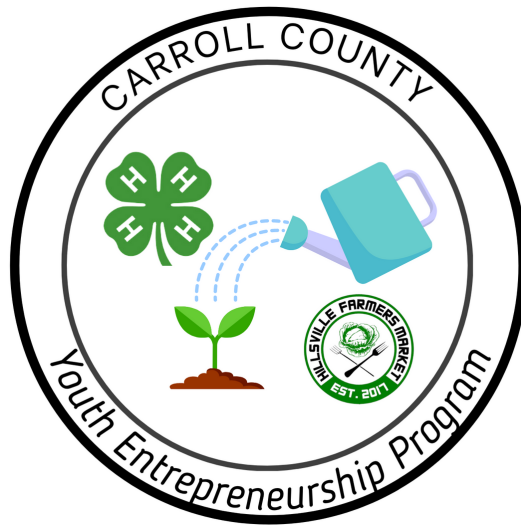


# YOUTH ENTREPRENEURSHIP PROGRAM PROJECT RECORD BOOK

Carroll County, Virginia



# Instructions for Using this Project Record Book

This record book is designed to be a place for you to keep records during your entrepreneurship project.

Record keeping will help you to learn and grow. Please fill out the project record book and turn it in after the project completion date. Project record books will be judged yearly.

4-H is a community of young people learning leadership, citizenship, and life skills.

## Member Statement:

*I certify that I completed this project record book.*

---

Youth Signature

Date

---

4-H Agent Signature



**Virginia Cooperative Extension**

Virginia Tech • Virginia State University



[www.ext.vt.edu](http://www.ext.vt.edu)

Virginia Cooperative Extension is a partnership of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and local governments. Its programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, military status, or any other basis protected by law.

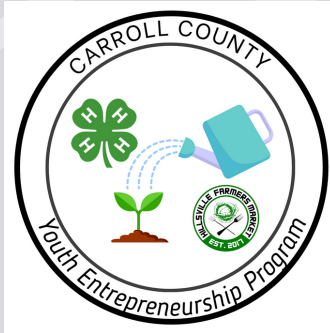
Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Age: \_\_\_\_\_

Address: \_\_\_\_\_

County: \_\_\_\_\_

Project Title: \_\_\_\_\_





# Exploring Career Pathways: Get to Know Yourself Worksheet

<b>activities</b>	 <p><b>Activities that sound interesting to me</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> preparing medicines in a pharmacy</li> <li><input type="checkbox"/> helping sick people</li> <li><input type="checkbox"/> working with animals</li> <li><input type="checkbox"/> helping with sports injuries</li> <li><input type="checkbox"/> studying anatomy and disease</li> <li><input type="checkbox"/> performing surgery</li> </ul>	 <p><b>Activities that sound interesting to me</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> predicting weather</li> <li><input type="checkbox"/> predicting or measuring earthquakes</li> <li><input type="checkbox"/> growing flowers or trees, gardening</li> <li><input type="checkbox"/> studying rocks and minerals</li> <li><input type="checkbox"/> raising fish or other animals</li> <li><input type="checkbox"/> working in a chemistry lab</li> </ul>	 <p><b>Activities that sound interesting to me</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> reading or writing stories or articles</li> <li><input type="checkbox"/> designing/building scenery for plays</li> <li><input type="checkbox"/> gardening</li> <li><input type="checkbox"/> taking photographs</li> <li><input type="checkbox"/> acting in a play or movie</li> <li><input type="checkbox"/> listening to or playing music</li> </ul>		
<b>qualities</b>	<p><b>Personal qualities that describe me</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> compassionate and caring</li> <li><input type="checkbox"/> good listener</li> <li><input type="checkbox"/> follow directions carefully</li> <li><input type="checkbox"/> conscientious and careful</li> <li><input type="checkbox"/> patient</li> </ul>	<p><b>Personal qualities that describe me</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> enjoy helping others with problems</li> <li><input type="checkbox"/> nature lover</li> <li><input type="checkbox"/> physically active</li> <li><input type="checkbox"/> problem solver</li> <li><input type="checkbox"/> observant</li> </ul>	<p><b>Personal qualities that describe me</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> imaginative</li> <li><input type="checkbox"/> creative</li> <li><input type="checkbox"/> outgoing</li> <li><input type="checkbox"/> enjoy using my hands to create things</li> <li><input type="checkbox"/> performer</li> </ul>		
<b>free time</b>	<p><b>In my free time I would enjoy</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> volunteering in a hospital</li> <li><input type="checkbox"/> taking care of pets</li> <li><input type="checkbox"/> exercising and taking care of myself</li> </ul>	<p><b>In my free time I would enjoy</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> hiking</li> <li><input type="checkbox"/> participating in 4-H or FFA</li> <li><input type="checkbox"/> experimenting with a chemistry set</li> </ul>	<p><b>In my free time I would enjoy</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> acting in a play</li> <li><input type="checkbox"/> drawing or painting pictures</li> <li><input type="checkbox"/> working on the school newspaper or yearbook</li> </ul>		
<b>school</b>	<p><b>School subjects or activities that I enjoy or do well in</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> math</li> <li><input type="checkbox"/> science</li> <li><input type="checkbox"/> biology</li> <li><input type="checkbox"/> chemistry</li> </ul>	<p><b>School subjects or activities that I enjoy or do well in</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> math</li> <li><input type="checkbox"/> geography</li> <li><input type="checkbox"/> biology</li> <li><input type="checkbox"/> geometry</li> </ul>	<p><b>School subjects or activities that I enjoy or do well in</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> social studies</li> <li><input type="checkbox"/> choir, chorus, or band</li> <li><input type="checkbox"/> creative writing</li> <li><input type="checkbox"/> art</li> </ul>		
<b>values</b>	<p><b>I value</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> living a healthy lifestyle</li> <li><input type="checkbox"/> time with family and friends</li> </ul>	<p><b>I value</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> the environment</li> <li><input type="checkbox"/> animal wellbeing</li> </ul>	<p><b>I value</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> art or music</li> <li><input type="checkbox"/> personal creativity</li> </ul>		
<p><b>TOTAL NUMBER CHECKED:</b></p> <div style="border: 1px solid black; width: 50px; height: 50px; margin: 0 auto;"></div>		<p><b>TOTAL NUMBER CHECKED:</b></p> <div style="border: 1px solid black; width: 50px; height: 50px; margin: 0 auto;"></div>		<p><b>TOTAL NUMBER CHECKED:</b></p> <div style="border: 1px solid black; width: 50px; height: 50px; margin: 0 auto;"></div>	



**Activities that sound interesting to me**

- putting things together
- designing buildings
- working on cars, mechanical things
- using advanced math to solve problems
- gardening
- using tools

**Activities that sound interesting to me**

- interviewing people
- using a computer to do math
- typing letters, forms, banners
- keeping records, filing, taking notes
- working with numbers
- organizing files and paperwork

**Activities that sound interesting to me**

- helping people solve problems
- working with kids
- working with elderly people
- preparing food
- being involved in politics
- solving a mystery

activities

**Personal qualities that describe me**

- practical
- enjoy using my hands
- logical
- good at following directions
- observant

**Personal qualities that describe me**

- practical
- independent
- organized
- enjoy using machines
- enjoy being around people

**Personal qualities that describe me**

- friendly
- open
- outgoing
- good at making decisions
- good listener

qualities

**In my free time I would enjoy**

- building stage sets for a school play
- sketching cars, parts, or objects
- working on cars

**In my free time I would enjoy**

- being in a speech contest or debate
- using a computer
- volunteering in a hospital office

**In my free time I would enjoy**

- tutoring young children
- helping with a community project
- coaching kids in a sport

Free time

**School subjects or activities that I enjoy or do well in**

- math
- geometry
- woodworking
- science

**School subjects or activities that I enjoy or do well in**

- speech
- language
- math
- marketing

**School subjects or activities that I enjoy or do well in**

- language arts
- history
- speech
- math

school

**I value**

- creating or overseeing projects
- using technology

**I value**

- change
- entrepreneurship

**I value**

- working with or helping others
- family and community

values

TOTAL NUMBER CHECKED:

TOTAL NUMBER CHECKED:

TOTAL NUMBER CHECKED:



# Mission and Values

What are some of your interests?

---

What are you passionate about?

---

## Who, What, When, Where, Why & How

**WHO:** Who is your target audience? Who wants your product?

---

**WHAT:** What are some things that you would like to sell?

---

**WHEN:** When are you making the product? Harvesting the crop? Selling your goods?

---

**WHERE:** Where are you going to be selling your product?

---

**WHY:** Why is your product special? Why should someone buy your product?

---

**HOW:** How is your product helpful? Is it going to make someone's life easier? Is it a beautiful bracelet? Is it a delicious dessert?

---

# Goals

Be SMART! SMART goals are Specific, Measurable, Achievable, Realistic, and Time-Based.

Setting SMART goals will help you to assess your accomplishments at the end of the project. Consider what you want to learn, what you want to accomplish, what new activities you want to try etc.

**What goals do you have for your entrepreneurship project this year?**

*Example: I would like to learn how to track my expenses by June, 2023.*

**Goal 1:**

---

---

---

---

---

**Goal 2:**

---

---

---

---

---

**Goal 3:**

---

---

---

---

---

**To be completed after the project:**

**Did I meet my goals?**

---

---

**What changes can I make next year?**

---

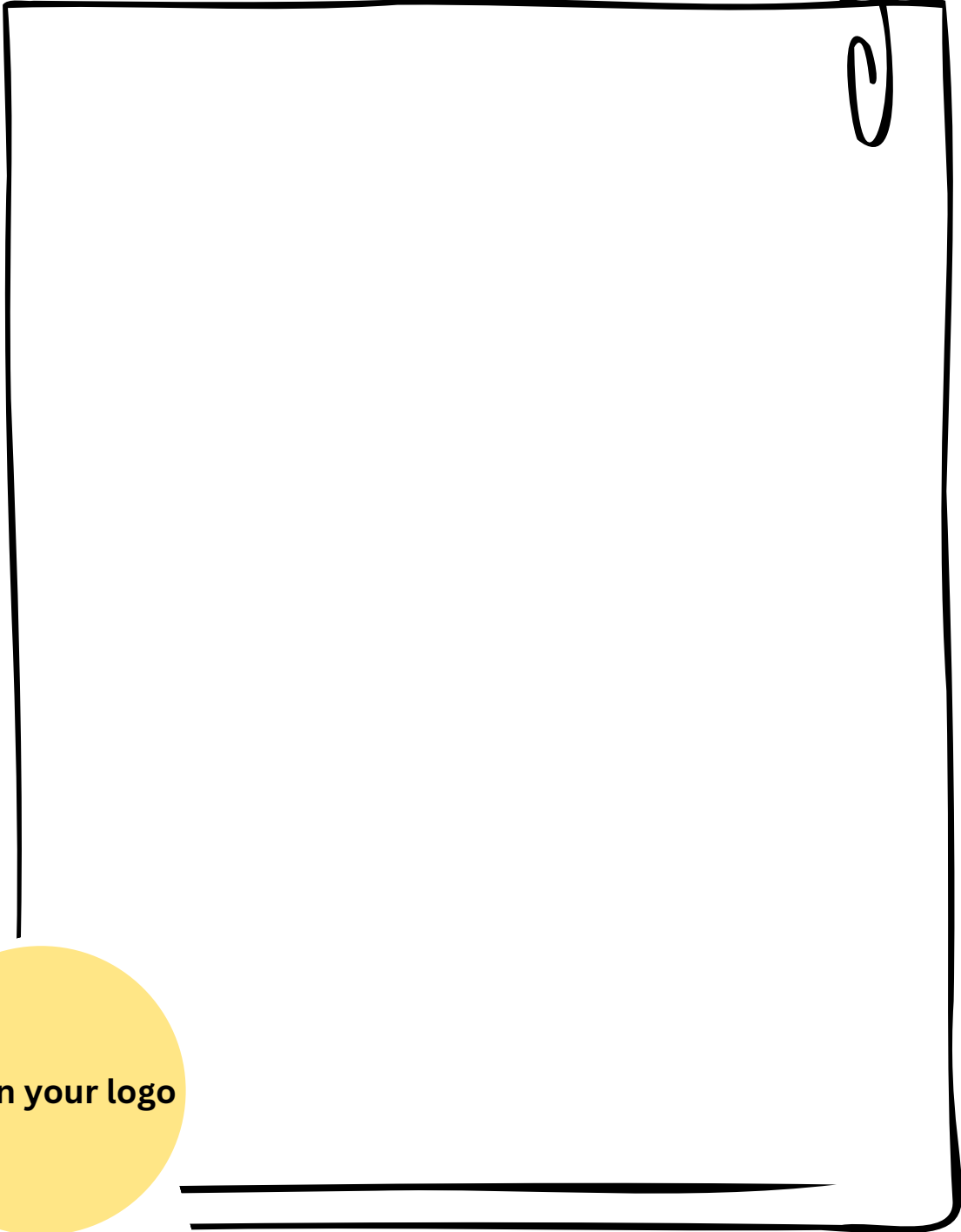
---

---

# Marketing 101

Business Name:

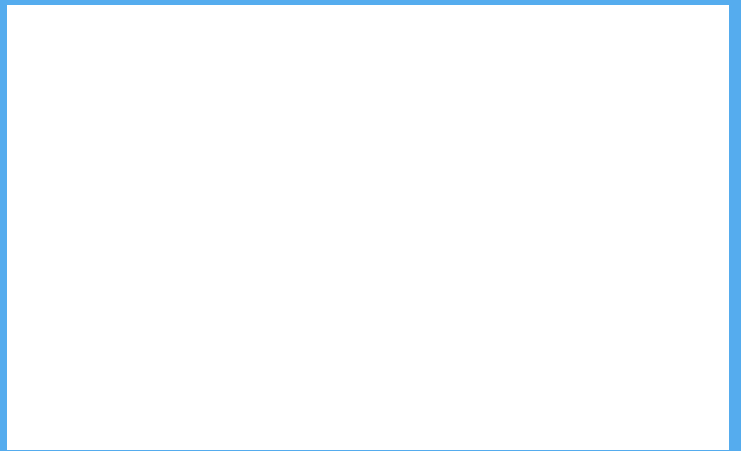
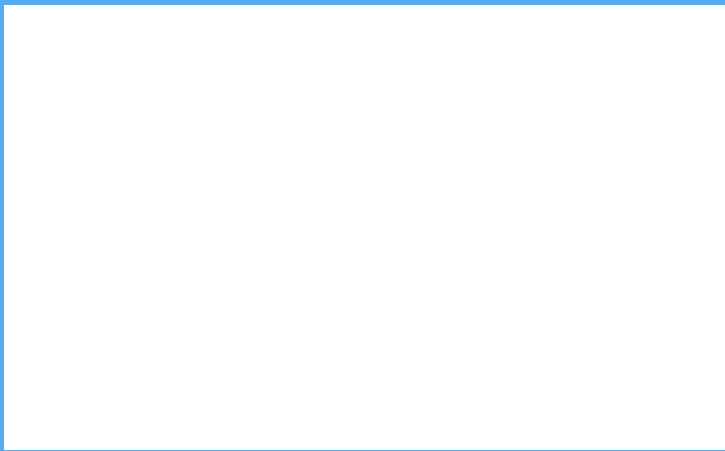
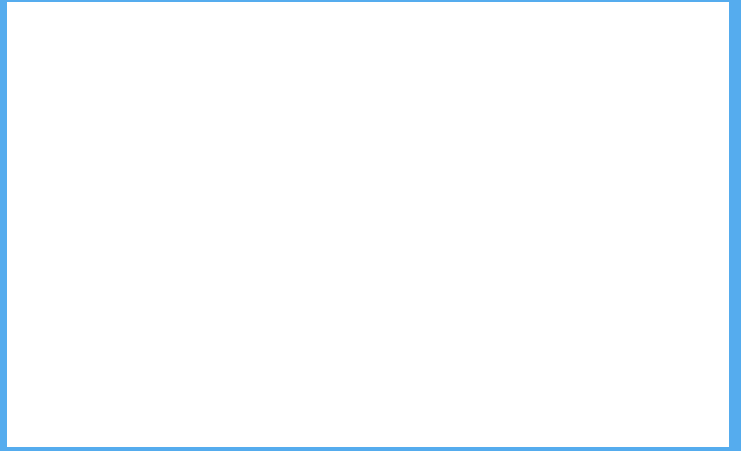
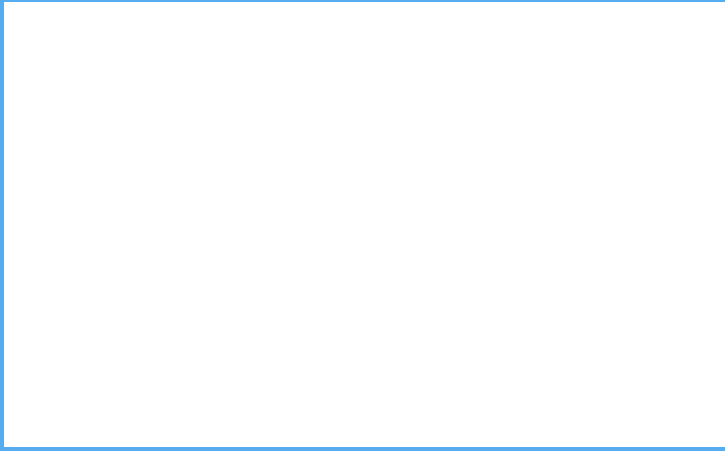
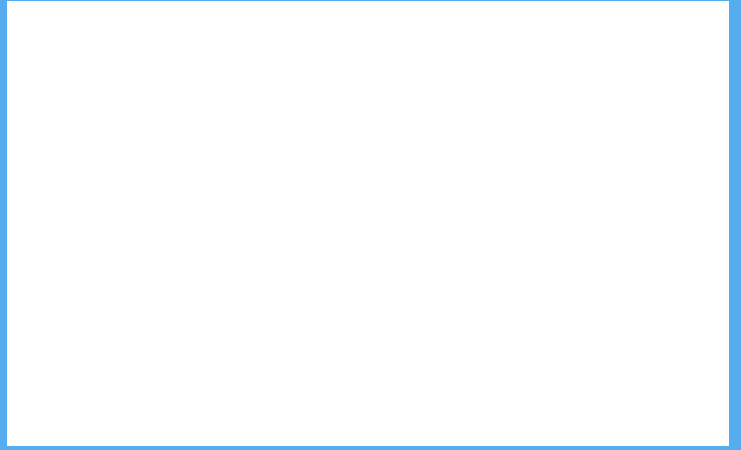
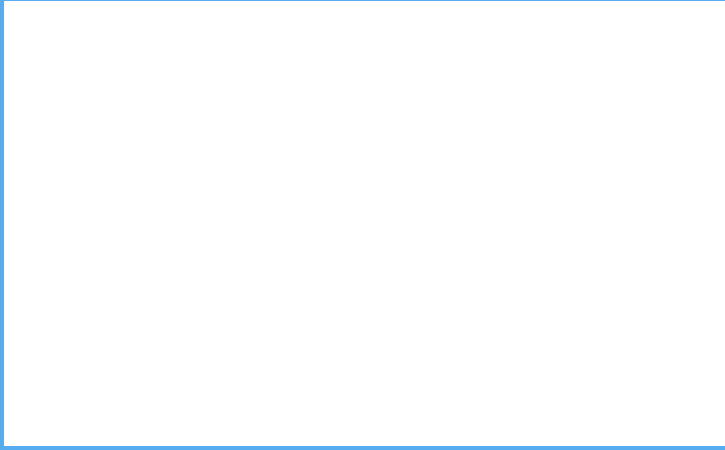
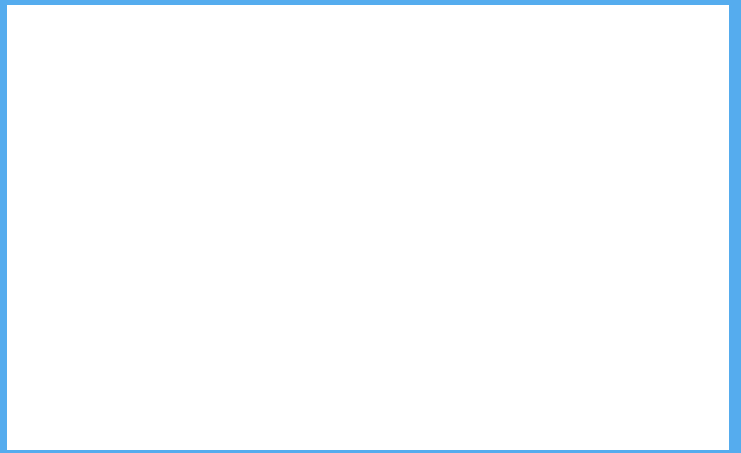
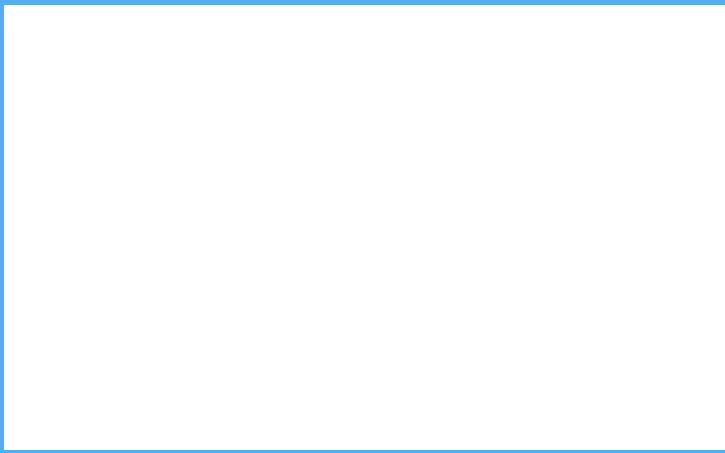
Slogan:



**Design your logo**

Business card templates on next page. Once you design (hand drawn or digital designs), you can bring these back to the office and we can print cardstock copies for you.







## PRICING PRACTICE WORKSHEET

	<b>Product/Service</b>	<b>Materials</b>	<b>Packaging</b>	<b>Compensation</b>	<b>Other</b>	<b>Sale Price</b>
A.	Necklace	\$8.00	\$4.00	\$15.00 (\$5.00 per hour for 3 hours)	\$3.00 for reinvestment	\$30.00
B.	Necklace	\$10.00	\$0.00	\$12.00 (\$4.00 per hour for 3 hours)	\$3.00 for reinvestment	\$25.00
C.	Bracelet	\$4.00	\$2.00	\$8.00 (\$4.00 per hour for 2 hours)	\$2.00 for reinvestment	\$16.00
D.	Bracelet	\$4.00	\$0.00	\$10.00 (5.00 per hour for 2 hours)	\$1.00 for reinvestment	\$15.00

Use the chart below to determine the pricing for your own business.

	<b>Product/Service</b>	<b>Materials</b>	<b>Packaging</b>	<b>Compensation</b>	<b>Other</b>	<b>Sale Price</b>
A.						
B.						
C.						
D.						

Worksheet adapted from Utah 4-H's Entrepreneurship Lessons





# Considering Costs

A.	Product	Materials	Packaging	Compensation	Other	Sale
B.						
C.						
D.						
E.						
F.						
G.						
H.						
I.						
J.						
K.						
L.						
M.						
N.						
O.						

# Communicating with Customers



Maintain good eye contact

Do not use your phone when talking with customers



Greet your customers-keep your greeting short and sweet



# Market Mentor Profile

Who is your mentor?

---

---

---

---

---

---

---

---

---

---

How long have they been an entrepreneur?

---

---

---

---

---

---

---

---

---

---

What did you learn from your mentor?

---

---

---

---

---

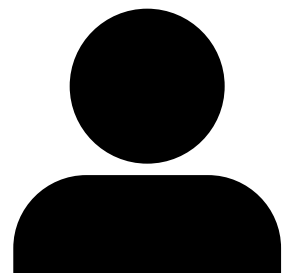
---

---

---

---

---

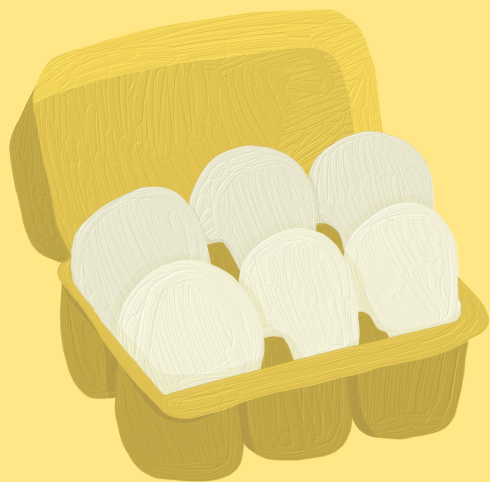




# Scrapbook

Include pictures and other mementos (product feedback etc.) from your experience in the scrapbook portion of your project record book.

This is your chance to be creative.





# Important Dates

## Workshop #1 Introduction to Entrepreneurship

**May 22, 5:00-6:30 Carroll County VCE Office**

Youth will explore their interests and learn about entrepreneurship through marketing 101, considering costs, and communicating with customers sessions.

## Workshop #2 Product Pitch Workshop

**May 29, 5:00-6:30 Hillsville Farmers Market**

Youth will pitch their products (2-3 minutes) in front of other participants. This will provide an opportunity for youth to learn from each other. Youth will go to the Town of Hillsville Farmers Market, where they will receive guidance and expectations for setting up.

## Youth Entrepreneurship Markets

**June 13, 2:30- 7:00 Hillsville Farmers Market**

**July 18, 2:30-7:00 Hillsville Farmers Market**