

# Be Your Own Boss

## DISCOVERING THE SIGNIFICANCE OF WOMEN-OWNED BUSINESSES

Purpose: When I earn this patch, I will learn that I can be my own boss, how to start a business, and discover many women owned businesses in my area.

[Click Here for Patch Request Form](#)

### Step 1: Research

- Watch age appropriate linked video
- Research why it's important to shop at local businesses.
- Compare differences between a local business and a large scale company.

### Step 2: Explore

- Find 10 local women owned businesses near you.
- Find one local business that failed and find out why.
- Compare and contrast Profit vs. Nonprofit businesses.

### Step 3: Visit

- Visit two different types of women-owned businesses.
- Have two female entrepreneurs speak at your meeting.
- Find two female owned businesses to tour online.

### Step 4: Plan

- Fill out Business Plan Worksheet based on your level.
- Create an idea map for a business you could own someday.
- Design a dream board to explore what your business could be about.

### Step 5: Share

- Share a 3D model of your inspired business with your troop.
- Share a slide show of what you learned via social media.
- Host a vendor blender for female artisans in your community.

# Step 1: Research

## LEARN ABOUT WHY SUPPORTING LOCAL WOMEN MATTERS

Daisies and Brownies: Choose 1 of 3 options to complete  
Juniors and Cadettes: Choose 2 of 3 options to complete  
Seniors and Ambassadors: Finish all 3 options to complete

### Option 1



- Watch age appropriate linked video
  - Daisy: <https://www.youtube.com/watch?v=mQo4SzKvtNA>
  - Brownie: <https://www.youtube.com/watch?v=92ZmzD70sOU>
  - Junior: <https://www.youtube.com/watch?v=7MTal216nQA>
  - Cadette: <https://www.youtube.com/watch?v=WqWxHHaRt40>
  - Senior: <https://www.youtube.com/watch?v=JdEUOhbsfxM>
  - Ambassador: <https://www.youtube.com/watch?v=Suxs2H2Gu2g>

### Option 2



- Research why it's important to shop at local businesses.
  - Why does it matter?

### Option 3



- Compare differences between a local business and a large scale company.
  - What are the benefits of shopping at each one?

Do it for  
yourself

# Step 2: Explore

## WHERE ARE THEY AND HOW DO THEY OPERATE?

Daisies and Brownies: Choose 1 of 3 options to complete  
Juniors and Cadettes: Choose 2 of 3 options to complete  
Seniors and Ambassadors: Finish all 3 options to complete

### Option 1



- Find 10 local women-owned businesses near you.
  - Google, Google Maps, and Yelp are a good place to start.
  - Be aware of the ratings so that you have a good experience.

### Option 2



- Find one local business that failed and find out why.
  - What are some problems that small business owners face?
  - Find a business with low ratings and read some reviews.

### Option 3



- Compare and contrast Profit vs Nonprofit businesses.
  - Check out this article: <https://online.norwich.edu/online/about/resource-library/7-key-differences-between-nonprofit-and-profit-organizations>
  - Which would you choose if you were a business owner? Why?



# Step 3: Visit

## GET OUT THERE AND ASK QUESTIONS

Daisies and Brownies: Choose 1 of 3 options to complete  
Juniors and Cadettes: Choose 2 of 3 options to complete  
Seniors and Ambassadors: Finish all 3 options to complete

### Option 1



- Visit two different types of women-owned businesses.
  - What they sell or do must be different.
  - Consider how to support them such as purchasing products or sharing photos of your experience via social media and tagging the business.

### Option 2



- Have two female entrepreneurs speak at your meeting.
  - What they sell or do must be similar.
  - Do they know each other and have they ever been competitors?
  - Share photos of your experience via social media and tag the business.

### Option 3



- Find a local podcast for small business owners in the largest city near you.
  - Here is one for Omaha, Nebraska: <https://theomahapodcast.com/>
  - Listen to two that interest you and at least one with a female speaker.
  - Was there one thing they said that you think is great advice?



# Step 4: Plan

## WHAT'S YOUR BIG IDEA?

Daisies and Brownies: Choose 1 of 3 options to complete  
Juniors and Cadettes: Choose 2 of 3 options to complete  
Seniors and Ambassadors: Finish all 3 options to complete

### Option 1



- Fill out Business Plan Worksheet based on your level.
  - “Think About It” on page 7
  - Business Plans for Daisies & Brownies: Page 8, Juniors & Cadettes: Page 9, Seniors & Ambassadors: Page 10-11

### Option 2

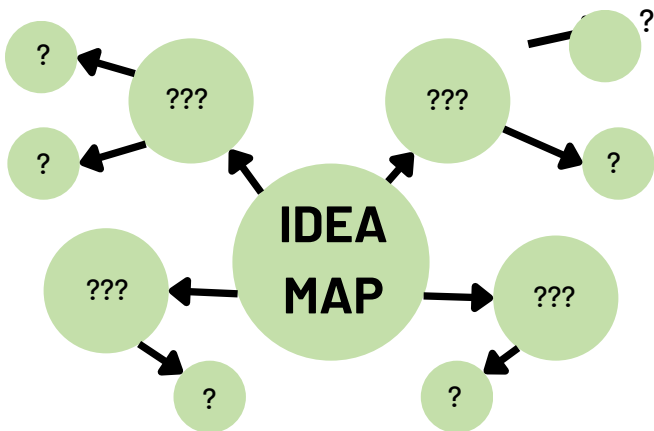


- Create an idea map for a business you could own someday.
  - Your paper should be standard 8.5x11 inch printer paper or larger
  - This can be on your own, but it might be more fun as a group!
  - Start with your main idea in the center then branch out with more, at least 10 smaller bubbles that surround the larger centered bubble.

### Option 3



- Design a dream board to explore what your business could be about.
  - Start with a posterboard or large canvas, at least 16x20 inches.
  - Make a collage with pictures cut out from magazines that inspire you. ?
  - Fill the whole thing, leave no white space showing! Magazine words count.



Think it  
Want it  
Get it

# Step 5: Share

## SPREAD THE WORD!

Daisies and Brownies: Choose 1 of 3 options to complete  
Juniors and Cadettes: Choose 2 of 3 options to complete  
Seniors and Ambassadors: Finish all 3 options to complete

### Option 1



- Share a 3D model of your inspired business with your troop.
  - Decorate a shoebox to look like your future business both inside and out
  - Repurpose some materials you already have at home
  - Try turning the shoebox on its side so the lid is your storefront

### Option 2



- Show off your business skills by making a commercial.
  - Your commercial should be 1-2 minutes in length
  - Use free editing apps or websites like CapCut.com
  - Share your video with your troop or on social media!

### Option 3



- Host a vendor blender for female artisans in your community.
  - Try partnering with your school or local library for a space.
  - Invite 10+ businesses to a pop up event where they can share or sell
  - Encourage your friends and troop to have a table too!

Know  
YOUR  
Worth



Own your  
POWER

# THINK ABOUT IT

WHAT IS A BUSINESS? A BUSINESS IS WHEN PEOPLE SELL THINGS OR SERVICES TO HELP SOMEONE ELSE, OR TO MAKE THEM HAPPY!

TRY IT! WHAT BUSINESS DO YOU WANT TO HAVE? YOU CAN HELP SOMEONE PICK UP THE TRASH IN THEIR YARD, SELL CHOCOLATE BARS, OR YOU CAN GIVE SOMEONE A BRACELET. WHAT ARE SOME IDEAS THAT YOU HAVE FOR YOUR BUSINESS?

HOW ARE YOU GOING TO DO YOUR JOB? ARE YOU GOING TO USE A STAND, GO TO THEIR HOUSE? WHAT ABOUT AT A PARK?

ARE YOU GOING TO DO YOUR JOB ALONE, OR IS SOMEONE GOING TO HELP YOU? LOTS OF BUSINESSES HAVE WORKERS AND HELPERS.

HOW MUCH MONEY IS IT GOING TO COST? YOU HAVE TO BUY STUFF FOR YOUR PRODUCT, SUCH AS BEADS TO MAKE A BRACELET, OR A RAKE TO SCOOP LEAVES. BUT, WHEN YOU SELL IT TO PEOPLE, MAKE SURE TO CHARGE IT FOR MORE MONEY.

WHO ARE YOU GOING TO SELL TO? ARE YOU GOING TO SELL IT TO YOUR FAMILY OR FRIENDS? MAYBE YOUR NEIGHBORS?

HOW ARE YOU GOING TO ADVERTISE YOUR BUSINESS? EVERY BUSINESS NEEDS TO ADVERTISE. AN ADVERTISEMENT IS A WAY THAT YOU SHOW YOUR BUSINESS TO YOUR CUSTOMERS.

WHEN ARE YOU GOING TO DO YOUR JOB? ARE YOU GOING TO DO IT DURING SUMMER, THE WEEKEND, OR AFTER SCHOOL?

FINALLY, WHAT ARE SOME GOALS FOR YOUR BUSINESS? HOW WILL YOU KNOW THAT YOU HAVE A SUCCESSFUL BUSINESS?



# BUSINESS PLAN



**BUSINESS NAME:**

**BUSINESS IDEA:**

**LOCATION:**

**DESIGN YOUR LOGO:**

**PRODUCTS/SERVICES:**

**PRICING:**

PRODUCT/SERVICE	COST/PROFIT	PRICE TO SELL

**CUSTOMERS:**

**MARKETING:**



# BUSINESS PLAN



**BUSINESS NAME:**

**BUSINESS IDEA:**

**LOCATION:**

ARE THERE COMPETITORS NEARBY?

HOW MUCH SPACE IS NEEDED?

**DESIGN YOUR LOGO:**

**PRODUCTS/SERVICES:**

HOW DOES YOUR PRODUCT/SERVICE STAND OUT?

WHY WOULD PEOPLE WANT TO BUY IT?

**PRICING:**

PRODUCT/SERVICE	COST/PROFIT	PRICE TO SELL

**WHO ARE YOUR CUSTOMERS?**

WHERE DO THEY LIVE?

WHAT DO THEY CARE ABOUT?

**HOW WILL YOU ADVERTISE?**

DIGITAL MARKETING?

PAPER MARKETING?



# BUSINESS PLAN



**BUSINESS NAME:**

WHAT DOES IT SAY ABOUT YOUR BUSINESS?

IS IT UNIQUE AND EASY TO PRONOUNCE?

**BUSINESS IDEA:**

ARE YOU PASSIONATE ABOUT IT?

DO YOU KNOW A LOT ABOUT IT?

**LOCATION:**

ARE THERE COMPETITORS NEARBY?

HOW MUCH SPACE IS NEEDED?

WILL YOU RENT OR BUY YOUR SPACE?

**DESIGN YOUR LOGO:**

**PRODUCTS/SERVICES:**

IS IT A PRODUCT OR A SERVICE?

HOW DOES YOUR PRODUCT/SERVICE STAND OUT?

WHY WOULD PEOPLE WANT TO BUY IT?

**WHO ARE YOUR CUSTOMERS?**

WHERE DO THEY LIVE?

WHAT DO THEY CARE ABOUT?

**HOW WILL YOU ADVERTISE?**

DIGITAL MARKETING?

PAPER MARKETING?



# BUSINESS PLAN



<b>STAFFING:</b>  WHAT IS YOUR ROLE?  DO YOU NEED EMPLOYEES?  SHOULD THEY HAVE EXPERIENCE?  SHOULD THEY HAVE UNIFORMS?	<b>INTERIOR DESIGN/WEBSITE?</b>
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<b>DELIVERY OR SHIPPING?</b>  WILL YOU HANDLE IT YOURSELF OR PARTNER WITH ANOTHER BUSINESS?  WHAT IS THE COST DIFFERENCE?
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<b>PRICING:</b>		
PRODUCT/SERVICE	PRICE-COST= PROFIT	COMPETITOR PRICE