



TOP 10 **SUMMER BUSINESS IDEAS**



It's a wonderful world when you can bring in revenue over a school break. Use this Guide to jump start your business.



Drumroll please ... And now, in no particular order, our absolute favorite Summer Business Ideas! Pick your fav and run with it!



CAMP ORGANIZER

Have a skill that you are really good at? Want to teach it to others? Plan a summer camp in your backyard. Create a theme for your camp around your biggest talents: art lessons, training kids in soccer, keeping toddlers entertained or theater and drama. Neighborhood Kids Camps for Art, Sports, Backyard Activities and more are waiting for your creative touch!



CAMP CHECK LISTS:

GATHER THESE:

- ☐ Pictures of you teaching or being a camp counselor
- ☐ A short list of the kinds of camps you want to plan and the cost of supplies you'll need
- ☐ Testimonials from anyone that supervised you when you planned kids' activities or taught kids
- ☐ A great, friendly photo of you for your site bio
- ☐ The services you'll include in your camps, such as snacks, outdoor and indoor activities, crafts, etc.

THEN, MARKET LIKE A CHAMP!

- ☐ Set up your website through Scratch or another site
- ☐ Decide your offers and prices and post to your site
- ☐ Write a marketing email and send to your friends
- ☐ Make a short list of groups you can tell about your new business. Your neighborhood, school, clubs and hobbies are a great place to start. Ask them if it's okay to do marketing. Then, send your marketing email out to these as well
- ☐ Make a short list of in-person venues you might either post a flyer or set up an info table

YOUR STRONG SUITS

Being great at these skills will go a long way for this business:

- Strong organization
- Lots of kid-friendly energy!
- Arts, music or sports skills that you want to teach

CREATIVE IDEAS

1. Have a friend that is good at photography? Partner with them to get a great bio shot for your site.
2. Consider who you might hire to help staff your camps. Do you have friends that are great with kids, too?

PARTY PLANNER

Every parent could use a little bit of logistical help when it comes to coordinating a kids birthday party, slumber party, summer kick-off swim party, you name it! . Offer a menu of services; from on-demand help to full party planning services with lots of extras like handmade invitations, additional party helpers and fun games for kids.

GET YOUR PARTY ON CHECK LISTS

GATHER THESE:

- ☐ Pictures of any parties you've planned or party goods you've created
- ☐ A short list of the kinds of parties you want to plan
- ☐ Testimonials of anyone you've planned for (your parents are ok!)
- ☐ A great, party friendly photo of you for your site bio
- ☐ The things you'll include in your service, such as invitation-making/mailling, decorations, cake baking, cookies, extra staff to entertain kids, etc.

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- ☐ Make a short list of in-person venues you might either post a flyer or set up an info table

YOUR STRONG SUITS

Being great at these skills will go a long way for this business:

- Strong organization
- Scheduling prowess
- Arts and crafts skills
- Artistic Vision

CREATIVE IDEAS

1. Have a friend that is good at photography? Partner with them to get your first website photos. And then, send them some photography referrals!
2. Consider who you might give a free party to. If you know of someone who would be a GREAT customer and who would refer you to other customers, do one for free for them!

PET SERVICES

If you love animals, this business is for you! Create offerings around pets of all kinds - from pet sitting for out of town neighbors to regular dog walks in the neighborhood. Advertise in your neighborhood and to email lists you are a part of. Summer is the time that families travel and need pet services, so it's a great time to start.



ESSENTIAL PET BUSINESS LISTS:

GATHER THESE:

- ☐ Pictures of you and some pets to show your love of animals
- ☐ A short list of the kinds of services you want to offer: sitting, walking, feeding, grooming, etc
- ☐ Testimonials from anyone that supervised you when you were caring for pets
- ☐ A great, friendly photo of just you for your site bio

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- ☐ Make a short list of groups you can tell about your new business. Your neighborhood, school, clubs and hobbies are a great place to start. Ask them if it's okay to do marketing. Then, send your marketing email out.
- ☐ Make a short list of in-person venues you might either post a flyer or set up an info table.

YOUR STRONG SUITS

Being great at these skills will go a long way for this business:

- A love of pets and animals
- Some basic animal care knowledge. YouTube is a great place to start
- Some experience with different kinds of animals.

CREATIVE IDEAS

1. Find a free animal-related videos online that interests you. Think: Dog obedience, Hamster care, The Best Cat Toys, etc. Talk about how you now know this stuff in your "About" section
2. Do a few services for free for friends and then get their testimonials in writing

BABYSITTER

If you love to help parents and take care of kids, this one's for you! Nights and weekends are traditionally the time slots when parents go out, but think creatively about other times of day they may need a hand: during a grocery run or gym session. Be strategic about selling packages and credits and get your babysitting schedule filled in advance for the entire summer.

ESSENTIAL PET BUSINESS LISTS:

GATHER THESE:

- ☐ Pictures of you and some kids that you have babysat or nannied
- ☐ A short list of the times of day you want to offer: i.e. mornings, weekday nights, weekend days/nights
- ☐ Testimonials from anyone that supervised you when you were caring for kids; during church Sunday school, as a mother's helper or as a babysitter
- ☐ A great, friendly photo of just you for your site bio

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- ☐ Write a marketing email and send to your friends
- ☐ Make a short list of groups you can tell about your new business. Your neighborhood, school, clubs and hobbies are a great place to start. Ask them if it's okay to do marketing. Then, send your marketing email out.
- ☐ Create a flyer with your services and deliver to all the moms in your neighborhood. For extra credit, bring a magnet with it so it can go directly onto the fridge where they will see it the most!

YOUR STRONG SUITS

Being great at these skills will go a long way for this business:

- Lots of kid-friendly energy!
- Certifications; The Red Cross and many towns have courses that will certify you in babysitting skills and CPR.

CREATIVE IDEAS

Assemble a "Babysitting Kit" that you bring with you to every job. It can have:

- games
- puzzles
- coloring books
- special toys

HOME MAINTENANCE

If you love to be handy around the house, dream up a list of everything you could do for a homeowner, from mowing to routine maintenance. Some homeowners may even hire you to take their trash can down to the curb on trash day. Get creative, run a survey to potential customers and enjoy a summer of revenue making!



HOME MAINTENANCE BIZ LISTS:

GATHER THESE:

- ☐ Pictures of you doing home tasks: mowing, windows, repairing items, cleaning the garage, raking
- ☐ A short list of the times of day you want to offer. The list of photos above is a great place to start!
- ☐ Testimonials from anyone that supervised you when you were working.
- ☐ A great, friendly photo of just you for your site bio

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- ☐ Make a short list of groups you can tell about your new business. Your neighborhood, school, clubs and hobbies are a great place to start. Ask them if it's okay to do marketing. Then, send your marketing email out.
- ☐ Mail a flyer with all of your services to all the homes in your neighborhood

YOUR STRONG SUIT: DIVERSIFICATION

Being open to changing how long you stay at a job and what you'll be doing will go a long way. Chances are good that once you are on site for one task (i.e lawn care), a homeowner will ask if you are free to do more (raking, windows, etc). And that means more revenue!

CREATIVE IDEAS

1. Consider doing a few free jobs to show how amazing and thorough you are and to get your first testimonials.
2. Think about raffling off a free service for publicity. If you know of any local charities, or have an auction coming up at your school, this is the place to start!

BAKED GOODS PROVIDER

Love being in the kitchen? Cookies and cakes may be your summer calling! If your interests dip over into the savory, think about pre-made baked goods that might double as meals, such as chicken pot pie. Ones that freeze well may be a favorite with busy parents. You may even think about a homemade ice cream business where you sell by the pint!



BAKING BIZ LISTS:

GATHER THESE:

- ☐ Pictures of your most tasty creations. Be careful to style them well, in great light with accessories like tablecloths, flowers, etc that reflect your brand.
- ☐ A short list of the goods - cookies, cakes, casseroles - you want to offer at first.
- ☐ Testimonials from anyone that has tasted your dishes.
- ☐ A great, friendly photo of just you for your site bio

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- ☐ Mail a flyer with all of your services to all the homes in your neighborhood

YOUR STRONG SUIT: FLEXIBILITY

Thinking seriously about what people are really buying a lot from you versus being attached to your favorite recipes will help you tremendously.
Be a great listener ... to your sales numbers!

CREATIVE IDEAS

1. Consider going door to door in your neighborhood with sample packs of everything you are going to offer so people can try before they buy.
2. Think about raffling off a free baked good. If you know of any local charities, or have an auction coming up at your school, this is the place to start!

TEACHER OR TUTOR

If you excel at any subject - music, chess, Spanish, math? - consider what the demand may be for tutoring and teaching in your area. Create a menu of offerings - from brush up sessions to a package of lessons. Teachers often look for resources for summer help for their students to either catch up or strengthen their skills, so asking around at your own school could be a great start.



TEACHING BIZ LISTS:

GATHER THESE:

- ☐ Pictures of you teaching your strong subjects one-on-one or in a group
- ☐ A short list of the subjects you excel at: music, sports, academic subjects and niche hobby subjects
- ☐ Testimonials from anyone that has learned from you in the past or from teachers of students you tutored
- ☐ A great, friendly photo of just you for your site bio

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- ☐ Make a short list of groups you can tell about your new business. Your neighborhood, school, clubs and hobbies are a great place to start. Ask them if it's okay to do marketing. Then, send your marketing email out
- ☐ Mail a flyer with all of your services to all the homes in your neighborhood if you live in an area with a lot of students

YOUR STRONG SUIT: SCHOOL MARKETING

Letting your teachers know you are free to tutor before school ends for the summer could be your best referral engine. Don't be shy about dropping them an email or letting them know in class.

CREATIVE IDEAS

1. If your teacher will let you post a flyer in their class, do it! It may feel awkward but it's a great way to let struggling students know there is a tutor available
2. For any subject, think about how you might teach and tutor online via a video platform. This might be easier for you and your students.

MAKER

If your passion is making crafts or artwork, Etsy is the go-to marketplace for selling handmade items. Although setting up a store can require a bit of a learning curve, an etsy business is something you can start in the summer and continue throughout the year. If you love creating designs and want to see them reproduced on everything from T-Shirts to coffee mugs, being a Print-On-Demand seller could be your business!



MAKER BIZ LISTS:

GATHER THESE:

- ☐ Pictures of your core products, styled aesthetically. think: handmade candles with cute flowers in the background in beautiful window light.
- ☐ A short list of the products you want to make a prototype of and test in your market (see the gray box at right)
- ☐ Testimonials from anyone that has used your product and liked it
- ☐ A great, friendly photo of just you for your site bio

THEN, MARKET LIKE A CHAMP!

- ☐ Set up your website through Scratch or another maker site like Etsy.
- ☐ Decide your offers and prices and post to your site
- ☐ Write a marketing email and send to your friends
- ☐ Make a short list of groups you can tell about your new business. Your neighborhood, school, clubs and hobbies are a great place to start. Ask them if it's okay to do marketing. Then, send your marketing email out
- ☐ Mail a flyer with photos of your products to all the homes in your neighborhood

YOUR STRONG SUIT: SMALL BATCHES

Selling a product can take some testing before you really know what people will buy a lot of. Don't go big or go home at first; instead, try to sell one or two of your products to see if your market likes them. If not, get feedback and tweak until you have a winner!

CREATIVE IDEA

Write a *Limited Time Limited Quantity* offer on your first marketing round of flyers and emails. This can be a very effective marketing strategy. For instance:

For the next 2 weeks, I'll be offering BOGO candles for the following scents.

HOME CLEANER

Cleaning and laundry service are nearly always in demand. Start your business with a larger list of services - from a one-time deep clean to weekly cleaning to closet organizing - then reduce the list after you see what your most popular services are. Chances are good that you already know of someone who needs and wants your services!



CLEANING BIZ LISTS:

GATHER THESE:

- ☐ All the supplies you might need for a home cleaning: rags, paper towel, cleaning solution for wood, glass, ceramic, granite and metal and a vacuum (some homes will have a vacuum on site so you don't have to bring one)
- ☐ A short list of the services you'll offer: deep clean, light clean, sheet washing, etc
- ☐ Testimonials from anyone that has experienced one of your home cleanings
- ☐ A great, friendly photo of just you for your site bio

THEN, MARKET LIKE A CHAMP!

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- ☐ Decide your offers and prices and post to your site
- ☐ Write a marketing email and send to your friends
- ☐ Make a short list of groups you can tell about your new business. Your neighborhood, school, clubs and hobbies are a great place to start. Ask them if it's okay to do marketing. Then, send your marketing email out
- ☐ Mail a flyer with your services to all the homes in your neighborhood

YOUR STRONG SUIT: INTROVERSION

If time flies while you listen to a podcast while you sweep, vacuum, dust and straighten, home cleaning is a great option for you!

CREATIVE IDEA

Write a *Limited Time Limited Quantity* offer on your first marketing round of flyers and emails. This can be a very effective marketing strategy. For instance:

For the next 2 weeks, I'll be offering a complimentary sheet change with all of my full home cleanings for services booked before XYZ date.

ERRAND RUNNER

This is especially useful in neighborhoods with older adults. Simple tasks such as taking packages to the post office, picking up groceries, or returning items to a store can be a great way to help out our older folks and make good money! We hope this list inspires you to take action and start planning your business today!



ERRAND BIZ LISTS:

GATHER THESE:

- ☐ A list of people you will reach out to initially to see if they will need your services. This is a business that will run on good referrals!
- ☐ An idea of how far in advance your clients need to book you, during what hours you want to offer services, when you want to be paid and how you'll factor in gas costs.
- ☐ Testimonials from anyone that you have worked for so you can let people know how reliable you are.
- ☐ A great, friendly photo of just you for your site bio

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- ☐ Make a short list of groups you can tell about your new business. Your neighborhood, school, clubs and hobbies are a great place to start. Ask them if it's okay to do marketing. Then, send your marketing email out
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YOUR STRONG SUIT: NAVIGATION

If you have your license and reliable transportation in addition to being great at navigating from Point A to Point B, this job is a great one for you.

Bonus points if you can keep multiple client errands organized during the work day.

CREATIVE IDEA

Small businesses and older adults are a great place to start for getting your first clients. Simply letting them know that you are about to get started is a wonderful first step. Once you are ready, you already have a list of people to send your first flyer to.

SOCIAL MEDIA MANAGER & CREATOR

Know of any local small businesses that could really use your creative services for social media content creation? If you love to make photos and videos and write content, create your offerings and then reach out to businesses in your network to see if they'd like regular content over the summer.

SOCIAL MEDIA BIZ LISTS:

GATHER THESE:

- ☐ A portfolio: sample posts for all the platforms you plan to offer in your service list. Canva is a great place to put these together
- ☐ A short list of the services or packages you'll offer: posts, photography, etc
- ☐ Testimonials from anyone that you have posted for. If you don't have these yet, do them after you get your first client or two.
- ☐ A great, friendly photo of just you for your site bio

THEN, MARKET LIKE A CHAMP!

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YOUR STRONG SUIT: CREATIVE LEADERSHIP

Many small business owners know they need social media but aren't sure how to get it done. You will need to make and share a plan with them that they can understand. Then, you will need to work independently and without supervision to get that plan done.

CREATIVE IDEA

Do you know any small business owners who might need you this summer? Your "own backyard" is a great place to start. Think about your parents' friends and friends of the family that might hire you and then pitch your services to them.



We want to hear from you!

Let us know which business you started and how it's going!

DM us on Instagram | [@startscratch.co](https://www.instagram.com/startscratch.co)

