

Welcome to the first issue of the E-Seedling, LLC Lemon Drops E-Newsletter. Thank you for joining me in the journey to empower youth through entrepreneurship. This newsletter was created to help you to create a positive impact on today's youth by providing useful information that you can use in your programs, product previews and upcoming events. I would love to hear your feedback on the content I'm providing and welcome your input on content that you feel would be helpful to you in the valuable work you are doing in developing the leaders and business people of tomorrow. Email your comments to juliewood@eseedling.com or fill out the contact form at: <http://eseedling.com/contact-us/>

Sincerely,

Julie Ann Wood

Chief Cultivator for E-seedling, LLC

(Excerpt from the book: More Than a Lemonade Stand)

Picking One Big Idea

To help the students pick their business idea. Start with something that they love to do. If they are passionate about it, they will put more effort into it. Also, for starting up, they need to focus on **ONE BIG IDEA!** Picking more than one will make it harder to create a clear message, market the product, perform the service, or create the product and sell it to make money.

Here are some questions for starting that will help the campers narrow it down; use these in a group discussion. The kids might even bring up additional ideas:

- ✓ Look around for problems that need solving
- ✓ What are your hobbies, interests & talents?
- ✓ What work-related experiences (mowing grass or shoveling snow) do you have?
- ✓ What have friends, family, teachers or coaches said you are good at?
- ✓ What do you like to do in your spare time?
- ✓ What type of lessons have you taken (music, dance, or sport)?
- ✓ What type of sports have you participated in?
- ✓ What classes do you like in school?

Now that they have jotted down ideas during the discussion, they can start narrowing it down by using the '3-2-1 Exercise.' Some of the answers might be on more than one of the lists (it would be fantastic if the one big idea was all 3 lists). You can create a worksheet with the information below or just have them take notes and answer the questions below.

List 3 things you love to do:

List 2 things you are good at:

List 1 thing other people think you are good at:

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If you found this helpful and would like more information on the book [CLICK HERE](#).

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List a problem that can be solved by something on the 3-2-1 list:

Once those questions are answered, encourage the kids to look at the list and see if there is anything they can do to earn money and solve a problem. Let them know people will pay for a product or service that solves their problem. In order to move forward with creating the brand and developing their idea further, they need to pick “One big idea”. Let them know that is OK to have lots of big ideas, but that it is better to focus on one in order to develop it and learn from it before going on to the next.

They should also think about how much time they have available to devote to their business idea. They can jot down on their worksheet the amount of time and what hours they are going to work on their business idea. This will increase the probability of it getting done – just as money has to be budgeted, so does their time.

Have you started planning for the summer?

If you are planning on having a summer youth program you will want to make sure you are completing 4 crucial steps at least 6 months ahead to ensure success. 1) Schedule the dates (parents book their kids many months in advance), 2) Secure a location (if you don't have one of your own), 3) Create a name and identity and start promoting, and 4) start creating your curriculum (or start learning an existing one such as the More Than a Lemonade Stand program).

More Than a Lemonade Stand™ –Shipping free copies

A case of books is being shipped to me as we speak! More Than a Lemonade Stand – the complete guide to planning, implementing and running a successful youth entrepreneur camp will be available on my website before it is available at online and brick & mortar books stores so I am giving away 100 copies for the \$7.00 (to cover shipping and handling). This guide can be used as one complete program or you can pull out activities and plug them into your existing program. If you would like to receive a free copy (\$7.00 for shipping and handling) and you are anywhere in the continental United States, you can subscribe to my newsletter on the home page via my website at: <http://eseedling.com/>, complete my contact form on the website at: <http://eseedling.com/contact-us/> or email me at juliewood@eseedling.com and I will let you know as soon as they are ready!

Visit us at the ACA Tri-State Conference; March 17-19, 2015:

If you are living on the East Coast and planning on attending the ACA (American Camp Association) Tri-State conference – visit the E-Seedling booth #853. Mention this newsletter and receive a free gift.

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