

## GPS Business Activity #1

# The Beauty of Entrepreneurship



### Research Activity

Business owners like to know as much information as they can about their product as well as their competitor's products. Use the questions below to guide your research on products that are currently being sold, what you like about them, how much do they cost and who is buying the product. This will help you to understand how to market and sell your products! You can use sources such as trusted websites on the Internet (with your teacher's permission, of course).

? **Question 1: What is your favorite type of bubble bath, bath fizzy, or perfume?**

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? **Question 2: Of the product or products that you listed in Question 1, what do you like most about the product or products and why?**

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? **Question 3: How much do the product or products cost?**

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? **Question 4: Where do you buy your bath and body products? Why do you buy them from this store or place as opposed to other stores that sell the exact same products?**

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? **Question 5: Find two bubble baths that are very popular and compare them. List things that are different about the two products.**

BUBBLE BATH A	BUBBLE BATH B
1.	1.
2.	2.
3.	3.

## Steps to Building a Brand

Keep in mind the things that you liked and disliked about products that you researched in the previous section. Think about how you want your product to be different. In this activity, we will focus on one of the products that you made. In our example, we are using Bubble Bath. However, you may choose either of your products to design a label. Select one of your products and think about its features. As a business owner, your product feature is one of the distinguishing characteristics that help to boost its appeal to potential consumers. Think about a problem that your product is solving, such as dry skin. Therefore, your product feature may be that it has extra Vitamin E. This is just one thing that makes your product different.

### Materials you will need:

- Paper
- Color Pencils or Markers
- Computer with Internet access and word processing software application

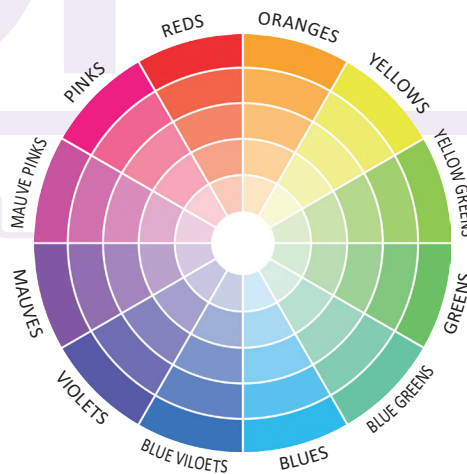
**Step 1:** Give your product a name (For example: Cool and Moisturizing Bubble Bath). Keep in mind that you want something that is easy to remember so when a person has a problem, your product comes to their mind as the way to solve it.

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**Step 2:** Test the name out on your friends. Ask them something such as: What do you think when you hear (the name you chose for your product)?

**Step 3:** Ask at least three (3) people. If the response is something other than what your product feature is, you should re-think the name and try three (3) additional people with whom to test the name. If at least two (2) of them tell you what you are looking for, keep the name.

**Step 4:** Choose Your Color(s). Use the color wheel to get ideas of which colors blend well together. Use the blocks below to color in your favorite colors.



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**Step 5:** Choose your Font Type and Style. Draw different lettering in the box to test your art skills.

Font Samples:



Practice your font here:

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**Step 6:** Use computer software to type out different fonts or research free fonts and select a font for your product name. If you use a font that is not included in your software, follow the directions that are listed on the site that you found during your research and download these fonts to your computer. (You may need your teacher to assist you with instructions on how to download new fonts).

**NOTE!**

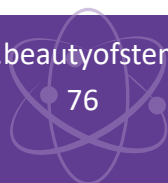
*Before downloading anything from the Internet, get your teacher's permission and assistance.*

**Step 7:** Create an image for your product. Use your computer to get ideas on images that you may like. Use the box below to practice drawing an image:

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**Step 8:** If your drawing skills are not as great as you would like, you may use free clip art as an alternative. Use a search engine like Google Images to search for images to fuel your creative ideas. As your business grows, you can hire a person to design your logo.

**Step 9:** Take your ideas and use a graphic program like Microsoft Paint or Blender to create your logo. Then print it out, cut and tape it on your product.



## GPS Business Activity #2

# The Beauty of Planning & Budgeting



### *The Beauty of Planning and Budgeting*

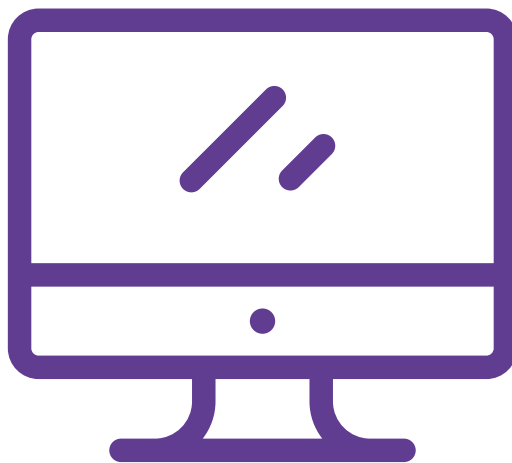
#### **Plan and Budget**

Before you start selling your products, it's important that you develop a plan and budget. Business owners develop business plans as a road map to starting and managing their business.

A **business plan** describes the business, lists the goals and details, and how they will be reached. In this section, you will answer a few questions that will help you to develop a short term business plan as an introduction to entrepreneurship.

**Entrepreneurship** is the process of designing, launching and running a new business. You will also develop a product budget. Budgets help entrepreneurs estimate the amount of money they have for business related spending. Then you can determine the cost of your product, how much you should sell it for, and how much money you should make as a result.

! Use the Business Plan Template in the Appendix to create a short term business plan.



## GPS Business Activity #3

# The Beauty of The Budget



### The Budget

This sample budget is based on the cost to make ten 2 oz bottles of bubble bath.

ITEM	PRICE	QUANTITY	PROJECT COST
			
Bubble Bath Base	\$ 2.00	20 oz	
Fragrance	\$ 1.00	1 bottle	
Color	\$ 1.50	1 bottle	
Bubble Bath Bottle	\$ 0.10	10	
Labels	\$ 0.15	1	
Lab Equipment	\$ 4.50	1	
<b>Total Cost</b>			

? **Question 1:** What is the total cost to make 10 (2 oz) bottles of Bubble Bath?

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? **Question 2:** How much is the cost to make 1 (2 oz) bottle of Bubble Bath?

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? **Question 3:** What price do you think you will charge for your 2 oz bottle of Bubble Bath?

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? **Question 4:** The difference between the price that your customer pay you, and the amount it cost to make it, is the profit that you will make when you sell a bottle of bubble bath. How much profit will you make if you sold 3 bottles of Bubble Bath?

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? **Question 5:** Based on the cost to make 1 (2 oz) bottle of Bubble Bath, how much would it cost you if you decided to give three of your friends a free bottle of bubble bath?

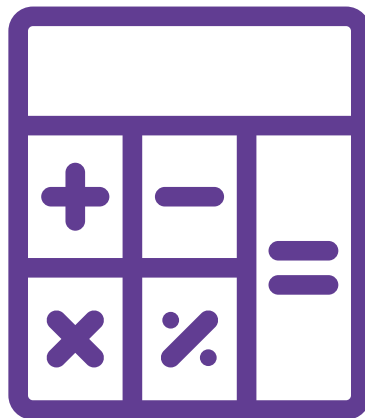
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? **Question 6:** Based on your sales price, listed in Question 3, how much money will you make in a month (4 weeks), if you sold three bottles of Bubble Bath each week?

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**NOTE!**

*It takes 1 bottle of fragrance base and 1 bottle of color to make ten 2 oz bottles of Bubble Bath.*



## GPS Business Activity #4

# The Beauty of Marketing & Advertising



### Research Activity

Marketing and advertising are how businesses get their products or services sold. Business owners like to know as much information as they can about marketing and advertising before spending money to sell their products. Use the questions below to guide your research on the features of successful advertisements. This will help you to think of appropriate words and pictures to communicate your goals, understand the most effective way to market your product as well as see how other products are being advertised. With your teacher's guidance, you will need access to the Internet to include social media sites like YouTube.

**Do an Internet search for "bubble bath ads online." Watch 2-3 of the current and popular video ads.**

**? Question 1: Did the ads have music? If so, how did the music affect you as a consumer?**

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**? Question 2: Do the ads feature actors or graphics only?**

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**? Question 3: What do you think the advertisers could have done differently to make the ads better?**

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*What is your favorite video ad or TV commercial that you have watched lately?*

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**? Question 1: What product or service is your favorite video or TV commercial trying to sell? Clothes, shoes, music, soap, food, etc.?**

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**? Question 2: What happens in your favorite commercial that convinces you to spend your money on the product? The features? The music? The people in the ad?**

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**? Question 3: Why is this your favorite commercial?**

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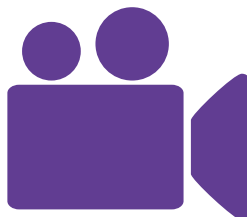
### **Pre-Production Activity**

Before advertisements are published, they must be developed by a creative team that consists of writers and artists. Choose a partner or organize a group of three or four girls to form a creative team. The creative team works together to think of the right words and pictures to communicate the best features of their product or service. Before you begin developing your first advertisement, select a person who will write down the ideas and someone who will draw the images. To organize your creative ideas, we will use a storyboard.

### **Procedure**

Follow the storyboard example in the Appendix as a guide to complete your storyboard for your advertisements. A storyboard is a written or graphical representation of the elements that will be included. A storyboard will save you a lot of time as well as help organize your thoughts and ideas in one easy to follow document. After reading the storyboard example, use the storyboard template to create a storyboard for your ad.

**! Review the sample storyboard in the Appendix before moving to the next section.**





## GPS Business Activity #5

# The Beauty of Making a Storyboard



### *Create a storyboard for your ad*

**Step 1:** Use the storyboard template in the Appendix to create a storyboard for your ad.

**Step 2:** The template is divided into a total of 11 frames with titles.

**Step 3:** The first three boxes are for the description, idea, and production notes. Use the description box to write a brief description of your product. Use the idea box to explain your thoughts behind your ad. Write a summary in the production note box.

**Step 4:** The final 8 boxes of the template will have pictures and text. You can draw pictures, type or handwrite a description of the action in the boxes. For each picture or action, write a script or summarize the action for your pictures.

**Step 5:** If you need more storyboard pages, make copies of the storyboard template.

**Step 6:** Use the script box to describe what is currently happening in the ad.

**Step 7:** If sound effects (music) are being used, draw or paste musical notes and text in the scene box. The sound may also be an audio recording of you or your team's voice.

### **NOTE!**

*Your advertisement may include music, voices, or words that appear on the screen. Sometimes, it includes all three. Choose the method that you think would work best for your product. In the advertising industry, this is called the "copy."*

! Remember to keep your ad brief; therefore, your storyboard should not be long or complex.

## Be creative! Be original! Have fun!

## Create an Advertisement

Now it is time to make a fun and effective ad and to share your work with the class, community or the world! Effective advertising is what business owners do to tell people about their product or service.

Use your storyboard to create an ad that will get people to buy your product.

You have the option to create a print, video, radio, or Internet ad. Print ads use words and pictures. Video ads are great for storytelling and humor. Radio ads are effective for conveying emotions and feelings. The Internet ads reach more people faster than traditional ads.

Internet ads are also called online ads and are more likely to be viewed by your peers than traditional ads. If your learning environment permits the use of social media, post your ad to Snapchat, Facebook, or Instagram!

### NOTE!

*As a fun alternative to traditional ads, present your work to the class by acting it out!*



### Video Ad

- Computer Lab with Internet
- Cameras, computers or mobile devices with microphones
- Apps or software of your choice to edit and post your video, e.g., iMovie, iMotion HD (iOS), Magisto Video Editor & Maker (Android), Andromedia Video Editor (Android)
- Props and costumes (optional)
- Green screen (optional)
- Paper, pens or pencils
- Your Storyboard



### Internet Ad

- Computer Lab with Internet
- Instructions for designing and posting your ad to a specific social media platform such as Facebook
- Cameras, computers or mobile devices with microphones
- Apps and software of your choice to edit and post your video, e.g., iMovie, iMotion HD (iOS), Magisto Video Editor & Maker (Android), Andromedia Video Editor (Android)
- Props and costumes (optional)
- Paper, pens or pencils
- Your Storyboard



## Optional Resources and Materials



### Print Ad

- Computer Lab with Internet
- Printer
- Software of your choice to create flyer, e.g., Microsoft Word, Publisher, Canva.com, Adobe Photoshop, or InDesign
- Paper, pens or pencils
- Your Storyboard



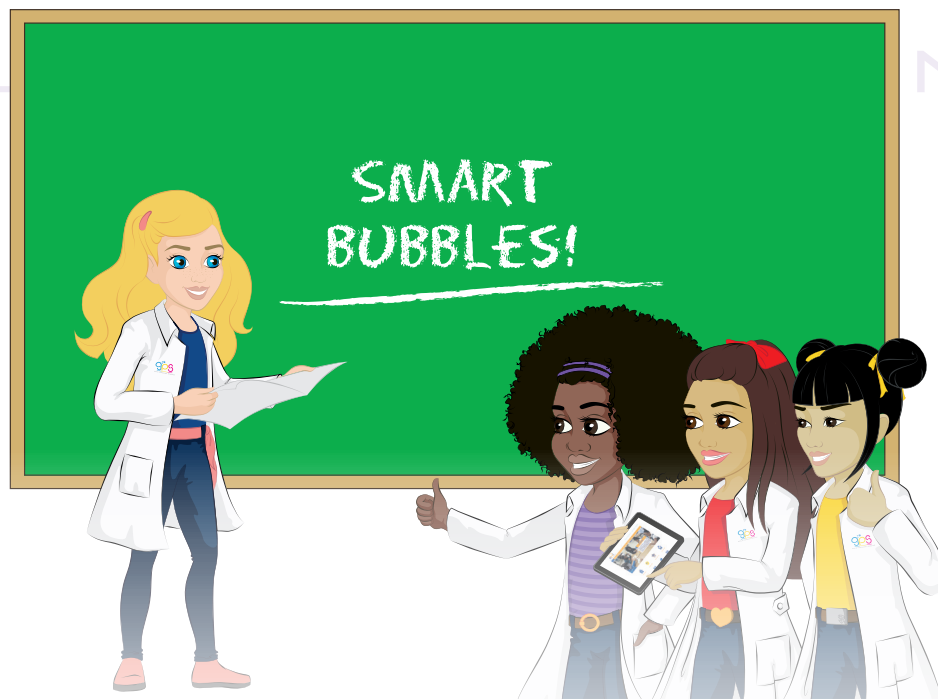
### Radio Ad

- Computer Lab with Internet
- Recording device with microphone
- App, e.g., Smart Voice Recorder
- Paper, pens or pencils
- Your Storyboard



### Class Presentation

- Props and costumes
- Students who want to sing a jingle or act it out
- Your Storyboard





### **Guidelines for Designing a Video Ad**

- Step 1:** Capture the viewer's attention immediately! Within the first 2-5 seconds!
- Step 2:** Make it exciting and fun to watch. Keep it short and sweet!
- Step 3:** Use metaphors that your future customers can relate to.
- Step 4:** Keep your script to less than 65 words. Thirty-second video ads have only 28 seconds of audio.
- Step 5:** Include information on how and where your future customers can buy your product.
- Step 6:** Know your storyboard before going into production!



### **Guidelines for Designing a Web Ad**

- Step 1:** Use words that urge your future customers to take an immediate action, such as "Send Text To" or on the Internet, "Click Here" or "Buy" button.
- Step 2:** Create a simple ad that's quick and can be posted to social media sites like Facebook. It's the best way to reach a lot of people fast!
- Step 3:** Search for specific instructions to post an ad to an online platform such as Facebook.
- Step 4:** Include information on how and where your future customers can buy your product.
- Step 5:** Use your storyboard to create the ad.



### **Guidelines for Designing a Print Ad**

- Step 1:** Carefully choose words that specifically describe the benefits of your product.
- Step 2:** Select and combine colors to create a pretty color scheme.
- Step 3:** Consider the size of the text and pictures. Make sure that they fit neatly on the paper.
- Step 4:** Keep it short, grab the reader's attention, and communicate one clear idea.
- Step 5:** Determine whether you want to use graphics, photos, or both. It's important that images are clear, colorful and relate to your ad.
- Step 6:** Include information on how and where customers can buy your product.
- Step 7:** Use your storyboard to create the ad.



### **Guidelines for Designing a Radio Ad**

- Step 1:** Select good music or sound effects.
- Step 2:** Create a rap or jingle. A short song about your product maybe good idea!
- Step 3:** Mention your product name at least three times in a 30-second ad.
- Step 4:** Keep your script short (less than 65 words for a 30-second ad are typical).
- Step 5:** You will not have the art of pictures or video to connect to customers so select your voices carefully. Chose the person in your group with the best sounding voice or who reads aloud very well.
- Step 6:** Speak with a sense of urgency in the first four seconds of the ad. It is critical in capturing the listener's attention.
- Step 7:** Use music that is not protected by copyright and can be used without paying (often costly) fees.
- Step 8:** Include information on how and where your future customers can buy your product.
- Step 9:** Know your storyboard before recording your ad!



### **Class Presentation**

- Step 1:** Select the props and pictures to use.
- Step 2:** Chose a role for each member of the group: speaker, singer, actor, etc.
- Step 3:** Use creativity as if you were making a video.
- Step 4:** Use your storyboard.
- Step 5:** Have fun!