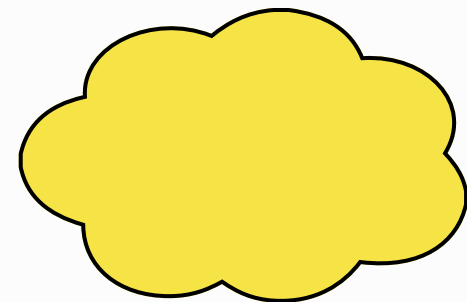


How to be an Entrepreneur

23 July, 2025

Allen YIS

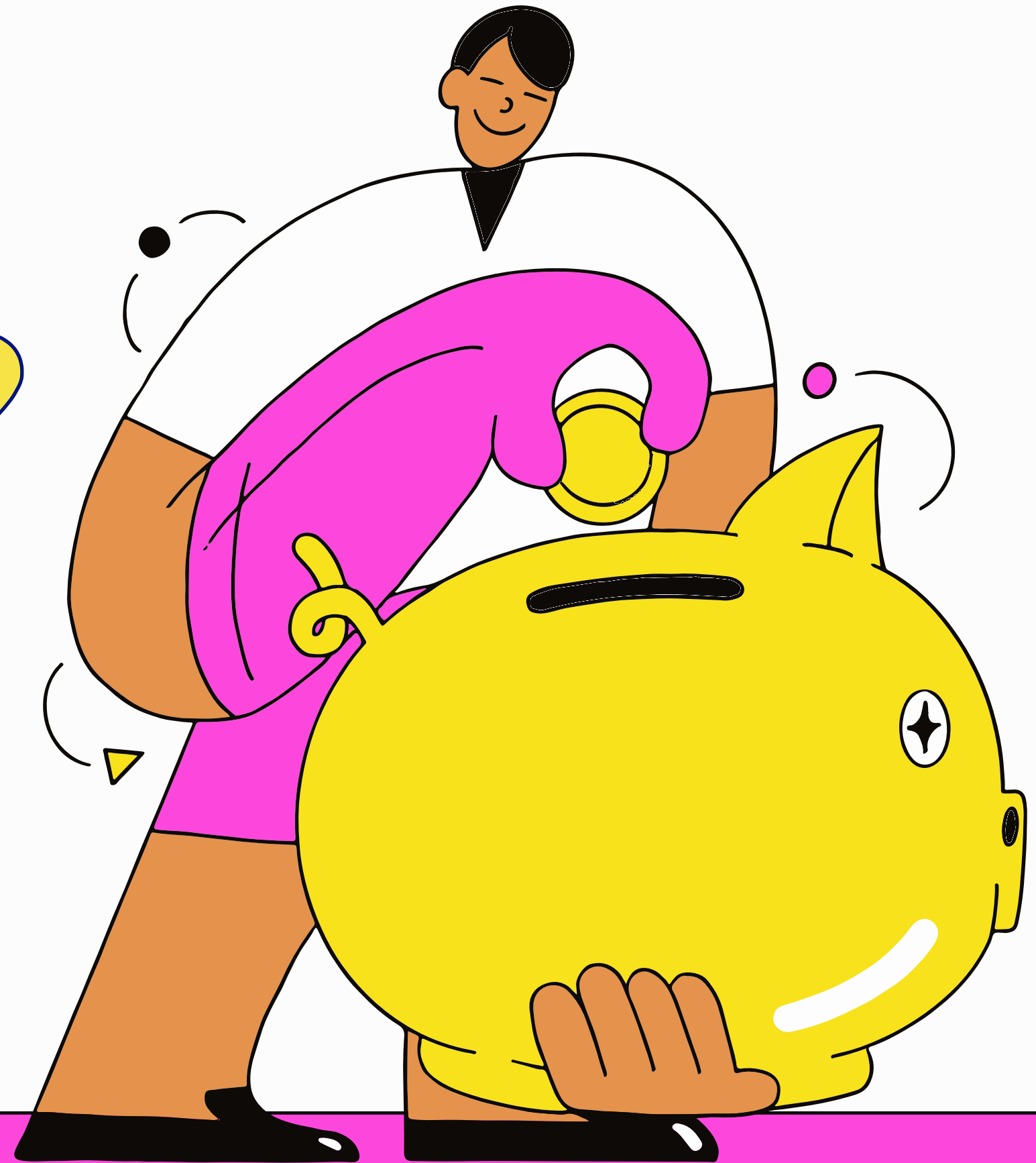
Learn how to be a confident entrepreneur and impress customers on Market Day!



What are entrepreneurs?

- An entrepreneur is a person who comes up with an idea to start a business and sells their product to customers.

Today YOU are the entrepreneurs!





Whats your idea?

- Every great business starts with a creative idea that solves a problem or brings someone joy.
- Think about what you're selling and why someone would want to buy it.
- Your idea should be fun, useful, or something people will enjoy.

Have kids share what they are making for market day

Knowing your Customers

A good entrepreneur thinks about who their customers are before they start selling.

Ask yourself: are my primary customers kids, parents, or both? What do my customers like?

Think about how your product can solve a problem, make someone smile, or be useful to the person buying it.

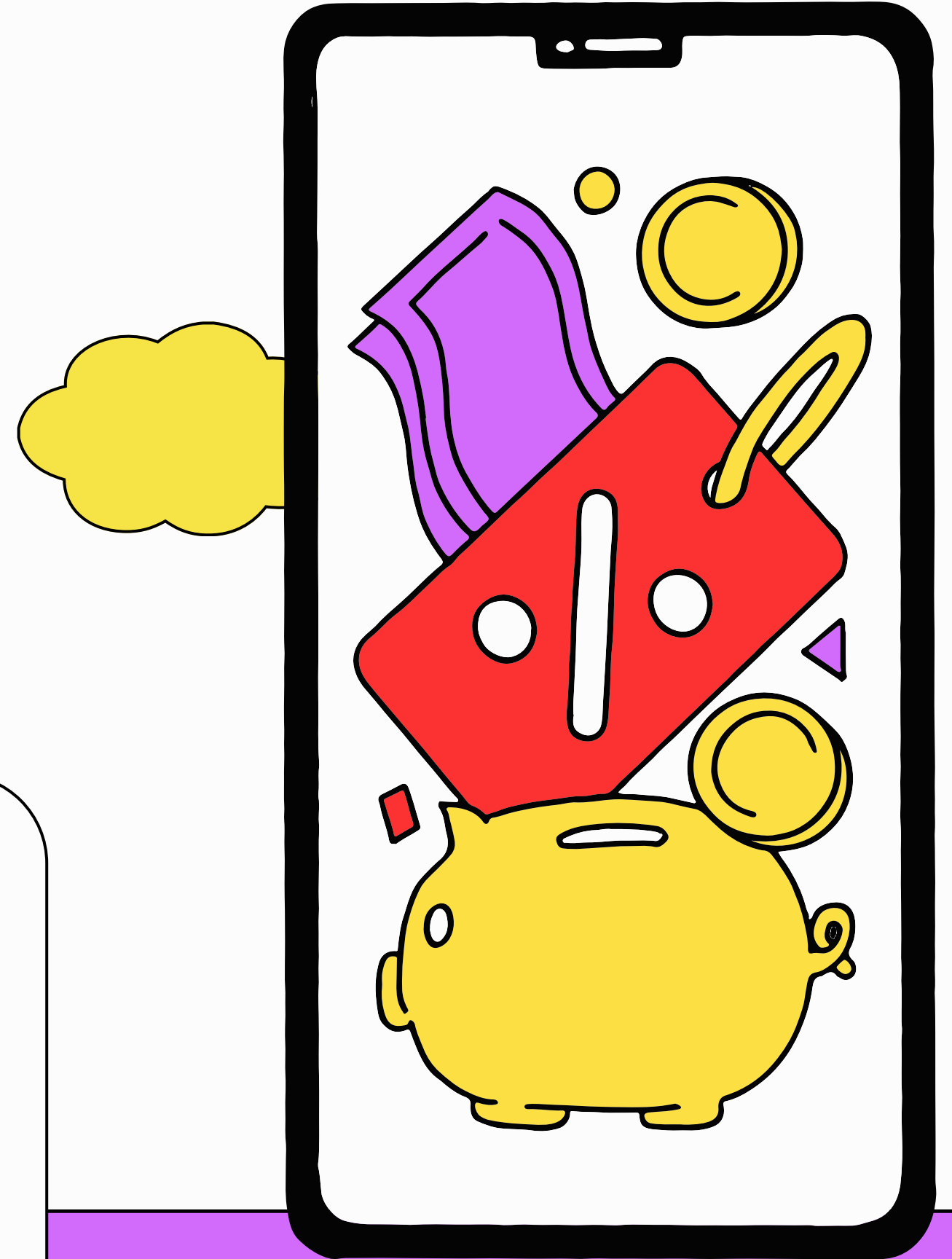
The sales pitch



- A sales pitch is what you say to help someone understand and get excited about what you're selling.
- You can start by saying your name, what you're selling, and why it's awesome.
- The more you practice your pitch, the more confident and friendly you'll sound!
- Ex: "Hi My name is (your name) and I made (your product). It's great because (what makes it fun useful or special?)"

Setting a smart price

- Your price should be fair. Not too high, and not too low, so customers feel good about buying it.
- Think about how much it costs to make your product and how much people are willing to pay.
- Simple prices like \$1 or \$5 make it easier for customers, especially during Market Day.

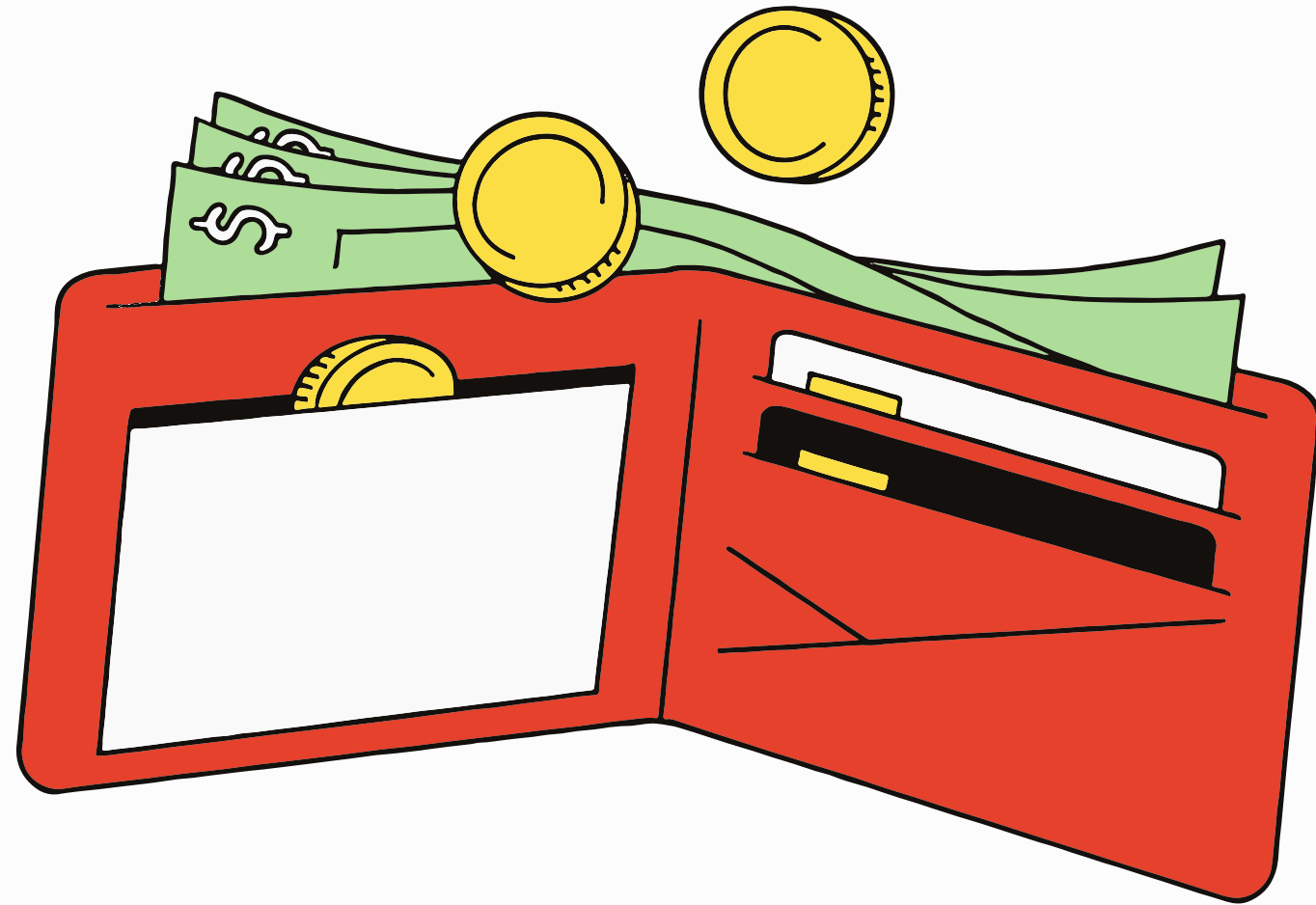


Making your booth POP!

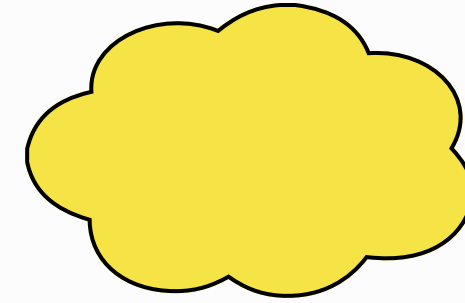


A neat, colorful, and organized booth will help you stand out and bring in more customers.

- Use signs, decorations, or bright colors to show what you're selling.
- Keep your table tidy so people can easily see and pick up your products.



Being friendly & Kind



- Customers love when sellers smile, say hello, and show excitement.
- Always greet people when they walk by your booth and say thank you when they leave.
- Being kind and respectful makes people want to support your business.

Thinking like a Boss

- After you finish selling, take time to think about what worked well and what you might change next time.
- Ask yourself: What did people like the most? Did my price feel right? Was I friendly and prepared?
- Learning from each experience helps you become an even better entrepreneur.



Have fun + Be Proud!

- You've worked hard to come up with a business idea and get ready for Market Day—be proud of yourself!
- Remember that this is a time to have fun, be creative, and learn new skills.
- Whether you sell a lot or just a little, you are already a real entrepreneur.

Lets get to work

Now it's time to get ready to shine! Use everything you've learned today to prepare your product, practice your pitch, and decorate your booth. Market Day is your time to show off your hard work—let's make it amazing!

