



## **BIZ KID\$**

### **Episode 203: "Building Your Business Online"**

#### **Day Two Introduction**

Play part of the theme music for "Biz Kid\$" from the episode intro to motivate and engage the students. Then stop the music, welcome the students/youth to today's session, and introduce yourself. If needed, ask students to please use their nametags.

#### **Review and Connect with the Previous Session**

Biz Kid Joe, also known as the Soap King, is a perfect example of a young business entrepreneur who moved his business, "Eau de Joe Bodyworks", online.

People in the local business community did not take him seriously.

Do you remember why? (because of his young age)

So Joe built his own web site, established his business online, and increased his sales and profits!

Joe liked being able to set his own work hours, and that customers didn't know his age.

Can you recall some of the tips from Joe to create a successful web site? (Call on students who volunteer answers, and list their answers on a blank OHP transparency.)

Some tips for success in establishing a web site included:





- Design your web site to look like one an adult would have
- Have pictures of your products or services on the site
- Use Pay Pal to handle purchases directly from the site
- Learn "html"
- Learn to work with codes and test them to be sure they're right
- Check other people's web sites for ideas

Biz Kid Fred, a graphic artist, owns and operates an online business called "Images by Fred." By having an online business, Fred can showcase his art all over the world. He currently markets 28 products with a global sales reach. He gets to travel, and says he makes a lot of money.

Fred gave us some of his reasons for choosing to operate an online business. Can you name those reasons?

(Again, call on students who volunteer answers, and record their responses on the OHP transparency.)

Some reasons Fred gave included:

- You can set your own schedule and work hours
- It's convenient to work from the comfort of your home
- It leaves more time for creating new ideas and doing other things such as homework, exercise, and seeing friends
- Operating costs may be lower

Fred is able to travel and do things he never thought he'd be able to do as a result of running an online business.





The "Shield of Green" web site was started by Shuler, a young entrepreneur who was tired of receiving junk mail. He wanted to save trees, reduce the amount of waste going into landfills, and also stop the tons of junk mail filling people's mailboxes. So, he started his own online business to accomplish those goals. He said the key to running a successful online business is something new called "search engine optimization."

Does anyone remember what "search engine optimization" means?

He uses key words that cause his web site to bubble up to the top on multiple search engines, such as Google, Yahoo, and Wikipedia.

Visibility leads to more traffic which equals more customers which equals more money!

Claire is a very young Biz Kid who happens to be a professional blogger. She is on a 4H-centered news web site and blog in Port Townsend, where you saw her interview a young man about his goats. Claire told us that there are many web sites where you can make a blog for free. She has pictures, stories, and videos on her web site where she can type and post what she wants to say. People upload videos and text to sites such as YouTube where millions of people see them. As Claire said, "You can be your own newsmaker! Write your own blog!"

Social networking sites are a great way to spread the message about your online business. The Cooks had a good idea and they told some friends who





told some friends...and so on! They started an online business called "MyYearbook.com". They are making millions of dollars as a result.

There are some important safety rules to follow to protect your identity when using an online social networking site.

Let's list the rules that you can recall.

The list should include:

**NEVER** divulge personal information, including your last name, phone number, or home address.

**NEVER** meet a stranger in person that you meet online.

Families may have additional rules for using social networking sites that are important to follow.

Finally, there was a "Biz Quiz" about the five main steps for creating an online business site.

Let's see how many you can name.

(Call on students willing to volunteer answers, and list their ideas on an OHP transparency.)

**BIZ QUIZ ANSWERS:**





- Have an idea and a business plan
- Register the domain name
- Design the web site
- Select the web host
- Build your customer base by using a social networking site, a blog, post videos and pictures, and trade links with others.

(Display the following information on an OHP transparency for all students to see, or have it written on a large paper chart or on the board.)

## **ACTIVITY**

**You may choose to do one of the following activities:**

1. Think of an online business, and design a web page to advertise your product or service.

I have eight ideas ("Promote Me Sheets") for products or services, one of which you may choose to use, or you can come up with your own idea for a business.

Everyone choosing this activity needs to have the following materials:

- ✓ Colored markers and/or colored pencils
- ✓ Pens and/or pencils
- ✓ Drawing paper
- ✓ One of the "Promote Me Sheets"





2. Write a blog about one of your interests that could be posted online. You could write about a sport, a hobby, a book or movie, music, a collection you have, or a famous person of interest to you.

Students choosing this activity need to have the following materials:

- Writing paper
  - Pens and/or pencils
3. Create a poster listing the safety rules for using online social networking sites.

Materials needed for this choice include:

- ❖ Colored markers or colored pencils or crayons
- ❖ Drawing paper
- ❖ Scratch paper for planning the poster

Your teacher will tell you how much time you have to complete this assignment, and whether or not they will be collected and evaluated for effort and content.

Check to be sure that all students have the materials they need to complete the activity of their choice.

(Teachers may wish to collect the projects to display in the classroom, or use in other ways.)





Distribute the **Family Activity Sheet** and the **Biz Terms** for Episode 203 for students to share with their families and friends.

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

