



QUICK START BUSINESS GUIDE



WELCOME TO BUSINESS, FRIEND.

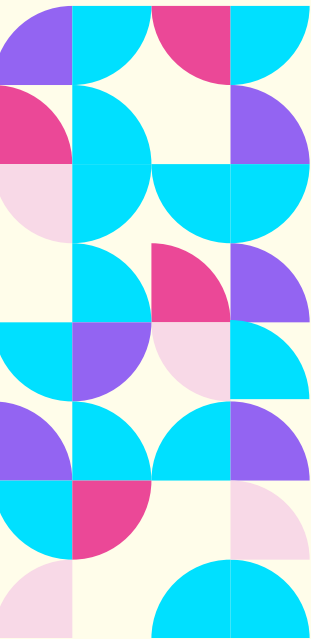
You've just opted in for one of life's most amazing journeys: owning a business. You've earned the right to call yourself an Entrepreneur. Now, it's time to educate yourself on what you'll need to know to make this business a success.

At Scratch we are in the business of helping your business. And, we hope this guide will get you where you want to go.



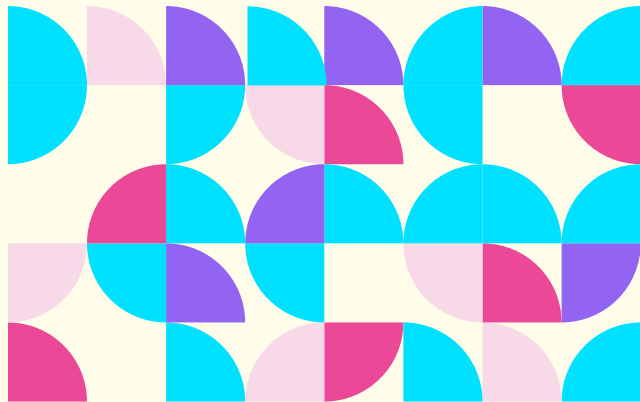
GOOD COURAGE &

GOOD LUCK!



IN THIS GUIDE

- 1. GETTING THE WORD OUT**
- 2. MAKING A PROFIT**
- 3. BEING LEGAL**





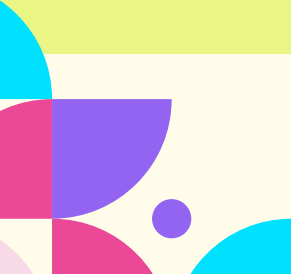
GETTING THE WORD OUT: MARKETING

Now that you are in business, it's time to let people know what it is you do, what makes your business special and why they need your product or service.

Having an amazing business is wonderful but no one will know about you unless you tell them directly and purposefully what it is you do.

Once people know about your business, you'll need to tell them about your awesomeness frequently in order to remind them to buy ... and get your first sales.

This whole ball of wax is called Marketing in business speak, and each business approaches it a little differently. That is, they each have a unique Marketing Plan. Ready to make one?



YOUR MARKETING PLAN



01 NETWORK

Writing down who you know and what lists you are on is a great place to start. Are there clubs, neighborhood groups, church email lists that you are a part of that might be willing to promote your business?

02 PERSONAS

Look at your lists. Do your potential buyers fall into a couple of categories? Are they mostly students, parents, athletes or some other group? Write a quick character sketch of who your most likely buyer is. Use the worksheet on the next page.



03 OFFER

MARKETING PLAN

NETWORK

Write down who you know. Email lists and groups you are in is a good place to start.

PERSONAS

Who is your most likely buyer? Do you know that kind of person well? You may have more than one group. For each group, make a “Persona”, a short description of what makes them unique. Use the example to get started.

Persona

“Moms In My Neighborhood That Like To Be Organized”

Let’s call this one: **“Jennifer”**

Any big unsolved problems? *Most have a garage that's overflowing and no time.*

What inspires them? *They love light, bright colors and TV shows about organizing*

What are they already buying? *Containers, bins, etc.*

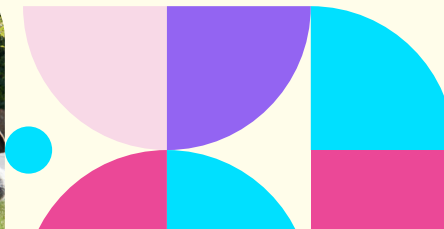
Where do they hang out online and in person? *Pinterest!*

THE OFFER

Now you can craft an offer that is just what your buyer already wants and needs. A great offer has 3 parts:

Limited Time or Quantity + Value Added + Special Price

Example: Garage Clean Out Fall Special. 2 For the Price of One!
Deadline to register: April 29th.



MAKE A PROFIT

If you've made your first sale, **CONGRATS**. It's a huge accomplishment. Yes, there will be more sales to come, but that **FIRST** one really is sweet, isn't it?

Now, let's make sure your business stays healthy and many more sales follow this one!

Profitability is the health of your business and the math is pretty easy. Here it is:

$$\text{Money Made} - \text{Money Spent} = \text{Profit}$$

Here's an example for a hypothetical party planning business:

Lea's Fantastic Parties Profit & Loss

Revenue:

1 Party Booking = \$200.00

Cost of Goods:

Party Supplies = \$100.00

Profit = \$100.00

So, Lea's business made \$200.00.
After she bought supplies, Lea kept \$100.00.

Let's do the math on your business.



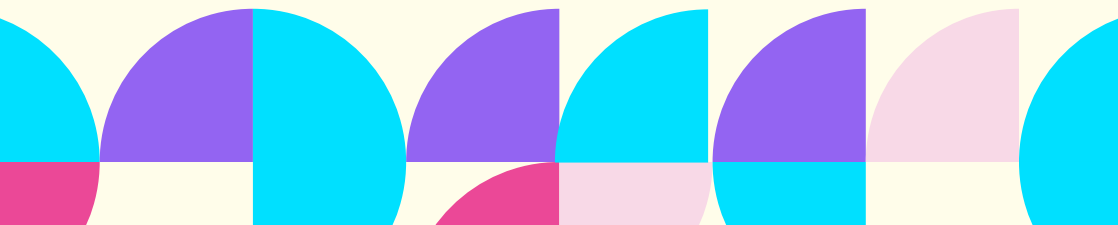
PROFIT & LOSS (P&L)

If you have sales already, you can put in what you have already made. If you want to guesstimate, you can do a hypothetical P&L.

| | | |
|------------|--------------|-----------------|
| Sale _____ | - Cost _____ | = Profit: _____ |
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| Sale _____ | - Cost _____ | = Profit: _____ |

Total Profit: _____

Make sure to add up all of your profit to see how your business is doing so far.



BE LEGAL & SAFE

As you start making more and more sales, it's important to keep your eye on following rules, regulations and laws in your areas. It's tough to know what you don't know so our Rule of Thumb on this one is: get to get a great internet searcher and a good question asker! Mentors and teachers are a good starting resource, too.

A couple of questions to might start with are:

- **When do I need to pay taxes for my business?**
- **Are there any laws that I need to follow to run my business?**
- **How can I protect my personal information and contact info on social media and my website?**



ABOUT SCRATCH

We made this guide just for you so you can take the next steps in your business journey. And, we made some software just for you, too.

Check out our business management dashboard, built just for middle and high school entrepreneurs, here:

GET SCRATCH





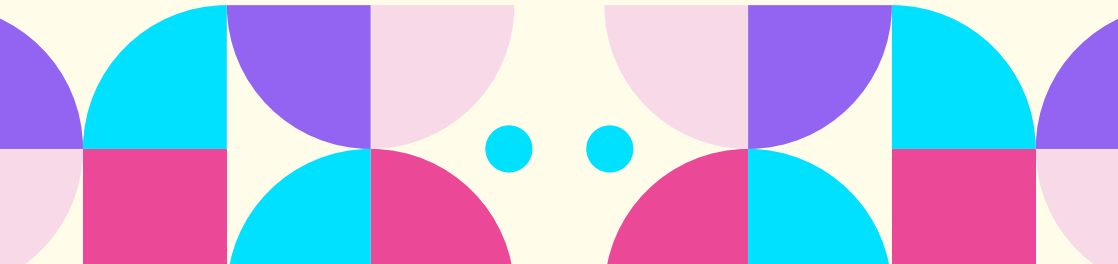
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THAT WAS FUN!

