



BIZ KID\$
Episode 203: "Building Your Business Online"

Day One
Introduction

Welcome students/youth to "Biz Kid\$" and introduce yourself, giving your name and job title.

Explain that "Biz Kid\$" is a program to help people become financially educated, learn work-readiness skills, and to even become entrepreneurs...Biz Kids!!! They can view the program "Biz Kid\$" with their families on Public Television stations all over the country, and also participate by using the "Biz Kids" web site. Today, they get to see an episode with you.

Today's pre-viewing questions:

Do any of you have a "MySpace" or "FaceBook" page?

(You may want students to raise their hands to indicate answers, or not, depending on the age of the group.)

What is the purpose of a social-networking site?

(Communicating with friends and making new friends online.)

It's important to know the safe way to communicate online, and to protect your identity, so that information is part of this episode.

Has anyone in your family ever made a purchase online?

(Student responses may include reference to such sites as eBay, QVC, HSN, Amazon.com and so forth.)





Have you ever wondered how a product is marketed and sold online, and how the transaction is made?

Today's episode, "Building Your Business Online", will explain how having an online business "levels the playing field" for young entrepreneurs; and how some people with an online business work from home or from an internet café.

Let's watch the episode together.

Show Episode 203: "Building Your Business Online"

Activity to follow viewing the program together:

Encourage students to stand and stretch a minute, and then ask them to please be seated.

Using a blank OHP transparency, list students' responses to the following questions:

1. What are some general advantages of having an online business?
2. What is the greatest advantage to a young business entrepreneur of having an online business?
3. Can you list the four things you must have to establish an online business?





- A product or service
- Purchase a domain name
- Establish and design a web site
- Make your business available to a search engine

Thank students for their attention and participation in today's session.

Tell them that you are looking forward to the next part of the activities for this episode.

