific point in time when something needs to be completed.

ENTREPRENEUR is a person who organizes and takes risks to start their own business.

EXPENSE refers to any of the costs associated with selling your service or product. This can include the cost of goods, the cost of where you sell it, fees for website hosting, etc.

EXPERIENCE is the reaction and feeling a customer has after doing business with you. Your goal is to create an excellent experience that exceeds your customers' expectations every time.

GROSS REVENUE is the total amount of money from sales that a business earns from all streams of income before any costs or bills are deducted.

INTEGRITY means doing the right thing even when no one is watching.

INVENTORY is how much product (or stock) you have available to sell to your customers at a given time.

DEFINITIONS

LAUNCH is to start something officially. *Example: “We are launching a new website today!”*

MARKET is all the buyers and sellers in an area related to your business.

MARKETING is the process of selling and promoting your products or services to your target client. Marketing is how you get your name out there to attract customers.

MARKUP is the profit added to the cost of creating something you want to sell. A markup (increase) is typically at least 2 times the cost but can be much higher if the market allows.

NET PROFIT is all the money that is left over after you’ve paid all of your expenses.

NETWORKING means utilizing your contacts with friends and family members as a means of finding customers.

OUTSOURCING is paying someone else to do specific tasks or functions for an area of work. *Example: Jane might outsource the job of putting stickers on her candle boxes to her little brother.*

OVERHEAD is the amount of money it takes to run a business and keep it going.

PRODUCT refers to a tangible item that can be purchased.

TARGET CUSTOMER is the ideal customer with whom you’d like to do business. They love what you do, and you love getting to work with them.

WHOLESALE is when you sell your product at a discounted rate in larger quantities to be re-sold at a markup somewhere else. *Example: You sell a shop owner your handmade soy candles to sell in their retail (public) store. You offer them a 50% discount, with a minimum purchase of 5 candles. The owner then re-sells your candles at a markup. You win, they win.*

WORKFLOW is all the steps you take to produce a result. Having a workflow process is very helpful. It means you can duplicate (copy) a great client experience or produce consistent (the exact same) products over and over, because you just duplicate the same steps (workflow) again and again.

BIZ QUIZ

Mark an 'X' next to the line that seems most like you.

1. What would you like doing the best?

- a. Give me a boat, a trail, or a bike
- b. Take care of puppies or babies
- c. Get creative. I love doing things with my hands
- d. Develop a cool app people want to play.
- e. Performing on stage sounds like so much fun
- f. I'd love to plan and organize my week

2. What else might you enjoy from this list?

- a. Go on a hike
- b. Bake something yummy
- c. Grow a beautiful garden
- d. Play with brand new tech at The Apple Store
- e. Sing karaoke with friends
- f. Organize my room

3. What about these?

- a. Go surfing
- b. Volunteer at an animal shelter
- c. Make some artwork with things from around my room
- d. Play chess
- e. Write a fun skit and perform it for my parents
- f. Get a head start on my homework assignment

4. If you could start any kind of club, what would it be?

- a. An outdoor adventure club
- b. A volunteering club to help people or animals
- c. A crafting or DIY club
- d. A robotics or coding club
- e. A theater club
- f. A study group or organization club

5. What do people often ask you for help with?

- a. Planning trips, outings, or exploring new places
- b. Listening and supporting them
- c. Making things look cool and creative
- d. Fixing or setting up technology
- e. Making them laugh or have fun
- f. Keeping things organized or managing tasks

6. What's a skill you're most proud of?

- a. Being adventurous and unafraid to try new things outdoors
- b. Caring for others and being empathetic
- c. Creating unique things with my hands
- d. Solving technical problems and learning about gadgets
- e. Entertaining others and being the center of attention
- f. Keeping things neat and having a plan

7. Which of these sounds like a fun business idea to you?

- a. Guiding outdoor adventures or selling outdoor gear
- b. Babysitting, tutoring, or helping out at an animal shelter
- c. Making handmade items like jewelry, art, or home decor
- d. Starting a website, app, or game development business
- e. Running a YouTube channel or social media page
- f. Organizing events, closets, or creating schedules

8. What's your approach to solving a problem?

- a. Take a step back, breathe in fresh air, and think it through
- b. Talk to others and offer help if they need it
- c. Use my creativity to come up with a unique solution
- d. Look for a technical or logical solution
- e. Turn it into a fun challenge or game
- f. Make a pros and cons list and approach it in steps

9. Which of these best describes your personality?

- a. Adventerous and brave
- b. Kind and helpful
- c. Creative and hands-on
- d. Logical and tech-savvy
- e. Outgoing and energetic
- f. Detail-oriented and particular

10. What's something you value the most?

- a. The freedom to explore new places
- b. Making a positive impact on people's lives
- c. Expressing myself creatively
- d. Understanding how things work
- e. Making people laugh and feel entertained
- f. Keeping things structured and orderly

TALLY UP YOUR SCORE!

- a. d.
- b. e.
- c. f.

*My highest number was
letter !*

*View your unique results
on the next page!*

IF YOU HAD MOSTLY 'A'S THEN YOU'RE AN ...
drumroll please

OUTDOOR ENTHUSIAST



PAINT/REPAINT THE HOUSE NUMBERS ON THE CURBS IN YOUR NEIGHBORHOOD OR NEARBY



OFFER LAWN CARE - THIS COULD INCLUDE MOWING, EDGING, WEEDING AND MORE



RAKE LEAVES IN THE FALL AND PULL WEEDS IN THE SPRING



OFFER TO ACCEPT USED ITEMS FROM NEIGHBORS, THEN HOST A YARD SALE (MAKE SURE THEY KNOW YOUR PLAN!)



HAVE CHICKENS OR A GARDEN? SELL FRESH EGGS OR FLOWERS



START A DOG-WALKING OR PET-SITTING SERVICE IN YOUR NEIGHBORHOOD, OR WITH A SERVICE LIKE THE 'ROVER' APP



CUT AND SELL FIREWOOD (MAKE SURE YOU HAVE PARENT PERMISSION AND ADULT SUPERVISION)



WASH CARS, OR UP IT & OPEN A MOBILE CAR DETAILING BUSINESS (YOU COULD ALSO DO THIS FOR BOATS)



START A SPORT-COACHING SERVICE AND WORK WITH YOUNGER KIDS TO HELP THEM IMPROVE THEIR SKILLS



SELL WATER & POPSICLES FROM A COOLER AT TRAILHEADS OR BUSY PARKS

IF YOU HAD MOSTLY 'B'S THEN YOU'RE A ...
drumroll please

NURTURER



START A DOG-WALKING SERVICE



WATER & CARE FOR NEIGHBORS' GARDENS



START A BABYSITTING BUSINESS



BE A MOTHER'S HELPER (HELP A NEW MOM AROUND THE HOUSE)



OFFER A PET-SITTING SERVICE IN YOUR NEIGHBORHOOD, OR WITH A SERVICE LIKE THE 'ROVER' APP



CREATE A SMALL AFTERNOON CLUB FOR YOUNG KIDS TO ATTEND



TEACH MUSIC LESSONS TO YOUNGER KIDS



OFFER ONE-ON-ONE OR GROUP TUTORING FOR YOUNGER KIDS IN YOUR FAVORITE SUBJECTS (THIS COULD BE VIRTUAL)



CREATE A MOBILE PET-GROOMING SERVICE



OFFER TO SPEND TIME WITH AN ELDERLY PERSON WHILE THEIR SPOUCE PREPARES MEALS OR TAKES CARE OF OTHER THINGS IN THE HOME

IF YOU HAD MOSTLY 'e'S THEN YOU'RE A ...
drumroll please

CREATIVE



MAKE CANDLES TO SELL ONLINE OR LOCALLY



CRAFT SOMETHING AWESOME TO SELL



SELL YOUR OWN BAKED GOODS (ON SOCIAL MEDIA, DOOR-TO-DOOR, OR ANOTHER WAY)



CREATE ART TO SELL ONLINE OR LOCALLY



OFFER LESSONS IN YOUR SKILL-SET (SUCH AS SEWING, SINGING, PAINTING, JEWELRY MAKING, OR TUTORING)



START A PHOTOGRAPHY BUSINESS!



WRITE A BOOK (THE YOUNGEST BEST-SELLING AUTHOR WAS 12)



MAKE & SELL YOUR OWN SOAPS, LIP BALM, OR BATH BOMBS (SELL THEM ONLINE OR IN-PERSON)



START A FACE PAINTING BUSINESS



TEACH MUSIC LESSONS TO YOUNGER KIDS

IF YOU HAD MOSTLY 'D'S THEN YOU'RE A ...
drumroll please

TECH-WIZARD



OFFER ONE-ON-ONE OR GROUP TUTORING FOR YOUNGER KIDS IN YOUR FAVORITE SUBJECTS (THIS COULD BE VIRTUAL)



TEACH OLDER PEOPLE HOW TO USE THEIR NEW SMART DEVICES OR SET UP THEIR COMPUTER



START A REPAIR BUSINESS FIXING SMART PHONES AND TABLETS



OFFER VIDEO AND AUDIO EDITING SERVICES FOR YOUTUBERS AND PODCASTERS



CREATE APPS TO SELL OR DEVELOP APPS FOR BUSINESSES



OFFER DRONE PHOTOGRAPHY FOR LOCAL BUSINESSES OR REAL ESTATE AGENTS



CREATE A NEIGHBORHOOD OR VIRTUAL SCIENCE AFTERNOON CLUB FOR YOUNGER KIDS TO ATTEND



DIY OR REFURBISH A TRENDY ITEM THAT YOU CAN THEN SELL ONLINE



INPUT CODE ONTO WEBSITES FOR BUSINESS OWNERS WHO AREN'T TECH-SAVVY (THIS COULD BE VIRTUAL)



START A WEB DESIGN SERVICE - IT'S BEST TO START WITH ONE PLATFORM SUCH AS SHOPIFY, WIX, OR WORDPRESS

IF YOU HAD MOSTLY 'E'S THEN YOU'RE AN ...
drumroll please

ENTERTAINER



PUT ON A NEIGHBORHOOD PERFORMANCE & CHARGE ADMISSION FOR THE BIG SHOW



OFFER YOUR SERVICES AS A BALLOON ARTIST FOR BIRTHDAY PARTIES OR EVENTS



COLLECT ITEMS THAT NEIGHBORS ARE READY TO LET GO OF AND HOST A GARAGE SALE (MAKE SURE THEY KNOW YOUR PLAN!)



START A PHOTOGRAPHY BUSINESS



RUN A LEMONADE STAND WITH PIZZAZI! GRAB PEOPLE'S ATTENTION WITH COSTUMES, MUSIC, AND SIGN-DANCING



START A FACE PAINTING BUSINESS, OFFERING YOUR SERVICE FOR PARTIES, FARMER'S MARKETS, AND EVENTS



LEARN A ROUTINE AND GET HIRED AS A MAGICIAN - PERFORMING MAGIC SHOWS



TEACH MUSIC LESSONS TO YOUNGER KIDS



TRY STREET PERFORMING! MAKE SURE YOUR PARENTS ARE WITH YOU AND YOUR CITY ALLOWS IT



START A PODCAST OR YOUTUBE CHANNEL

IF YOU HAD MOSTLY 'F'S THEN YOU'RE AN ...
drumroll please

ORGANIZER



START A MOBILE CAR DETAILING BUSINESS (YOU COULD ALSO DO THIS FOR BOATS)



STUDENT ACCOUNTABILITY PARTNER: HELP STUDENTS AND PARENTS KEEP SCHOOL ASSIGNMENTS/PROJECTS ORGANIZED



TEACH MUSIC LESSONS TO YOUNGER KIDS



OFFER ONE-ON-ONE OR GROUP TUTORING FOR YOUNGER KIDS IN YOUR FAVORITE SUBJECTS (THIS COULD BE VIRTUAL)



GIFT CONCIERGE - HELP CUSTOMERS WITH THEIR GIFT GIVING BY RESEARCHING GIFT IDEAS, WRAPPING THEM, AND "CHECKING IT TWICE"



BE A MOTHER'S HELPER (HELP A NEW MOM AROUND THE HOUSE)



ORGANIZE HOMES FOR NEW PET OWNERS, YOU COULD ALSO OFFER PET TRAINING SERVICES



MANAGE GARAGE SALES FOR NEIGHBORS



START A BUSINESS ORGANIZING CLOSETS AND PANTRIES



START A HOME CLEANING BUSINESS (RELATIVES ARE A GREAT PLACE TO START!)



THE SECRET
TO YOUR FUTURE
IS HIDDEN IN
T O D A Y

My Business Checklist

- I brainstormed my big idea.
 - I created my business plan.
 - I practiced my pitch.
 - I made my first sale!
-

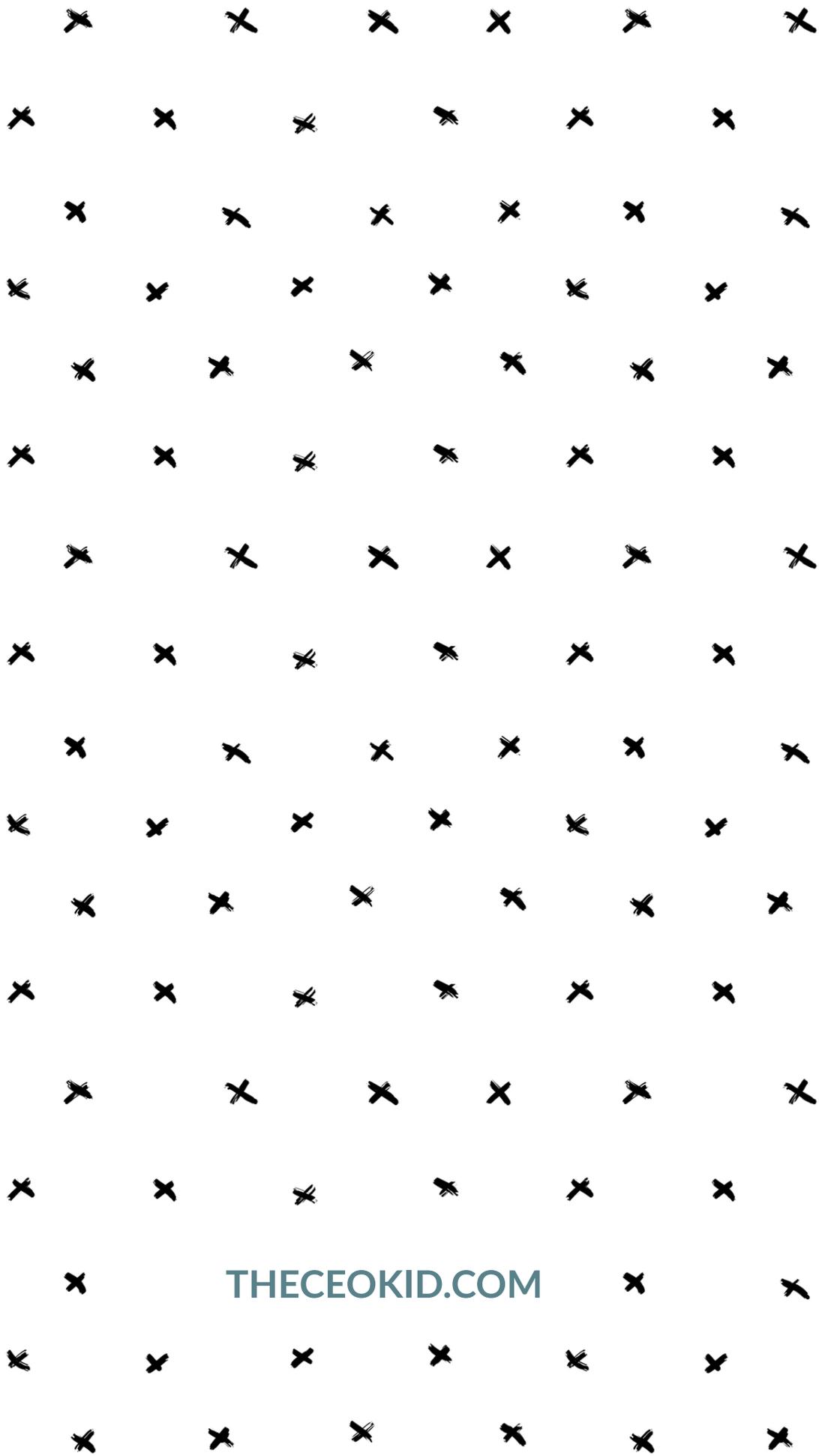
We'd love to celebrate with you!
Tag us **@theCEOkid** on your
favorite social platform!

Thank you for letting us be a part of your entrepreneurial journey.

We can't wait to see what amazing things you create—

because the world needs you!

-Jonathan, Kelsey & The CEO Kid Team



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