

Synergy Cents

From the desk of *Penny D. Pelican*



Hello, my friends! Today I want to talk to you about becoming an entrepreneur. That may seem like a big word, but really it just means someone who starts and organizes their own company. Do you have an idea to start a business? You can do plenty of things to start your own business right in your neighborhood! Maybe you could help your neighbor weed their flower beds, plant flowers, or rake their yard in exchange for a small payment. Setting up a car washing station in your own driveway is also a great idea.

Let's say you want to open your own lemonade stand and serve tasty drinks to your neighbors. First, you should know about income and expenses. In this case, your income is the money you make selling cups of lemonade. Expenses will be the money you spend to purchase the ingredients. You could make your lemonade the traditional way with lemons, sugar, and water or use lemonade mix and water. Expenses would also include supplies that you would need for your stand, which might be a table, chair, pitcher for lemonade, and cups to serve. If you already have some of these things, then you've already increased your ability to make a profit.

After you have all of your ingredients and supplies ready to go, you should let everyone know about your stand by advertising with colorful and creative signs around the neighborhood. Don't forget to mention how delicious ice cold lemonade would be on a hot afternoon! Finally, remember to smile and thank your customers for helping you start a business. After the day is over, think about ways to make your lemonade stand even better for next time.

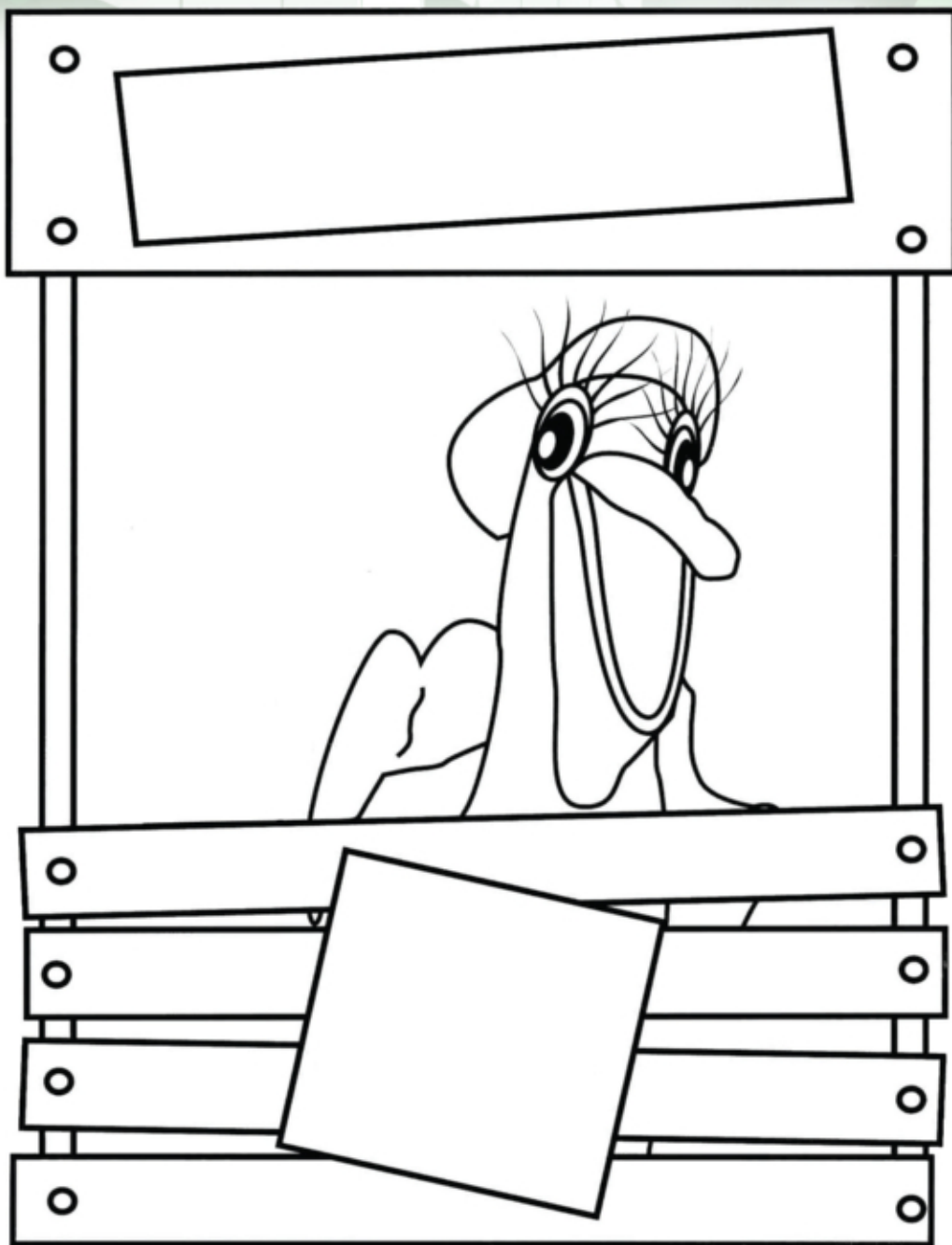


Come visit me anytime at banksynergy.com/penny

start your own business

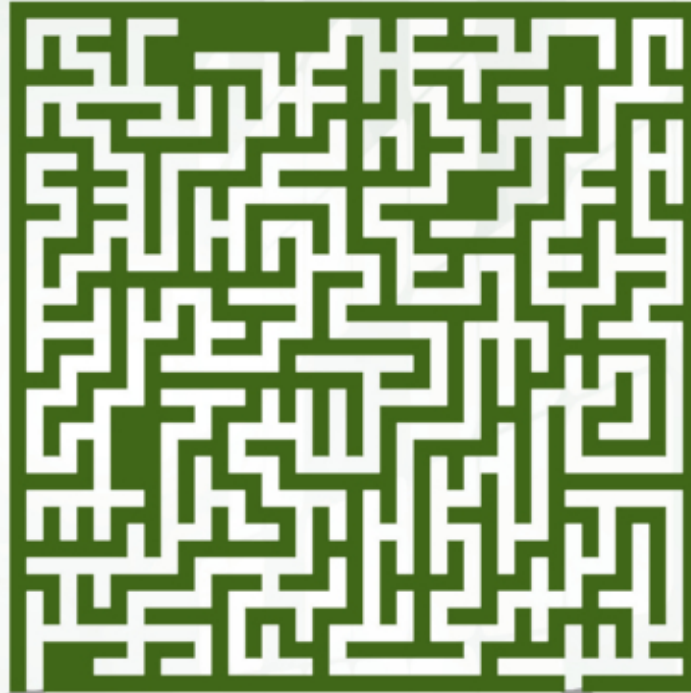
You can become an entrepreneur! Don't know where to start? Think about what you like to do for fun. Do you like being outdoors? Do you like animals? Try to think of ways to use activities you already like to do when trying to come up with your idea.

Penny wants to help you with your new company. Help Penny decorate the stand below for your business. Don't forget to include your company name, prices, and pictures of what you will sell. Try to be creative so you can attract plenty of customers!



help penny

Penny started her own dog-walking business called Penny's Paw Pals. Help her take the dogs for a walk through the maze to the neighborhood park. You can also help her by coloring the sign she has posted in the park to advertise her business.



Look for the solutions at www.banksynergy.com/penny

making a budget

A profit is the money you make once you have paid for all of the expenses for your business. Look how Penny sold 12 cups of lemonade for \$1 each and spent \$5 on expenses. She made a profit of \$7 that she can now spend, save, or do a little of both.



Income
\$12

MINUS



Expenses
\$5

EQUALS

Profit \$7
for every 12 cups of
lemonade sold

Help Penny decide what to do with her profits.
Today she sold 36 cups of lemonade.

SPEND \$ _____

SAVE \$ _____

12 cups = \$7 profit

$\$7 \times 3 = \$$ _____ **PROFIT**

CHARITY \$ _____

parents corner

While it is important for kids to learn that hard work reaps financial rewards, it is also a good idea to teach them that it is gratifying to volunteer their time to a worthy cause. Lead by example and show your children how it is satisfying to help the less fortunate or a local non-profit organization.

Young children can collect old toys and books for needy families or make holiday cards for the military. Older children may even be able to make posters for library events or volunteer at local festivals serving food or working in ticket booths. Try to find an organization that matches their interests and see if there is a need for volunteers. Just a few hours every month can make a difference in our community, and it could be an activity that the whole family enjoys together.



Houma • Gray • Thibodaux
985-851-2217
banksynergy.com

