



## **BIZ KID\$**

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

### **Episode 203 Synopsis:**

In today's world kids have great tools to building their business online. The internet offers great tools that can help you effectively market and grow your business and network with others to learn how to make your business more successful. The Biz Kid\$ investigate the advantages and the pitfalls to avoid in having an online business.

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### **Biz Kid\$ Curriculum Package #203**



## BIZ KID\$

### Episode 203: Building Your Business Online

#### Biz Terms

1. blog
2. byte
3. convenient
4. copy and paste
5. cost effective
6. download
7. FaceBook
8. html (hypertext markup language)
9. internet
10. MySpace
11. online
12. online auction
13. promote
14. search engine
15. self-publish
16. social networking sites
17. upload
18. URL
19. visability
20. web design
21. YouTube
22. Zazzle

#### Suggestions for using Biz Terms include:

- Have students research and write dictionary definitions.
- Discuss the use of these terms in the episode of "Biz Kid\$".
- Have students construct sentences using these terms.
- Have students write paragraphs, stories, or dialogs using these terms.
- Write personal financial goals using these terms.



## Episode 203 Building Your Business Online

### Equipment/Materials/Prep needed:

#### Day One and Day Two:

- TV or projection system
- DVD player
- DVD of Episode 203

#### Day Two only:

- Student copies of the "Family Activity Sheet".
- Student copies of the "Biz Terms" Sheet.
- Paper, pens, pencils, color markers, and highlighters for students making ads and posters.
- Computers for students to explore web sites listed.
- Guest speaker to be greeted and directed to the correct location for the session.

#### Preparation:

- Check to be sure needed equipment is available and operational prior to the sessions.
- Gather listed materials.
- Make an appropriate number of copies of the "Biz Terms" Sheet and the "Family Activity Sheet".
- Invite guest speaker from the local community regarding fraud and how to prevent being scammed.



## Episode 203: Building Your Business Online

### Day One

#### Previewing Questions:

##### 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 question:

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"**



## Episode 203: Building Your Business Online

### Day Two

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? *(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.**

**The list of safety rules 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 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.



## Episode 203: Building Your Business Online

### Family Activity Sheet

#### Episode 203 Synopsis:

In today's world, great tools are available to you to build a business online. The Biz Kids investigate the advantages and uncover pitfalls to avoid in Internet businesses.

#### Family Activities:

Discuss how shopping online might benefit your family with regard to saving both time and money.

Discuss your family rules for using social networking sites, and how important it is to protect personal information and identity.

Remind your children that information they post to a site such as **MySpace** is there forever and may impact their future job possibilities in a negative way. It can also be a positive opportunity to promote an online business venture, and stay in touch with family and friends.

Explore the process of creating a family web site together for social and/or business purposes. Use a search engine, such as Google or Yahoo, to learn about options for web page design.

Read books together, such as **The Internet for Dummies**, a very basic guide that will help you teach your children about using technology.



If you have a business web site, share it with your children and show them how it works.

The **Small Business Administration** has a web site, [www.sba.gov](http://www.sba.gov), that will give you much more information about starting a business and resources available to assist you.

Making the time to talk together as a family about the **Biz Terms** for this episode, and the topics related to this program will help everyone in the family become more financially educated. It's also a way for parents and their children or teens to communicate about how to use social networking sites in positive ways.