



-----Session Three: Communication & Selling-----

Creating Your Sign

What are the main components for the sign? What does it need to say?

- Business name (logo is optional)
- Sale items
- Cost
- Anything else?

Remember! When drawing up your sign, you will need to make sure that your message is easy to understand and read.

- Write clearly and legibly.
- Check your spacing and size of letters.
- Sketch up a rough draft on a separate piece of paper.

Activity #1: When you are ready, use a pencil to create your sign on the poster board. Once you have the sign made in pencil, trace over the letters and any pictures with markers, pens, or crayons.

Giving a Sales Pitch

What is a sales pitch? Why is it important? Remember, in giving a sales pitch:

- Look up at the customer.
- Speak in a clear voice.
- Tell your customer what you are selling.
- Tell the what it does, why it's the best, and why they should buy one.

Activity #2: Find a partner and practice giving a sales pitch.

Gretna Days - July 18

Let's review what we have learned. Who will be coming? What will you sell?

Optional: Are you wanting to grow your ideas into a business? Create your own business cards and have them at your table!

Did you miss a class?

We have got you covered. The handouts and activity sheets are available to download on the website. Let us know if you have any questions!

http://www.gretnapubliclibrary.org/kids/?page_id=3556

Email: gretna.library@gmail.com or call 402-502-9088

A Note from the Young Entrepreneur Club

Thanks for your interest in the Young Entrepreneur Club. We are excited to bring this opportunity to the Gretna community. We are also very happy to have the Gretna Public Library as our partners and leaders. We are offering 3 classes for kids, ages 6-12, to learn how to become an entrepreneur. By the end of the classes, they will have picked a product or service, created a business name and logo, learned money management, communication, and selling skills.

On July 18, they will have the opportunity to show off their business by setting up a table to sell their product or service. The tables will be set up near the Children's Library before the parade begins for the Gretna Days event. For kids who do not set a table but want to help, they will have the opportunity to help at the book sale at the main branch.

Reminders for July 18

Parents: you will need to let your kids know what their budget will be. The library can only supply the tables and poster board for the signs.

Book sale: if you don't want to set up your own table, you can still participate by helping the Friends of the Library with the book sale.

Money: the kids will need to bring their own money for change from their sales.

Registration: If you plan to come to the special event on July 18, please let us know so that we can reserve your space!

Time: 9:00 a.m. - 9:30 a.m. – set up your table in front of the Children's Library

9:30 a.m. - 10:30 a.m. – Young Entrepreneur Club Sidewalk Sale