



# 4-H Business Startup Guide

## Working With Practical Arts

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### Entrepreneur profile



Kendra Efker and Emmanuel Moore started their disc jockey business by investing \$2,500 of their own funds for speakers, an amplifier, a laptop, lights and 4,000 songs. Since then, they have seen a quick payoff on their investment and have been busy working various dances and weddings around Marceline, Mo.

[<read more>](#)

## About this guide...

Emmanuel and Kendra are examples of 4-H members who love working with practical arts and have put their 4-H project experiences to work earning an income. What do Emmanuel and Kendra have in common? They could be called “Cloverpreneurs”— budding entrepreneurs through 4-H! (Read more about Emmanuel and Kendra on page 8.)

Are you also a young person who loves working with practical arts and technology and is curious about what it would take to earn some money, and possibly even make a living, doing what you love? Do you have an idea for starting a business involving practical arts but are unsure if you have what it takes to be a budding entrepreneur? Are you wondering what resources are available to you to help put your idea into action?

If you answered “yes” to any of these questions, then this guide is for you! You may be an aspiring entrepreneur, a person with a dream to work for yourself and own your own business! At this point, your dream may be only that — a dream. Nevertheless, this guide will help you further explore your dream and determine how you can move it toward reality!

**This resource guide is designed for use with the 4-H Entrepreneurship project literature, called *Be the E*, but you can also use it alone.**

*Be the E* is a 4-H project for helping young people “Love It! Plan It! Do It!”

You already know what you love to do. Now you may be interested in making a plan to turn what you love into a job or career.

This is where this guide will help. Do you like to surf the Web? Great! This guide will point you to useful Web sites and reliable information as you consider your business options. Then, the doing part is up to you.

**Good luck!**

**Steve Hennesch, Extension Associate**

**Adam Loftin, Entrepreneurship Curriculum Specialist  
(AmeriCorps\*VISTA)**

**Missouri 4-H Center for Youth Development**



To learn how you can get started with the 4-H *Be the E* Entrepreneurship project, talk to your county 4-H staff person or visit the Missouri 4-H Center for Youth Development at: [mo4h.missouri.edu/projects](http://mo4h.missouri.edu/projects).

### Suggested project areas for starting a practical arts and technology business:

- Bicycles
- Computers
- Small engines
- Welding
- Woodworking

### Entrepreneurship

Check out the 4-H *Be the E* Entrepreneurship project online at:

[4-hcurriculum.org/projects/entrepreneur](http://4-hcurriculum.org/projects/entrepreneur)



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## Getting started

So you love working with your hands, building or fixing things, or using technology to solve problems? That's super! One of the first things entrepreneurs will tell you is that they are in business because they love what they do! They are willing to work hard and often long hours to operate their business because they enjoy what their business is about. For example, Emmanuel and Kendra didn't set out to become DJs, but they took the opportunity they found to provide music for local dances, and they love it!

So how do you get started in a business involving the practical arts or technology that you love? Here are several Web sites where you can go to find help in starting a business in these areas:

The U.S. Small Business Administration (SBA) is the federal agency that provides financing and assistance to new business owners and maintains a Web site geared especially for teens.

[sba.gov/teens](http://sba.gov/teens)

You may also find the SBA's small business planner tool useful.

[sba.gov/smallbusinessplanner](http://sba.gov/smallbusinessplanner)

The U.S. government also provides a complete list of links for small business owners and aspiring entrepreneurs.

[business.gov](http://business.gov)

The Missouri Business Development Program is a program of MU Extension, like 4-H, and offers excellent information for planning and starting a business.

[missouribusiness.net/startup](http://missouribusiness.net/startup)

The Missouri Department of Economic Development provides assistance to people starting businesses right here in the Show-Me State. At this site, you can research business statistics, discover business associations and explore what start-up services are available.

[missouridevelopment.org](http://missouridevelopment.org)

The state of Missouri provides an easy-to-use Web site to understand what is involved in small business development and entrepreneurship in the Show-Me State.

[business.mo.gov](http://business.mo.gov)



Check out these *Be the E* project activities! Level 1, p. 12-13; 24-25

## Bicycles

This site gives general information about bicycle maintenance.

[totalbike.com/web/repair](http://totalbike.com/web/repair)

This Web site provides the bicycle enthusiast with information for starting a bicycle business.

[bikewebsite.com/homebikeindex.htm](http://bikewebsite.com/homebikeindex.htm)

## Computers

This article from Entrepreneur.com gives advice for starting a computer repair business.

[entrepreneur.com/startingabusiness/businessideas/article170050.html](http://entrepreneur.com/startingabusiness/businessideas/article170050.html)

## Engines

The Bureau of Labor Statistics Web site provides information for those researching the small engine industry.

[www.bls.gov/oco/ocos198.htm](http://www.bls.gov/oco/ocos198.htm)

This site offers advice on small engine troubleshooting, servicing and auto parts.

[smallengineadvisor.com](http://smallengineadvisor.com)

The University of Missouri offers numerous agricultural instruction manuals for instructors and students through the Instructional Materials Laboratory (IML).

[iml.missouri.edu](http://iml.missouri.edu)

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## Welding and woodworking

This Web site offers welders advice for improving their trade, including articles and product information.

[welding.com](http://welding.com)

Here is information from the American Welding Society with sections on education, certification and careers.

[aws.org](http://aws.org)

Here is information from the Industrial Strength Woodworkers' organization, including forums, archives and industry events.

[iswonline.com](http://iswonline.com)

This Bureau of Labor Statistics site provides research information for and about the carpentry business.

[bls.gov/oco/ocos202.htm](http://bls.gov/oco/ocos202.htm)

Learning as much as you can about practical arts and technology will allow you to provide a quality product or service to your customers. For example, Emmanuel and Kendra watched other DJs and learned what tunes worked and which didn't. Gaining and applying knowledge about your product or service before you start your business will only increase your chances for success!

If your business dream involves any of the 4-H practical arts or technology project areas, you will find a wealth of valuable information at the following Web sites:

[mo4h.missouri.edu/projects](http://mo4h.missouri.edu/projects)

[4-hcurriculum.org/projectsonline.aspx](http://4-hcurriculum.org/projectsonline.aspx)

## Leadership and networking

Entrepreneurs are recognized as leaders in their communities. By starting and operating their own businesses (and often creating jobs for themselves and others), entrepreneurs have chosen a path that is

full of risks and rewards. For that reason, entrepreneurs have plenty of opportunity to develop and apply leadership skills. Emmanuel and Kendra have demonstrated leadership by transporting and setting up their audio equipment, interacting with various dance crowds, selecting appropriate music and even denying requests for songs they thought were inappropriate.

You too may have leadership abilities that will come in handy as you venture out on your dream. Or you may not yet consider yourself to be a leader. You may wonder if you really have what it takes to be an entrepreneur. Being involved in 4-H can help you acquire and build leadership skills to be successful in business, but more importantly, skills to be successful in life!



Check out these *Be the E* project activities! Level 1, p. 10-11, 18-21, 28-29

## Leadership

The 4-H Leadership project offers learning experiences and resources that will make you a better leader as you work with others to improve your club, your community, your country and your world!

[mo4h.missouri.edu/projects](http://mo4h.missouri.edu/projects)

You can also discover your entrepreneurial abilities and how to enhance them by spending some time "off-roading" with activities at the All-Terrain Brain Web site.

[allterrainbrain.org](http://allterrainbrain.org)

Mentors, Ventures and Plans (MVP) offers an online assessment to test yourself for entrepreneurial characteristics.

[mvp.cfee.org/en](http://mvp.cfee.org/en)

## Networking

How many friends do you have in your network? In a generation of cell phones, instant messaging and social



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network Web sites, social networking is virtually limitless. Technology offers entrepreneurs some amazing tools for conducting business and maintaining business connections.

Successful entrepreneurs will tell you they owe a great deal of their business success to networking. They rely on networking with others in order to gain and share information with others and to solve problems. Your business network is made up of more than those in your cell phone directory. It includes everyone that you know — your friends, family members, classmates, coaches, 4-H volunteers, etc. Emmanuel and Kendra’s network includes patrons of the Marceline Youth Center, parents and an adult mentor who has helped them troubleshoot problems as they arise.

As you start down the road to planning your business, you will make new connections and see your network grow. The key is being aware of who is in your network, how they can assist you and what you can offer them in return. For instance, you may hire friends to handle certain business tasks. You might interact with other young entrepreneurs to trade ideas or form alliances. You may even establish partnership agreements with businesses that become your suppliers or customers. As you can see, being an entrepreneur is as much about “who you know” as it is about “what you know.”

Check out the NS Teens Web site to learn about social networking that is both safe and effective.

[nsteens.org](http://nsteens.org)

Visit the Youth Venture Web site to meet young social entrepreneurs from around the globe who are following their vision to change the world.

[genv.net](http://genv.net)

Youth Venture also offers some networking basics and specific tools for mapping your business network.

[genv.net/en-us/do\\_it/networking](http://genv.net/en-us/do_it/networking)

Entrepreneur U. highlights entrepreneurship networking opportunities that may be available to you through high school and college.

[entrepreneuru.org/student](http://entrepreneuru.org/student)

## Mentoring

Entrepreneurs have more success when they seek advice and help from others who have wisdom, skills and experience. Many entrepreneurs are quick to tell you they would not be where they are if it were not for their mentors or those who voluntarily coached them along the way. Emmanuel and Kendra have learned a few tricks of the trade by observing other DJs in action. They also have gotten assistance from their mentor, Donnie Evans, who sold them their equipment.

As you consider starting a business, think about who you know who has encouraged you. Who do you know who could coach you through the process? A business mentor may be someone who is already a big part of your life — a parent, older sibling, relative, 4-H volunteer or another caring adult who takes a special interest in you and your business.

Mentors, Ventures and Plans (MVP) is a Web site that can help you identify a mentor who is right for you.

[mvp.cfee.org/en](http://mvp.cfee.org/en)

SCORE is a voluntary organization that specializes in mentoring entrepreneurs on all aspects of business startup and operation. See the “how-to” section for free online counseling and advice.

[score.org/learning\\_center.html](http://score.org/learning_center.html)

The Idea Café Web site includes a “Cyberschmooze” section where you can get some free mentoring and advice online.

[businessownersideacafe.com/cyberschmooz](http://businessownersideacafe.com/cyberschmooz)

## Marketing

Marketing involves how you present yourself and your business to potential customers and to the community in general. You may have a wonderful product or service, but unless you plan how to market it, it will be difficult for you to earn an income.

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Check out these *Be the E* project activities! Level 2, p. 46-47, 50-57; Level 3, p. 76-77, 82-83

MU Extension offers this article on marketing basics for home-based businesses.

[extension.missouri.edu/xplor/miscpubs/mp0596.htm](http://extension.missouri.edu/xplor/miscpubs/mp0596.htm)

The U.S. Small Business Administration provides free tools for marketing your business.

[sba.gov/tools/resourcelibrary/publications](http://sba.gov/tools/resourcelibrary/publications)

The Idea Café provides marketing ideas and resources for entrepreneurs.

[businessownersideacafe.com/business/marketing.php](http://businessownersideacafe.com/business/marketing.php)

The Youth Venture Web site assists youth with marketing the ventures they have started.

[genv.net/en-us/do\\_it/marketingcommunication](http://genv.net/en-us/do_it/marketingcommunication)

Frugal Fun offers some affordable ideas for getting your business name out there.

[frugalfun.com/22waysmarketing.html](http://frugalfun.com/22waysmarketing.html)

## Financing and money management

Financing and money management is about how you initially get the funding you need to start your business and then how you manage your money once it is up and running. This topic is perhaps the most critical to how well your business will perform.

First, to make wise financing choices, entrepreneurs need to understand all the options available to them. Financing your business may require getting a bank

loan, depending on the start-up costs associated with your business. Another option is investing your own money, or waiting and saving up enough money to start it on your own. Borrowing money from a parent or family member is another common way young people get started. Emmanuel and Kendra pooled their own money to come up with the \$2,500 needed to purchase the audio equipment, so they became partners in the same business!

Money management involves the flow of money into and out of your business. How you manage your money depends a lot on your knowledge, values and assumptions. Successful entrepreneurs do not spend all of their profits on themselves. They reinvest some of the money they make back into their business to keep it healthy and growing. Emmanuel and Kendra first repaid themselves the money they originally invested in their equipment and now use their profits however they want!



Check out these *Be the E* project activities! Level 2, p. 64-65; Level 3, p. 84-89

The Mentors, Ventures and Plans (MVP) Web site contains a "Start-Up Money" section on basic financing options.

[mvp.cfee.org/en](http://mvp.cfee.org/en)

The Idea Café Web site contains basic information on business financing options and what to consider for each.

[businessownersideacafe.com](http://businessownersideacafe.com)

Teen Consumer Scrapbook is a Web site developed by teens for teens about personal financial literacy and consumer issues.

[atg.wa.gov/teenconsumer](http://atg.wa.gov/teenconsumer)



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Want to put your money smarts to the test? Money Smart is an online learning tool available from the Federal Deposit Insurance Corporation (FDIC).

[fdic.gov/consumers/consumer/moneysmart/mscbi/mscbi.html](http://fdic.gov/consumers/consumer/moneysmart/mscbi/mscbi.html)

Entrepreneur U. lists some youth financial awards and programs you may wish to consider in getting started.

[entrepreneuru.org/student/financialhelp.php](http://entrepreneuru.org/student/financialhelp.php)

The U.S. Department of Agriculture's Farm Services Agency has a youth loan program. Search for "youth loans."

[fsa.usda.gov/FSA](http://fsa.usda.gov/FSA)

The U.S. Small Business Administration (SBA) Web site for teens provides an excellent example of what a finished business plan looks like.

[sba.gov/teens/myplan.html](http://sba.gov/teens/myplan.html)

The SBA small business planner Web site features a series of tools to assist the entrepreneur in preparing and writing a business plan.

[sba.gov/smallbusinessplanner/plan/writeabusinessplan](http://sba.gov/smallbusinessplanner/plan/writeabusinessplan)

The Idea Café Web site includes sample business plans for a variety of business types.

[businessownersideacafe.com/starting\\_business/sample\\_plans.php](http://businessownersideacafe.com/starting_business/sample_plans.php)

## Writing a business plan

Entrepreneurs who are serious about seeing their dream become reality know that a solid business plan is essential. A business plan serves as the blueprint for your business, much like a blueprint tells a contractor how to build a house. Once your business is up and running, the business plan serves as the DNA to guide your decision-making and operation of the business. If your business startup will require applying for a bank loan or receiving financial support from others, a business plan is a must.



Check out these *Be the E* project activities! Level 2, p. 40-41; Level 3, p. 104-113

The National Sustainable Agriculture Information Service offers business planning resources specific to agricultural businesses.

[attra.ncat.org/attra-pub/agriculture\\_planning.html](http://attra.ncat.org/attra-pub/agriculture_planning.html)



The 4-H *Be the E* Entrepreneurship project activities are designed to help you prepare a plan for your business. Once you have completed the three levels of the 4-H project, you will nearly have a draft business plan in place!

The Mentors, Ventures and Plans (MVP) Web site has a "Venture Planning" section that contains a simple description of what goes into a business plan.

[mvp.cfee.org/en](http://mvp.cfee.org/en)

## Laws and licensing

Anyone who is considering starting a business should be aware of certain rules that are in place to protect both the business owner and the customer. Entrepreneurs should investigate the responsibilities they have by law. Keeping your business activities legal and in good standing with the government ensures you stay on the road to success! Below are a few of the stops



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you should make to explore the legal responsibilities that go along with starting your business.

**TIP!**  
Check out these *Be the E* project activities! Be the E: Level 2, p. 60-61, 66-67; Level 3, p. 90-91

**TIP!**  
Most youths starting a business and earning an income will be considered “self-employed” for federal and state tax purposes. However, you should consult with an accountant or tax preparer about your obligations.

The U.S. Copyright Office and the U.S. Patent and Trademark Office Web sites maintain information for new businesses.

[copyright.gov](http://copyright.gov)  
[uspto.gov](http://uspto.gov)

The Federal Trade Commission (FTC) Web site on consumer protection is a good resource for new entrepreneurs.

[ftc.gov/bcp](http://ftc.gov/bcp)

The Internal Revenue Service Web site includes resources for students and new businesses and information about paying taxes to Uncle Sam.

[irs.gov/students](http://irs.gov/students)  
[irs.gov/businesses](http://irs.gov/businesses)

The Missouri Secretary of State’s Office Web site contains information on obtaining a business license in Missouri.

[sos.mo.gov/business/corporations/startBusiness.asp](http://sos.mo.gov/business/corporations/startBusiness.asp)

The Missouri Department of Revenue Web site is the source for information about filing and paying state taxes in Missouri.

[dor.mo.gov](http://dor.mo.gov)



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### An upbeat idea

The Youth Center in Marceline is a place where kids can hang out with their friends, play games, skateboard and dance. At least once a month the center hosts a dance night for area youth. DJs Kendra Efker and Emmanuel Moore have become indispensable parts of Youth Center dance nights by providing an upbeat atmosphere. These two 4-H members began their own DJ service in 2007 and have been busy working various dances and weddings ever since.



**Kendra Efker and Emmanuel Moore**

Emmanuel and Kendra didn't plan on becoming DJs until they were given an opportunity to purchase a complete package of equipment at a reasonable price. They invested \$2,500 of their own funds for speakers, an amplifier, a laptop, lights and 4,000 songs. Initially the cost was intimidating, but eventually the two agreed to split the cost of the equipment knowing that the Youth Center would benefit from dances.

The investment has paid off. They have already recouped the cost of the equipment and are enjoying the

benefits of running their own service business. "If I would have known how much fun it was going to be, I wouldn't have hesitated," Emmanuel said.

Becoming DJs has been a learning experience for the two entrepreneurs. Emmanuel was familiar with electrical equipment, but neither youth had any previous DJ experience and both had to learn more about music. They observed other DJs and took note of what the crowd did and didn't like. They had to get a feel for songs with good beats and make sure the tunes were age appropriate for their audience. At times, Emmanuel and Kendra have had to deny friends who requested songs the two DJs felt were inappropriate.

Kendra and Emmanuel have proven successful with their business investment. They both have other jobs working with family members, but they plan to keep up their DJ business throughout high school. Part of their success comes from their financial sense and their willingness to learn. Kendra suggests that other entrepreneurs thinking of starting a business should "Examine all costs before getting into it," she said. Both said they are thankful for the help their parents have provided. They also wish to extend thanks to Donnie Evans, the man who sold them the equipment and who has been on call to help with problems.