

# You're the Boss Leader's Guide

## Table of Contents

<b>Introduction</b>	1
Establishing Your Mentoring Component	7
Welcome to the World of Mentoring!	11
<b>Lesson 1: Biz Smart and Savvy</b>	19
Introduction	20
WOW! What's In a Name	21
First Impressions – The Handshake	22
First Impressions – The Walk	23
First Impressions – The Talk	24
First Impressions – Business Dress	26
WOW! Network Bingo	27
Case Study #1: Melissa Gollick	29
WOW! World's Greatest Student	30
<b>Lesson 2: Let's Do Business</b>	31
WOW! Reach for the Stars	32
Case Study #2: Daniel White	33
Two Products to Sell	34
Four Types of Businesses	35
Candy Bar Economics	36
Name That Price	37
It's Your Choice	38
Let's Be Practical	39
Mentors Share: Business Decisions	40
WOW! Fold Your Hands	41
<b>Lesson 3: It's All in Your Mind</b>	43
WOW! Observation Game	44
Top Ten Traits of Entrepreneurship	45
E-Trait Debate	46
Meet Your Mentor	47
Fighting Fear	48
WOW! Picture This	49
<b>Lesson 4: Opportunity is Everywhere</b> <a href="#">Click here to review lesson.</a>	51
WOW! Brain Teasers	52
Clues to Money-Making Opportunities	53
Neighborhood Survey	55
You've Got Talent!	56
WOW! It's Not a Slinky	57

<b>Lesson 5: The Business Basics</b>	59
WOW! Not So Simple Simon Says	60
Case Study #5: Ashley Searls	61
The Right Business for Me	62
What's My Name?	63
Your Turn to Profit	64
WOW! 2 Agree or Not 2 Agree™	65
<b>Lesson 6: Be Smart About Money</b>	67
WOW! Optical Illusions	68
10-Second Business Introductions	69
The Lemonade Stand	70
WOW! Lemonade Social	76
<b>Lesson 7: Tap Into Your Talents</b>	77
WOW! Hands Up!	78
Become an Inventor	79
Case Study #7: Eunice Kindred	80
Business Cards and Flyers	81
WOW! Showcase of Advertising	82
<b>Lesson 8: Starting Blocks</b>	83
WOW! Negotiator™	84
Let's Talk Business	85
Business Legal Structures	86
Case Study #8: The Vinton Sisters	89
The Cost of Doing Business	90
WOW! Math Made Easy	91
<b>Lesson 9: Communication Counts</b>	93
WOW! Telephone Game	94
Business Memos	95
Business Records	96
WOW! Create a TV Commercial	98
<b>Lesson 10: Take the Challenge</b>	99
WOW! Present TV Commercials	100
Accent the Positives	101
Why Do I Need a Plan?	102
Nuts & Bolts of a Business Plan	103
WOW! Fighting Tigers	109

<b>Lesson 11: Everybody Sells</b>	111
WOW! Negotiator™	112
What Do You Think About Sales?	113
Business Presentation Plans	114
Venture Capital	115
Business Plan Workshop	116
WOW! Putting on the Pressure	118
<b>Lesson 12: Business Blitz</b>	119
WOW! Business Beat	120
How About a Loan?	121
Business Plan Workshop	122
Suggestion Box	123
WOW! Shoestring Entrepreneurs	124
<b>Lesson 13: Plan for Success</b>	125
WOW! Goal in One	126
Staying Legal	127
Invitation List	129
Business Plan Workshop	130
WOW! V-Mail the Future	131
<b>Lesson 14: Growing a Business</b>	133
WOW! Money Jump	134
Do You Really Want to Succeed?	135
Meeting Challenges	136
Event Preparations	137
WOW! Dream Ball	141
<b>Lesson 15: Ready, Set, Sell!</b>	143
Arrival of Guests	144
Business Plan Presentations	145
WOW! FastBall	147
Closing Remarks	148
<b>Lesson 16: Grand Openings</b>	149
WOW! Class Video	150
Award Ceremony & Student Remarks	151
WOW! Who Wants This for Free?	153
Closing and Networking	154
<b>Appendix: Pre/Post Evaluation Survey</b>	155
<b>Glossary of Business Terms</b>	165

## **Forms and Game Sheets**

Network Bingo Game Sheet	28
Businesses for Picture This	50
2 Agree or Not 2 Agree Game Sheet	66
Business Plan Presentations Invitation	140
Awards Ceremony Invitation	140
Business Plan Presentation Score Sheet	146
Certificate of Achievement	152
Pre/Post-Course Evaluation Survey	157