



Young Entrepreneurs/Biz Kidz Worksheet 1—Getting to Know YOU

Deciding what you want to make or grow means getting to know yourself better!

Name _____ Year _____

Why do you want to make something?

What hobbies do you have? What do you love doing?

What skills do you have? Or what are you good at? Even if it seems silly, write it down!



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**Young Entrepreneurs/Biz Kidz
Worksheet 1 Continued—
Getting to Know YOU**

Deciding what you want to make or grow means getting to know yourself better!

What's your favorite subject in school?

What is or was your favorite toy and why?

When I grow up I want to be



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Young Entrepreneurs/Biz Kidz Worksheet 2 -- Marketing -- Describe Product

Name _____ Year _____

Describe Your Product

What is it?

What are the three best things about your product?

Why did you choose it?

Materials developed by: Cyndi Mudge-Executive Director of the Astoria Sunday Market and Sandra Carlson-Clatsop County Extension 4-H Coordinator, Oregon



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Young Entrepreneurs/Biz Kidz Worksheet 3 —Marketing

Name _____ Year _____

How do you plan on marketing your product?

Who does your product appeal to?

Competitors: Does anyone else make this product?

What makes your product stand-out or different from others selling something similar?

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Young Entrepreneurs/Biz Kidz Worksheet 4 — Marketing: Design

Name _____ Year _____

How do you plan on displaying and packaging your product?

Do you have other ideas? For example signs, business cards, social media?



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Young Entrepreneurs/Biz Kidz Worksheet 5 — Marketing: Booth Display

Name _____ Year _____

What will your overall display look like?

What color scheme will you use?

Will your display be 3 dimensional or flat? Explain.

How will you prepare your display for the weather (wind, rain, etc.)?

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Young Entrepreneurs/Biz Kidz Worksheet 6—Marketing: Salesmanship

Name _____ Year _____

Selling Your Product

How do you plan on dressing while you are selling your product?

What is your “pitch?” Can you describe your product in one sentence? Is there something special you want to emphasize? Does your product solve a common problem?

How will you interact with customers? Will you be doing a demonstration? Providing samples? Asking questions? Making your product on-site? Or are you planning a simple greeting? Something else?



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Young Entrepreneurs/Biz Kidz Worksheet 7-- Finances

Name _____ Year _____

Financing your product

How much does it cost to make one individual product?

How much will you charge for your product-what is your mark-up value?

How much time does it take to make your product?

Put a value on your time, what is my time worth \$ _____

Do you have a goal? Something you are saving money for? If so, how much? _____

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Young Entrepreneurs/Biz Kidz Worksheet 8 —Collect Customer Feedback

Name _____ Year _____

Customer Feedback

Comments you have heard (good or bad)

Pricing ideas or comments

Do you have returning customers?

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Young Entrepreneurs/Biz Kidz Worksheet 9 —Evaluation of Yourself

Name _____ Year _____

How did I do?

What did I learn the most about this past year?

What things will I change for next year?

What was the most successful part of your selling experience?
