

Think Big. Start Small. Right Now.

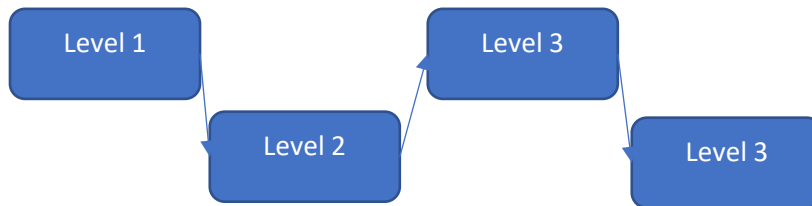
Fort Hunt Academy Teen CEO/ "Mind Your Own Business Kid" Workshop

www.FortHuntCommunity.com/Classes

Agenda:

- 1) Orientation for Producing/Marketing Fort Hunt Community Magazine
- 2) 4 Teen CEO Entrepreneurship Levels – Where Do You Fit In?

Entrepreneurship Levels:



- 1) **Level 1 – Interests Into Income** – Take What You LIKE TO DO and Start Earning Money Right Now!
- 2) **Level 2 – Taking Your Existing Business to Next Level** – Apply Specific Strategies to Grow Business, Increase Income, Profitability
- 3) **Level 3 – PURE Entrepreneurship (Opportunity-preneur, Venture-Preneur)** – Identify Opportunities and Combine OTHER PEOPLE’S Experience/Talent/Time/Resources to Create Income
- 4) **Level 4 – JointVenturePreneur** – Apply Specific Strategies to OTHER PEOPLE’S BUSINESSES to Grow Business, Increase Income, Profitability

Business Ideas:

T-Shirt Design	Social Media Promotion	Host a Podcast
Event Production	Virtual Assistant	Host a Video Channel
E-Bay Sales	Special Event Planner	Create a Marketing Network
Mobile Car Wash	Magazine/Media Production	Community Yard Sale
Lawn Trimming	Home/Office Organizer	Community Event
Handyman	Photographer	Community Selling
On Demand Moving	Cartoonist	Expo
On Demand Truck	Event Promotions	Home Needs Audit
Dog Washing	Fundraising Coordinator	Spotter for Business Opportunities
Dog Photographers	Host a Blog	
Logo Design		

Are you an:

- 1) ___ Interest-Preneur?
- 2) ___ Entrepreneur?
- 3) ___ JointVenture Preneur?

Primary Motivation:

- 1) ___ Spending Money
- 2) ___ Start Building Your Future Business
- 3) ___ Collect Experience
- 4) ___ Build Network
- 5) ___ Distinctions for College/Career Application

Business Ideas:

- 1) ___ Products
- 2) ___ Services
- 3) ___ "Pop Up" Store
- 4) ___ Events
- 5) ___ Web Site
- 6) ___ Media (Print, Content, Audio, Video)

Traditional "Kid" Businesses:

- 1) Babysitting
- 2) Pet Sitting
- 3) Lawn Mowing
- 4) Lemonade Stand

<Fort Hunt Academy - Memory Workshop.pdf>

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Fort Hunt Community Magazine Overview:

- 1) Production and Publication
- 2) Subscription Marketing
- 3) Distribution

Waynewood – Hollin Meadows –
Hollin Hall – Collingwood – Stratford
Landing – Belle View – Williamsburg
Manor – Riverside Gardens

Overview:

- 1) Production/Publication Schedule (*Mag Produced Every Other Month; Guide – Every Other Month*)

July/Aug	Sept	Oct	Nov	Dec	Jan
Fort Hunt Parents Guide	Issue #1	Fort Hunt Community Guide	Issue #2	Fort Hunt Real Estate & Finance	Issue #3
Feb	Mar	Apr	May	June	July
Fort Hunt Home Services	Issue #4	Fort Hunt Wellness	Issue #5	Fort Hunt Living	Issue #6

- 2) **Magazine Structure (20 pages including front and back color, full color):**

- a. 6-8 stories/Articles from Neighbors/Community Businesses
- b. 8 Home Improvement Projects (Photos, Write Ups)
- c. Directory to Different Businesses:
 - i. Wellness
 - ii. Home Services
 - iii. Finance and Real Estate

- 3) **Subscription Details - \$20.00 (6 issues of Magazine, delivered to home)**

- a. \$3.00 to “Salesman” (\$3.00 cash OR \$5 credit to Courses/Classes)
- b. \$17.00 pays for Paper/Production and Mailing/Distribution of Magazine

Know someone who’d
be interested in
marketing on THEIR
Street?

**Earn \$5 for recruiting a
Magazine marketer!**

- 4) **Bonuses to Encourage Subscription:**

- a. Opportunity to Add Photo to Founders Wall (see web site)
- b. Complimentary Copy of one of the Guides delivered?
- c. Community Coupon Book?
- d. Fort Hunt Community Supporter Discount Card ?
- e. What Else to encourage Subscriptions???

What we need/want to Produce the Magazine (and Web Site)

1) Editors	5) Videographer
2) Graphic Design/Layout	6) Video Editing
3) Illustrations/Cartoonist	7) Interviewers
4) Photographers	8) Reporters

Level 1 - Interest into Income:

1) Identify Your Area of Interest *(Get paid for DOING and PROMOTING what you're doing)*

1) ___ Sports	6) ___ Photos/Picture	11) ___ Computers
2) ___ Music	7) ___ Clothes	12) ___ Teaching
3) ___ Video Games	8) ___ Acting	13) ___ Pets/Animals
4) ___ Bikes/Skateboards	9) ___ Video	14) ___ Technology/Gadgets
5) ___ Fixing Things	10) ___ Art	

2) Look at what people are buying/interested in

- a. WHO is buying?
- b. What are they buying?
- c. What Businesses are selling products/services to people interested in your topic
- d. What ELSE are those customers/prospects interested in (even unrelated to your business)?

3) How to make money:

- a. Identify products/services and arrange for commission
- b. Sell advertising space
- c. Google Ad Words or Links
- d. Develop your own product

4) Create a Way to Build a Customer/Prospect List

- a. Web Site
- b. Blog
- c. Social Media
- d. YouTube Channel

What business are you in?

Video games? Jewelry? Crafts?
Dance? Music?

You're in the MARKETING and SALES
Business.

Level 2 – Next Level Business

The Greatest Enemies To Your Success.

- 1) Not Knowing About You. 2) Choosing Someone Else. 3) Doing Nothing.

Business Strategies

- | | |
|---------------------------------|----------------------------------|
| 1) Pricing | 7) Credibility |
| 2) Clarity of Products/Packages | 8) Strategic Marketing Alliances |
| 3) Process | 9) Earned Media |
| 4) Brand | 10) Events/Promotions |
| 5) Professionalism | 11) Additional Products/Services |
| 6) Niche | 12) Marketing |

Level 3 – PURE Entrepreneurship

Questions to Ask:

- 1) What are people buying? What ELSE do they need/could they use?
- 2) How can you improve the customer's experience?
 - a. Better
 - b. Faster
 - c. Easier
 - d. More customized
- 3) What problems/opportunities are out there? What do people want/need?

Combining OTHER PEOPLE's RESOURCES:

- 1) Experience
- 2) Time
- 3) Assets/Resources
- 4) Money
- 5) Space

Level 4 – Joint Venture Preneurship

Questions to Ask:

- 1) What additional products/services do the business's customers want?
- 2) How could you help a business provide their product/service:
 - a. Better
 - b. Faster
 - c. Easier
 - d. More customized
- 3) How could you help a business promote/market itself?

What assets does the business have that could be used more effectively?

- Space in shop
- Advertising media
- Wall space
- Customer/Client list

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