



# How Do I Become an Entrepreneur?

Watch the *JA Our City* Lesson 3 volunteer video session. Then do this activity to think about a business you might own.

## Materials

- Paper
- Crayons, markers, pens, and pencils

## Activity

**Check off the boxes as you finish your work.**

- Divide a piece of paper into four sections.
- Label one PLACE, another PRODUCT, another PEOPLE, and the last one PROMOTION.
- Think about a business you might want to own someday—or a business you could have right now. It could be a pet store, your family’s business, or a snack shop.
- In the PLACE square, draw a picture of your future business.
  - What will it look like?
  - How big will it be?
  - Will it be in a city or in the country?
- In the PRODUCT square, draw the things you would make or sell at your business.
- In the PEOPLE square, draw the people who will help in the business.
  - What kinds of jobs will need to be done?
  - What kinds of people will help do those jobs? An engineer? A seamstress? A computer programmer?
- In the PROMOTION square, draw how you will tell people about the business.
  - Will you have a big sign?
  - Will you make television commercials, create ads on social media, or place ads on the Internet?
  - Will you use posters or billboards?
- Share your completed future business plan with a friend or family member who owns a business. Talk with them about the choices they made when they became an entrepreneur.

## Activity

Check out these Cha-Ching videos! Then talk about the concepts with a parent or other caring adult.

**Video Title: Cha-Ching Episode 3: Entrepreneur** Link: <https://youtu.be/lhAg7CyH-GA>

Video 3 Discussion Questions:

- What personality characteristics does Justin have that help him become a successful entrepreneur?

**Video Title: Cha-Ching Episode 16: Sweet Pepper Designs** Link: <https://youtu.be/AyMeoJIDvoo>

Video 16 Discussion Questions:

- What did Pepper do to become a successful entrepreneur?
- Pepper is interested in fashion and design, and she created her company from those interests. What are some things you are interested in?
- Could any of those interests become a business? How?