

Small Business Basics



PROMOTING ENGLISH LANGUAGE INSTRUCTION
THROUGH SMALL BUSINESS DEVELOPMENT

Small business owners:

- Make the world a better place
- Create value
- Solve real problems



How To Use This Workbook

The goal of this workbook is to introduce participants to the basic principles of starting and running a small business through discussion and group activities.

It is not necessary to follow the book in order. Use the pieces of the curriculum that meet your individual or group needs. Work at your participant pace: Spend one day, one week, or one month on each principle.

Facilitators can make this workbook available to all participants or make copies of the pages they wish to discuss.

Above all, encourage discussion. Allow participants to learn from one another. Some group members may have extensive prior business experience, and others may have none, but everyone's perspective should be valued. Group members learn and grow through discussion.

The success of a business can be defined in many ways. Remind participants that success is not measured in income but as an increase in skills and understanding.

Small business owners are problem solvers. They plan for the future. These are skills that can be valuable as a business owner, as an employee, as a community member or as a family member.

Starting a business is not about getting rich quickly. It takes hard work, risk, creativity, and dedication.

IMPORTANCE OF GROUP DISCUSSION

The most important thing participants can do in this class is to participate in group discussions.

Group discussions are important ...

1. Your opinions matter. Your point of view is important. You learn from one another. Group discussions make the class more interesting.
2. Group discussions help prepare you to talk about your business ideas to others outside of class.
3. Group discussions help improve your language skills.
4. When you talk about your business ideas, you find creative answers to your problems.

Participate in class!
This class is focused on group learning.

CONTENTS

- 1. Are You Thinking About Starting a Business?**
- 2. Product**
- 3. Process**
- 4. Price**
- 5. Paperwork**
- 6. Promotion**
- 7. Plan**

Each topic includes these sections:

- Introduction: Story about a business owner & class discussion
- Small Business Principles
- Vocabulary and Phrases
- Discussion Questions
- Group Activities
- Ask Yourself
- Notes

1. Are You Thinking About Starting a Business?



INTRODUCTION

Sophia's Story

Sophia loves to sew. She noticed that in the market the vendors sold bed sheets, but they didn't have any made especially for children.

Sophia started small. She bought fabric with fun patterns for children. She borrowed a sewing machine and put in long hours.

Slowly, Sophia saved enough money to buy more fabric, and she also made plastic covers to keep the sheets clean. She increased her price, handed out flyers, and made a sign for her spot at the market. Her sales kept growing.

Sophia wrote down all her plans. She kept records of her sales.

Sophia got a loan to buy her own sewing machine and more fabric.

She now has five employees and a truck to deliver her sheets to different markets.

Sophia is pleased with her success.



*“Tengo un plan,
mis hijos me
ayudan cuando
llegan de la escuela
y juntos estamos
construyendo una
vida mejor.”*

—Sofía

TALKING ABOUT SOPHIA

Use these questions for class discussion. Participants should guide the conversation. Ideally, they will be able to reflect on their own lives and experiences. These questions should guide participants from observing others to reflecting on and acting on their own business plans. After the first class, allow group participants to lead the discussion.

If you are using this book outside of a group environment, take some time to think about the questions alone, and write your answers in a journal.

1. What do you know about Sophia?
 - She loves to sew.
 - She notices that the market didn't have any fun sheets for children.
 - She started small.
 - She saved money and invested it in her business.
 - She improved her product by adding plastic covers.
 - She increased her price and promoted her business.
 - She wrote down all her plans and kept records.
 - She got a loan.
 - She now has five employees and a truck.
2. Have you ever had any experiences like Sophia's?
3. What suggestions would you give to Sophia?
4. Would you want to be like Sophia?
5. What do you need to do to be like Sophia?

SMALL BUSINESS PRINCIPLES

There are 6 Ps necessary for small business success:

- **PRODUCT:** What you plan to sell
- **PROCESS:** The steps necessary to get your product made and sold
- **PRICE:** How much you can charge for your product or service
- **PAPERWORK:** How to keep track of income and expenses
- **PROMOTION:** How to attract customers
- **PLAN:** How to make your business succeed

*“A journey of a
thousand miles starts
with a single step.”*

—Chinese
Philosopher Laozi



VOCABULARY AND PHRASES

Introduce vocabulary words and phrases as needed. Add and define new words as they come up in class discussions.

Vocabulary

entrepreneur

risk

steps

short-term

planned income

payday lender

long-term

actual income

expense

accomplishments

income

budget

savings

Phrases

I would like to start my own business.

A journey of a thousand miles starts with a single step.

I would like to start a _____ business.

I am interested in _____.

Some of my skills are: _____.

I have these resources available to me: _____.

I can _____.

DISCUSSION QUESTIONS

1. What interests you about starting a business?
 2. Is it possible for you to go from the bottom step of a long staircase up to the top in one jump?
 3. How could you get to the top?
 4. Can you reach long-term goals without accomplishing your short-term goals?
 5. Why is it important to keep a budget?
 6. What problems will you have to solve with your business?
 7. Why is saving money so important?
 8. How can you save money when you are on a tight budget?
 9. Are you thinking about starting a business?
- Consider:
 - What are my long-term goals?
 - What short-term goals will help me reach my long-term goals?
 - Write about your business experience:
 - What is your business experience? Have you ever sold anything? Have you ever worked at a small business? Have you taken any other business classes?

GROUP ACTIVITIES

Group activities can be used as needed. Each activity may be used as an individual lesson or as part of a broader discussion.

Stairs Activity. Group leader stands at the top of the stairs (or at the end of a long hallway, etc.) and participants stand at the bottom. The goal is for participants to reach the top of the stairs. To move up each step, participants must name a step they could take to achieve their business goals. Big steps might take them up more than one step. When participants reach the top of the stairs, they are given a reward.

Talk About Your Goals. In groups of two or three participants, (try to group participants who don't speak the same first language) talk about their personal and business goals. Make sure everyone gets a chance to talk.

Savings. As a group, discuss creative ways to save money, and gather information about local organizations that offer savings programs. For example: which stores have the best sales, use coupons, buy in bulk.

Loans. Discuss the dangers of payday lenders. Explain how payday lenders work, and discuss the temptations and dangers of using them.

Payday lenders offer short-term loans to individuals who work and receive a steady paycheck. The money must be paid back when borrowers receive their next paycheck. These loans typically carry very high interest rates, and interest can add up quickly if a loan is not paid back on time.

Learning from Business Owners. Share ideas of businesses that would be easy for participants to begin. For example: selling products or services online through a web-based businesses or multi-level marketing business like Mary Kay Cosmetics, Avon, Etsy, Shopify, local Facebook sales groups, swapmeets, etc.

More advanced group members. Split into groups of two who do not speak the same native language. Have pairs interview each other, role-playing as small business owners.

Personal Budget. Use the following page to track your personal budget. Make copies of this budget and use it every week to track your income and your expenses. Write down the changes you make to fit your budget. Make a plan each week to save some money, even a small amount, toward your business goals.

Income	Planned	Actual	Changes to Meet Budget	Total
Salary or Income				
Expenses				
Housing				
Food				
Utilities				
Savings				
Transportation				
Medical				
Debt Payments				
Insurance				
Donations				
School Expenses				
Entertainment				
Alcohol/cigarettes				
Childcare				
Other: _____				
Other: _____				
Other: _____				
Other: _____				
Total Income				
Total Expenses				
Income Less Expenses				
Monthly Balance				

ASK YOURSELF

1. What are the 6 Ps of business?
2. How do you think applying the 6 Ps might help you start and run a business?
3. What do you think will be the hardest principle for you to apply in your business? Why?
4. What makes someone successful at business?
5. How can you learn from their experiences?
6. Do you think you could be successful in business? Why or why not?
7. What can you do to increase your confidence in yourself?
8. Are you worthy to succeed?

2. Product



INTRODUCTION

Susana's Story

Susana sells newspapers and magazines on a busy street.

She has always had a talent and desire for selling things to people. She started selling newspapers five years ago because she knew that many people like to buy a newspaper before going to work. There are some other newspaper stands nearby. They do not carry magazines or as many types of newspapers as Susana.

She is also a better salesperson, and people like coming to her newsstand. Susana values her customers and treats them very well. She knows all about their families and asks how they are doing.



Keys to Susana's success:

- She likes to sell.
- Her stand is located on a busy street.
- She offers different products than other stands.
- She knows her customers.

TALKING ABOUT SUSANA

Use these questions for class discussion. Participants should guide the conversation. Ideally, they will be able to reflect on their own lives and experiences. These questions should guide participants from observing others to reflecting on and acting on their own business plans.

If you are using this book outside of a group environment, take some time to think about the questions alone, and write your answers in a journal.

1. What do you know about Susana?
2. What makes her business successful?
3. What has Susana done to improve her business?
4. What could Susana do to further improve her business?
5. Have you ever had any experiences like Susana's?
6. If you were Susana, what would you do differently?
7. Have you ever seen a need and thought of a way you could fulfill that need?
8. If you were to start a business, what would you like to sell?

SMALL BUSINESS PRINCIPLES

PRODUCT

- Know how to choose which item or service to sell
- Know yourself
- Know what sells
- Know the competition
- Know and value your customers

VOCABULARY AND PHRASES

Introduce vocabulary words and phrases as needed. Add and define new words as they come up in class discussions.

Vocabulary

product	sell
market	owner
location	competition
value added	customers
entrepreneur	talents
resources	skills

Phrases

I can _____ . (list your skills)

I have _____ . (list your resources)

I would like to start a _____ business.

DISCUSSION QUESTIONS

1. What skills do you have that could be useful in developing a business?
2. What resources are available to you?
3. What business products and/or services are interesting to you?
4. What business do you find interesting?
5. What do think about when you don't have to think about anything else?

GROUP ACTIVITIES

Group activities can be used as needed. Each activity may be used as an individual lesson or as part of a broader discussion.

Susana's Story. Re-read or listen to Susana's story. Every time you hear something that makes her product better raise your hand. List answers on the board as sgroup members call them out.

Make a List:

- Of businesses that interest you.
- Of things that customers need that you can't easily find. Can you think of a business that would meet these needs?
- Of businesses that are easy to start.
- Of businesses that would quickly be profitable.

Learn from Others. Visit a business that you find interesting. See what kind of people go there. What time of day is the business busiest? Where is it located?

Skills and Resources. As a group, come up with a list of all of your skills. You will be surprised to learn how many different skills people have. Now think of how you could use these skills to sell a product or service.

Selecting the Right Business. Think about the following:

1. What products or services do people want to buy?
2. What can I provide that people want to buy?
3. What do people want to buy, that I can provide, and that I can easily turn into a business?
4. What do people want to buy, that I can provide, is easy to start, and would provide income?

ASK YOURSELF

1. What are your talents, resources, and desires?
2. What is your product or service? Why is it better than others?
3. Name your competitors (others who sell the same product or service). Why do people buy from them?
4. How do you plan to improve your product or service?

Example: Offer different products than your competitors.

5. Who are your primary customers and why will they buy from you?

3. Process



INTRODUCTION

Raul's Story

Banana Delights is a banana chip business. The owner, Raul, buys about 300 green bananas each week. One employee peels and slices all the bananas. Working as hard as she can, she can only peel and slice 300 bananas a day. If she could peel and cut more bananas, the company could buy bananas at a lower cost.

The employee slices the bananas into a bucket. Sometimes the slices miss the bucket and fall to the floor. Those slices must be thrown away.

Another employee cooks the bananas to create the chips. He uses a wood fire and a big pot filled with cooking oil to fry the bananas.

The person who sells wood to Banana Delights recently increased the price. Raul is thinking about switching to a gas stove. The initial cost is high for a gas stove, but with the cost of wood going up, a gas stove could save the business money in the long run.

Finally, after the bananas are cooked, another employee packages the chips. This person often has nothing to do while the bananas are cooking. He just sits and waits.

Raul sells the banana chips. He walks the streets outside the main market and near a local university. He could use some help, and he has noticed that his competitor has two young men selling chips.



Banana Delights Process

- Buy bananas
- Peel and slice
- Cook
- Bag
- Sell

TALKING ABOUT RAUL

Use these questions for class discussion. Participants should guide the conversation. Ideally, they will be able to reflect on their own lives and experiences. These questions should guide participants from observing others to reflecting on and acting on their own business plans..

If you are using this book outside of a group environment, take some time to think about the questions alone, and write your answers in a journal.

1. What do you know about Raul?
2. What steps in Raul's process can be improved?
3. What actions could Raul take to improve the process?
4. If you were Raul, what steps would you do differently?
5. Raul has noticed that competitor has two employees to help sell. How do you think Raul feels about this? Have you ever felt like Raul?
6. What are the steps you will need to take for your business?
7. How can you improve that process?

SMALL BUSINESS PRINCIPLES

PROCESS

- **Know your process:** Your business will have multiple processes. Define the steps that will take your product or services from your suppliers to your customers.
- **Constantly improve to add value:** You can always improve your business, product, or service. Could your business be friendlier? Cleaner? Serve more people? Make more money?
- **Work on your business, not just in your business:** Don't spend all your time creating and selling your product or service. Grow and improve your business as well.
- **Hire slow, fire fast:** Take enough time to thoroughly investigate each potential employee. Think twice before hiring a family member or friend. If an employee does not work out, you need to let him or her go sooner rather than later.
- **Many suppliers are better than one:** Don't depend on just one supplier.

VOCABULARY AND PHRASES

Introduce vocabulary words and phrases as needed. Add and define new words as they come up in class discussions.

Vocabulary:

process	fire	flow chart
steps	hire	supply
interview	employees	supplier
job application	improve	
streamline	depend	

Phrases

What are the steps in my/your process?

How can I improve my process?

Step one, step two, etc.

I could improve my business process by _____.

DISCUSSION QUESTIONS

1. Why is it important to understand the processes in your business?
2. Why do you think you should *hire slowly* and *fire quickly*?
3. What does it mean to work *on* your business not just *in* your business?
4. What does it mean to *depend* on someone? Who are people you depend on?
5. Why is a prepared cake from a baker more expensive and valuable than a box of cake mix?
6. What are things you think about when deciding who to work with? What makes a good employee?
7. Why is a gallon of water so much more valuable in the middle of the desert?

GROUP ACTIVITIES

Group activities can be used as needed. Each activity may be used as an individual lesson or as part of a broader discussion.

Steps. Think about the steps you would need to take to get your product or service to the market. Write down the steps and then talk about them with a fellow participant. Then talk about how you can improve this process.

Hiring Employees. Think about what questions you would want to ask someone who would work for your business. Write down your interview questions. Role model a sample interview with a classmate.

Banana Delights. Re-read the story as a class. What are the steps in Raul's process? How could Raul improve the Banana Delights process? What are some possible process steps that Raul might take to increase the value of his business?

Suppliers. Discuss as a group why it is a bad idea to rely on only one supplier.

Sophia. Remember the story about Sophia? Why was she able to raise the price of her sheets when she added plastic packaging? How did this increase the value of her product? How did her process change when she had her own sewing machine or delivery truck?

ASK YOURSELF

1. What is your business process?
2. What can you do to improve your business process?

Examples: Improve packaging. Offer more variety.

3. How do you constantly improve and add value to your business?
4. How do you or will you work *on* your business, not just *in* your business?

4. Price



INTRODUCTION

Linh's Story

Linh sells fish in the local market. Every morning she gets up early, takes a taxi down to the harbor, and buys fish from the fisherman for \$5 a pound.

The taxi ride costs \$10 each way.

Linh takes the fish to a stall she rents at the market for \$100 a month.

She also pays \$5 each day for ice to keep the fish cold. She sells all of her fish every day and sometimes closes early because she has sold out of fish.

Linh also has to pay for plastic bags and cleaning supplies.

Linh sells her fish for \$7 a pound.

Linh works very hard but doesn't make very much money. She wonders what she could do to help her family.

Factors affecting price:

- Taxi to harbor
- Cost per pound of fish
- Cost to rent stall
- Cost of ice



TALKING ABOUT LINH

Use these questions for class discussion. Participants should guide the conversation. Ideally, they will be able to reflect on their own lives and experiences. These questions should guide participants from observing others to reflecting on and acting on their own business plans.

If you are using this book outside of a group environment, take some time to think about the questions alone, and write your answers in a journal.

1. What you know about Linh?
2. What costs are involved with Linh's business?
3. How does Linh decide on the price to charge for fish?
4. How could Linh cut costs?
5. Do you think fewer people would buy Linh's fish if she raised her price?
6. Have you ever decided not to buy something because it was too expensive?
7. What price should Linh charge for her fish?
8. What should Linh think about when deciding on her price?
9. How will you decide on the price for your product or service?
10. What information do you need to decide your price?

SMALL BUSINESS PRINCIPLES

PRICE

- Know the true cost of your product or service: Think about all the costs associated with your product.
- Base your price on what you think the market will let you charge.
- You can charge more if your product or service is in high demand and if it is better than what your competition offers.

VOCABULARY AND PHRASES

Introduce vocabulary words and phrases as needed. Add and define new words as they come up in class discussions.

Vocabulary

price	charge
market value	competitor
cost	unit price
true cost	demand
charge	competition

Phrases

How much do you charge?

How much are you willing to pay?

I charge _____ an hour.

My prices are very reasonable.

DISCUSSION QUESTIONS

1. How do you decide on your price?
2. Why can you charge more when supply is limited?
3. Why are strawberries so expensive in the wintertime?
4. Why can some locations charge more for products than others?

GROUP ACTIVITIES

Group activities can be used as needed. Each activity may be used as an individual lesson or as part of a broader discussion.

Price comparisons. As a group, think of something that is bought by many class members. Talk about the prices that different people pay for the product or service. Why do you think the price is different at different locations or during different times?

Real Cost. Choose a potential business idea. Think about all of the costs that would come with getting the product to market. Figure out what the real cost would be for this product.

Look at the Competition. Do research on the prices other businesses are charging for their products. Why are prices different at different locations? Does lowering your price help business? Does raising your price help your business?

Selling food. Many people are interested in selling food. Think of all the costs associated with selling a specific type of food. Did you remember the cost of spices? What about refrigeration? Food loss?

ASK YOURSELF

1. What is the real price of your product? Why do you charge that price?
2. What do your competitors charge? Why?
3. What can you do to improve your product or service enough that customers might be willing to pay more?

5. Paperwork



INTRODUCTION

Luna's Story

Several years ago Luna had a business selling makeup. She sold her products well but didn't keep records and sometimes could not remember who owed her money. She didn't keep her business and personal budgets separate, so she never knew how much money she was making. She got discouraged and closed her business.

A few months ago Luna decided to try again. This time she keeps a list of all of her expenses and her income. She also keeps a personal budget and put money into savings. Luna uses simple records from her home and her business so that she knows how much money she is earning.



“I thought keeping records would be too hard, but it makes organizing my business so much easier!”

—Luna

TALKING ABOUT LUNA

Use these questions for class discussion. Participants should guide the conversation. Ideally, they will be able to reflect on their own lives and experiences. These questions should guide participants from observing others to reflecting on and acting on their own business plans.

If you are using this book outside of a group environment, take some time to think about the questions alone, and write your answers in a journal.

1. What do you know about Luna?
2. Why did Luna's first business fail?
3. Have you ever had any experiences like Luna's?
4. Have you ever felt like Luna?
5. How would paperwork have helped her?
6. What paperwork will you need for your business?

SMALL BUSINESS PRINCIPLES

PAPERWORK

- Always keep track of your business expenses and income.
- Keep business and personal budgets separate.
- When your business is making money, pay yourself a wage or commission.
- Business money should stay with the business so the business can grow.
- Successful business owners don't steal from their business.
- Save regularly.

VOCABULARY AND PHRASES

Introduce vocabulary words and phrases as needed. Add and define new words as they come up in class discussions.

Vocabulary

paperwork	vendor
budget	customer
license	cash balance
keep track	starting balance
salary	ending balance
wage	fixed cost
commission	variable cost

Phrases

I would like to apply for a business loan.

I'm sorry but that isn't in my budget right now.

How much do you charge?

DISCUSSION QUESTIONS

1. Why is it important to have separate budgets for business and personal use?
2. What happens when you spend business money for personal use?
3. What paperwork is needed to start a business?
4. Can I start a food business in my home?
5. **Consider:** Imagine you work at a restaurant as a waitress. Could you take money from the restaurant any time you wanted? Could your brother take money from the restaurant if he needed it? Of course not. That would be against the law.

Now think about your business. Your business budget and your personal budget need to be separate. You must have separate places to keep business money and personal money. You also need to keep separate records for each.

This doesn't mean that you can't take money out of your business. If you worked for someone else, you would receive a wage. Give yourself a weekly paycheck. If you aren't making enough money in your business to give yourself a paycheck, then give yourself a small part of each sale (commission). With this income you can buy your food, pay your rent, or even help out your family.

GROUP ACTIVITIES

Group activities can be used as needed. Each activity may be used as an individual lesson or as part of a broader discussion.

Make it Legal. Learn about the required paperwork for different businesses. When do you need to get a business license? How much does it cost? Where do you get one?

Field Trip. Take a trip to your local Department of Commerce. Pick up the paperwork and practice filling in the needed information.

Role Play. Give one participant a list of five expenses. Ask the participant to add the numbers in his or her head. See if he or she can repeat the list back 15 minutes later.

Maria's Story. Read Maria's story below. When is it helpful to donate things from your business? Would Maria's business benefit if she could put up an advertisement at the carnival?

Maria owns a sweet shop at a swap meet. She sells candy that she imports from Mexico. She also sells piñatas.

- Last week Maria's brother stopped by the store and asked if he could have 10 piñatas, filled with candy, for a carnival at school.
- What do you think Maria should have done?
- Maria thought about her business. If she gave away the piñatas she might not have enough money in her business to buy the candy she would be importing next month.
- Then Maria looked at her personal budget and saw that she had some extra money. She told her brother that she could donate a few piñatas for the carnival.

Business Budget. Make copies of the business budget on page 50 and try to imagine the costs that your business would have in an average week.

SAMPLE BUSINESS BUDGET

Example: Eli's Carpet Cleaning Company

Date	Vendor / Customer	Category FC or VC	Income	Expenses	Cash Balance
Starting Balance					\$150
5/6/26	Chemical Company	FC		-\$25	\$125
5/17/26	Joe's Repair Shop	VC		-\$50	\$75
5/26/26	Jones House	cleaning	\$100		\$175
			Total: \$100	Total: -\$75	Income: \$25

Date: Date of a transaction (sale or purchase).

Vendor/Customer: Who you received money from or paid money to.

Category: What product or service was sold and/or was the expense a fixed (FC), variable (VC), or capital cost (CC)?

Income: The amount you received (sold).

Expense: The amount you spent (purchased).

Cash Balance: The amount remaining after you add or subtract income or expense.

Starting Balance: Money in the business at the end of a month is your starting balance for the next month. For example, the total balance after sales and expenses or money saved.

Ending Balance: Money left at the end of the month.

My Business Budget

My Business: _____

Budget Start Date: _____ End Date: _____

Date	Vendor / Customer	Category FC or VC	Income	Expenses	Cash Balance <i>(Income - Expenses)</i>
Starting Balance					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
			Total:	Total:	Income:

ASK YOURSELF

1. Why is it so important to keep a budget?
2. How could your business be improved by having a budget?
3. What paperwork is required for you to start a business?

6. Promotion



... w/ bone
T-Bone, Porterhouse steak
Beef ribs
Whole Lamb 5
Whole Goat 4.99
Lamb leg or shoulder 6.99
Goat leg or shoulder 1.29
Whole chicken 1.19
Chicken breast 1.19
Chicken legs 2
Chicken wings 2
Smoked chicken good
Smoked chicken 1.50
Legs 1.50 eat

Lamb leg or shoulder \$5.99/lb

5.99/lb

INTRODUCTION

Alyson's Story

Alyson always dreamed of owning her own clothing store. The clothes she sells have a very specific style and people come from far away to buy at her store. She sells a wide range of sizes, which customers love.

To help more people learn about her shop, Alyson encourages her customers to post photos on Facebook of themselves wearing the clothes they bought. She also advertises sales online to get customers to come back into her shop.



Talking About Alyson

Use these questions for class discussion. Participants should guide the conversation. Ideally, they will be able to reflect on their own lives and experiences. These questions should guide participant from observing others to reflecting on and acting on their own business plans.

If you are using this book outside of a group environment, take some time to think about the questions alone, and write your answers in a journal.

1. What do you know about Alyson?
2. What does Alyson do to promote her business?
3. How much does it cost Alyson to have customers post on Facebook?
 - *Maybe the cost of business cards with the name of her Facebook page.*
 - *Maybe she offers a discount if customers post on Facebook.*
4. Can you think of other low/no cost ways to promote a business?
5. Have you ever dreamed of owning your own business? What would you do to get the word out?

SMALL BUSINESS PRINCIPLES

PROMOTION

- You should be able to state your business purpose in 30 seconds.
- Brand your business.
- Customers come first.
- Keep it clean and fresh.
- Location, location, location.
- Constantly improve sales.

VOCABULARY AND PHRASES

Introduce vocabulary words and phrases as needed. Add and define new words as they come up in class discussions.

Vocabulary

advertisements	eBay
flyers	Facebook
marketing	Etsy
craigslist	competition
online marketing	farmers market
swap meet	Shopify

Phrases

Hi welcome to _____ .

Would you like to try _____ ?

How can I help you?

DISCUSSION QUESTIONS

1. How do you decide where you will shop?
2. How do you feel when you walk into a well organized store?
3. Would you shop/eat somewhere that looked dirty?
4. Why are referrals so important to a business? (Discuss referrals first if the word is not understood by the group)
5. Why is it important to be able to clearly start your business idea in a short amount of time?
6. How should you treat your customers?
7. Would you go back to a business that treated you unkindly?

GROUP ACTIVITIES

Group activities can be used as needed. Each activity may be used as an individual lesson or as part of a broader discussion.

Local Markets. As a class, talk about local places to sell: swap meets, farmers markets, etc.

Field Trip. Visit a local swap meet or flea market.

Online. Take your class to the computer lab. Have them research a product or service.

Make it Better. Bring advertisements to class. Discuss what makes them useful. What could be improved?

Elevator Pitch. You never know when you might meet a potential customer or business partner. Be ready to quickly explain your business to others.

Practice your 30-second pitch. Write out your 30 second business pitch, then practice telling others why they should use your business. Think about:

- Why people should buy from you.
- What makes your product/service better than others: Location? Quality? Friendliness? Convenience? Price?

Tips:

1. *Your pitch should be 30 seconds or less.*
2. *Your product or service should be clearly described.*
3. *There should be a goal (or ask).*

Examples:

“Hi, I’m Bernice, or Bags by Bernice. I specialize in native Ghana bags and dresses. The material I use is made with special dye that does not run or fade. Each season I feature a special fabric pattern that I personally design. Everything at Bags by Bernice is made with the highest quality and a smile. Are you interested in seeing some of my bags?”

“Hi, I’m Raul. I own my own business called Banana Delights. Banana Delights are delicious chips made fresh every day from real bananas. We love making the best banana chips in town and delivering them to your door. Banana Delights are cooked to perfection and served fresh in a clean and convenient plastic package. Would you like to taste some?”

Customers First. How can you get customers to feel good about you and your business?

Customers have opinions about your products and about you personally. Make sure customer service is a priority. If customers know that you like and care about them they are more likely to come back and bring friends.

Always treat customers with kindness and respect. Smile at your customers, your body language is just as important as what you say. Say “Hello!” and ask “How are you doing?” They will remember how you treat them. If you are mean or rude, customers will not come back.

Greet customers as soon as they approach your business. If a customer connects with you online be sure to reply with a friendly greeting. When you have customers that buy from you frequently ask for referrals.

For this activity, pick one person from the class to be a salesperson and another to be a customer. Have them come to the front of the class. On a small piece of paper write: *friendly* and on another write *unfriendly*. Give the salesperson one of the papers and ask him or her to treat the customer that way. Have the rest of the class raise their hands as soon as they think they know what was written on the paper. Repeat as needed. Discuss what the salesperson said and how he or she acted to show friendliness or unfriendliness. Make a list of positive ways to show friendliness.

Online reviews:

Read online reviews. Why do businesses get positive reviews? What is the best way to deal with a bad review?

Selling Online. Where online can you sell products or services?

Local

newspaper classifieds

Craigslist by city

Facebook groups

National

eBay

Etsy

Amazon

Other places to sell online? _____

Selling products online eliminates a lot of the costs involved in running a store. You can use the money you save to grow your online business. The internet enables you to reach many more shoppers. Your online store can be open 24 hours a day. Selling online is not easy, but with technology, you can create and grow a business much faster. You can learn what sells and how much people are willing to pay for your products.

Four steps to selling online:

1. Decide where online you want to sell your product or service.
2. List your product. Describe the item or service and add photos.
3. Answer customer questions, and communicate quickly and clearly. Be friendly.
4. Arrange product pick-up or shipping details. Confirm that you received payment before shipping. If meeting in person, choose a public place.

For this activity, look at these online sites from Salt Lake City, Utah. See if you can find products that interest you. You may be able to use local websites like these to promote your business. If you aren't familiar with using the internet, find someone to help you.

Local

KSL.com > Classifieds

Facebook Groups:

Salt Lake City Virtual Yard Sale

Salt lake City Utah 24/7 yard sale

National

eBay

Etsy

Amazon

- Pay attention to prices. Compare several products and services.
- Why do you think the prices are different?
- Is the quality different?
- Are the sellers known to have quality products or services?

Extra Practice:

Find something around your home that you can list to sell, and follow the four steps listed previously to sell your product. Report back to the class.

Discuss local markets: Swap meets and farmers markets. A swap meet is place where people come to buy, sell, and or trade various goods. You can find all kinds of goods at these places including electronics, clothes, furniture, and so on. They are similar to flea markets.

A farmers market is a food and craft market where local farmers sell fruit and vegetables, bakery products, food, and crafts directly to consumers.

Have participants research online if there are any swap meets, flea markets, or farmers markets in your community. Have them find out the basic information they will need to know if they are planning to visit or sell their goods.

Example:

Name: 9th West Farmers Market

Address: International Peace Gardens, 1060 S. 900 West, Salt Lake City

Website: 9thwestfarmersmarket.org

Hours: 10 a.m. – 2 p.m. Sundays, June-October

More information: Celebrating its 10th year

Gather information on local markets::

Local market: _____

Name: _____

Address: _____

Phone: _____

Website: _____

Hours: _____

Cost: _____

More information: _____

ASK YOURSELF

1. Do you know your 30-second business pitch?
2. How will you brand your company?
3. How will you promote your company?
4. How will you constantly improve sales?

7. Plan



INTRODUCTION

David's Story

David is a talented welder. He did well in all his classes at the local technical college. He is excited to start his own business, but he doesn't know where to start. He is worried about how much he should charge and how to keep track of his accounts. He wonders how customers will find him.



Talking About David

Use these questions for class discussion. Participants should guide the conversation. Ideally, they will be able to reflect on their own lives and experiences. These questions should guide participant from observing others to reflecting on and acting on their own business plans.

If you are using this book outside of a group environment, take some time to think about the questions alone, and write your answers in a journal.

1. What do you know about David?
2. What are David's strengths?
3. What does David need to do before he starts his business?
4. What pitfalls can David avoid by planning ahead of time?
5. Is David worthy to succeed? Would it change your opinion of him to know that he has been unemployed for over a year? What if he quit a successful job that didn't make him happy to learn his trade?
6. What makes someone worthy to succeed?
7. Why is it important to write down your plans?
8. Have you ever felt like David?
9. What advice would you give David? How much of this advice applies to you?
10. Are you worthy to succeed at business? What do you need to do to succeed at your business?

SMALL BUSINESS PRINCIPLES

PLAN

- Apply the 6 Ps in your business.
- You are worthy to succeed.
- Put your skin in the game.
- Remember, a journey of a thousand miles starts with a single step.
- Put it in writing.
- Make it legal.

VOCABULARY AND PHRASES

Introduce vocabulary words and phrases as needed. Add and define new words as they come up in class discussions.

Vocabulary:

legal

business plan

successful

worthy of success

employees

commitments

Phrases

I can be successful.

I am worthy to succeed.

I need to make a plan.

DISCUSSION QUESTIONS

1. What does the saying “measure twice, cut once” mean?
2. How do successful people live compared to unsuccessful people?
3. Are you afraid of success? Why?
4. What does success look like to you?
5. What does it mean to “put your skin in the game”?

GROUP ACTIVITIES

Group activities can be used as needed. Each activity may be used as an individual lesson or as part of a broader discussion.

Presenters. Have a participant (or a community member) share information about his or her business experience. This could be done regularly.

Practice talking to other participants in class as if they are business owners. Ask questions about all of the 6 Ps. Then talk to three people who have small businesses. You can interview people at school, call people on the phone, or visit businesses (the best option).

Try to do your interview in English. Take notes. Write down the answers you hear and anything else you learn.

Example introduction:

Hi my name is _____ .

I'm from _____ . I attend

_____ (name of school or organization). I

am improving my English. I'm also learning about business. Could I ask you a few questions about your business?

Questions to start with:

- What is your name? What is your business?
- How did you get started in your business?
- What are the best things about owning your own business?
- What are some hard things about owning your own business?
- What English phrases are important to know in your business?

Ask questions about the 6 Ps:

1. **Product or Service:** What do you sell? or What service do you offer?
2. **Process:** What steps do you take to get your product made or sold?
3. **Price:** How much do you charge for your product or service?
4. **Paperwork:** How do you keep track of income and expenses?
5. **Promotion:** How do you attract customers?
6. **Plan:** Do you have a plan for your business?

Ask any other questions that you think of or that will help you understand more about the business.

Make sure to thank the business owners for their time:

"Thank you so much for your time! I appreciate your help. Have a good day!"

Talking to customers. Successful business owners learn from their customers. Customers make or break a business. Practice the following interview with a class member, and then talk to actual customers.

Hi, my name is _____ and I'm from _____ . I'm learning English and studying about business. Could I ask you a few questions?

Sample questions:

- Have you bought from this business before? How often do you come here?
- What do you buy from this business?
- Have you bought this product or service from other places? Were they better or worse?
- Why did you choose to buy _____ (product or service) from this business?
- What do you think about the price of what you are buying?
- What do you think would make you want to buy more?
- Are there any other products or services you would like to buy from this business?
- Would you recommend this business to a friend? Why? Why not?

Make sure to thank the business owners for their time:

“Thank you so much for your time! I appreciate your help. Have a good day!”

Building a bridge to community organizations. Learn about organizations in your community that help small businesses succeed. Visit those organizations to gather information.

Getting a business license. As a class, learn the steps to get a business license in your community.

ASK YOURSELF

1. Which of the 6 Ps is my plan lacking?
2. How can I learn from other business owners?
3. Which of the 6 Ps can I focus on to improve or start my business?



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