



Secret Millionaires Club

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BE COOL TO YOUR SCHOOL

Let mistakes guide you to the right path.

A group of kids encounters a series of setbacks as it tries to raise money for a school field trip. Warren encourages the group to eliminate what didn't work and focus on what did until the best path ahead is determined. Before long, the group achieves its goal and ultimately forms the Secret Millionaires Club.

Ask kids: Describe a time when you tried to do something and it didn't work. What went wrong? What did you learn from the experience? Did you try it again? If so, what did you do differently?

Encourage kids to overcome obstacles to follow their dreams. Despite several unsuccessful business attempts, the SMC kids didn't let failure stand in their way. They were motivated, creative, and willing to take risks. Together with kids in the club, make a list of other qualities the group exhibited. Discuss how those traits are important for success in both business and everyday life.

Activities:

1. To help save their field trip, the SMC kids came up with business ideas based on their interests. Tell your kids to imagine starting a business. Brainstorm some ideas. Ask: What are your interests or hobbies? *Animals? Computers? Sports? Music? Writing stories? Being outdoors? Making crafts?* Challenge kids (individually or in groups of 2–4) to come up with a business that builds on their interests and talents. For example, someone who likes to be outdoors could start a gardening business. Someone who likes sports could coach younger kids. Have kids develop a business name to help sell the product or service and decide how to market and advertise it. Then, encourage kids to enter the "Grow Your Own Business Challenge"!
2. In his speech, Warren tells students, "See your future. Be your future." Have kids draw a path and include pictures of their dreams and goals for the future. Discuss how best to achieve those goals. Relate an experience from your life that helped set you on the right path.

Tip: Don't let fear of failure prevent kids from trying new things. Ask kids to share some new things they've tried in the last month or so, such as auditioning for a school play or building a volcano for a science experiment. Provide positive reinforcement by celebrating the courage it takes to try something new and discussing steps that can be taken to strengthen future ventures.





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LEMONS TO LEMONADE

It's all about location!

Elena wants to help her friend Brittany sell enough lemonade so she can raise money to go on a school trip. Brittany's lemonade tastes great and is priced right. Plus, she has no competition. The problem is no one is buying it. What key ingredient is missing? The Secret Millionaires Club helps Brittany figure out that she needs to move her lemonade stand from a quiet spot to a busy location—the soccer field!

Get kids to think about location, location, location!

Ask kids: When Brittany moved her lemonade stand to a better location, how did that help her raise money faster? Why is it important for retail stores or restaurants to be in the right location?

Encourage kids to think about their location to do well in life.

Just like retail businesses need good locations to get customers, kids need to think about their location, too. For example, do the kids in your club take dance or karate lessons? Do they need to listen to the coach at soccer practice? Encourage kids to pick the best spot to pay attention and learn from a teacher or coach.

Activities:

1. In pairs or small groups, have kids imagine that they're opening a lemonade stand in your neighborhood or town. Have each pair/group propose a good location that would get a lot of people buying lemonade. Compare and contrast the locations. Then, expand the activity to include a good place to open a pizza parlor, toy store, and car wash. For instance, why might a person open a toy store rather than a car wash next to a popular children's clothing shop?
2. Have pairs or small groups create illustrated maps of an imaginary town. They may include places such as a car wash, river or lake, gas station, toy store, children's clothing store, bank, dog park, restaurant, convenience store, movie theater, ball field, school, and so on. Tell them to carefully consider the ideal location of each business before putting it on their map. Ask them to present their completed maps and explain the business locations.

Tip: Ask the kids in your club where they usually sit when they go to see a movie. Do they avoid the front row because it's too close to the screen? Do they prefer to be on an aisle in case they need to get up during the movie? Does a particular spot provide a better view or better sound? Remind kids that many of the decisions we make each day are based on location.





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Help kids learn why companies advertise.

Ask kids: What are some ways that businesses advertise? How does advertising help companies build sales? Warren points out that we “advertise” ourselves through our actions. What are some ways you can advertise your positive qualities?

Build kids' awareness of media messages.

Have your club be detectives who search for and examine television commercials and ads on websites, on billboards, in magazines, on the radio, and in public places. Have kids report their findings at the next meeting. Did they spot ads at a sports stadium or on a bus? Did they see a shirt advertising a company? Discuss why companies place their ads in different places.

Activities:

1. Some businesses create jingles, or catchy phrases, to build customer awareness of their products. Encourage your club to think of some popular jingles associated with certain products. Then have small groups choose a product or service and write a short jingle about it like Warren did for the car wash:

*If you want to help a high school band
Get your car washed now
We do it by hand!*

Have groups sing or recite their jingles.

2. In pairs, have club members create and design an ad campaign for a new pair of sneakers. Ask: What will you name the sneakers? Will a special character or celebrity help sell them? Can you come up with a fun slogan or cool logo to sell your product? Have pairs develop print ads and “produce” a commercial to be presented to the club. Discuss the commercials and identify their strengths.

CAR WASH CAPER Advertising is important.

Elena’s school is holding a car wash to raise money for band uniforms, but the students haven’t gotten many customers. The Secret Millionaires Club helps the school get the word out about the car wash through advertising. They learn that a business advertises to build its brand and create customer awareness.

Tip: Encourage your club to think of ways to advertise events and activities at your school to help make them a success. For instance, what would be some good ways to advertise the Secret Millionaires Club “Grow Your Own Business Challenge”? Posters, fliers, and banners can be a good way to draw attention to an event or activity.





WALKIN' THE DOG

Having a plan is key.

The Secret Millionaires Club helps their friend create a plan to make his dog-walking business a success. Every business needs a plan. Managers must develop ways to make and spend money. Without a plan, a business could end up failing. Planning is important in business—and in everyday life. As Warren notes: "If you fail to plan, plan to fail."

Help kids develop strong planning skills.

Ask kids: What do you spend your money on? What are some things that you plan to save for? How does planning to do your homework, or putting out your clothes the night before school, help you to prepare better for the next day? How does planning ahead demonstrate responsibility?

Involve kids in preparations for club activities.

Have club members help you prepare a meeting to demonstrate the benefits of planning ahead. Involve them in every step. (*Which webisode(s) will we watch or discuss? What should we bring or do in advance?*) Or include club members in planning how to enter the "Grow Your Own Business Challenge." The point is to show that preparing ahead is key to success.

Activities:

1. Demonstrate how to use a budget to plan spending and saving. Use fake money to show what an adult might spend on household expenses, put into savings, donate to charities, etc. Have kids develop mock budgets based on assigned "incomes" (e.g., allowances) and expenses (e.g., music). Talk with them about what they spend, what they save, and how to prepare for unexpected expenses.
2. Together, plan a special club activity, such as a pizza party. Then, have the club help you figure out the details. For instance, will you need to raise money to buy the pizza? If so, how? Where will you get the pizza, and how many pizzas will you need? If members of the club have food allergies, how will you address them? Where will you get plates, napkins, utensils? Make a plan and follow it!

Tip: Get kids in the habit of developing a plan in which they pay themselves first. Tell them that the next time they get paid for walking the neighbor's dog or raking leaves, they should put some of the money aside as part of a savings plan. Having a plan will motivate them to save for things they want. Remind them to think over big purchases and impulse buys so they make wise decisions.





LAWN AND ORDER

Save your money.

It's never too early to establish good financial habits with kids. Just like businesses need to save money to grow, it's important for kids to learn to save at a young age so they can invest in their future. In the *Lawn and Order* webisode, Warren quotes Ben Franklin, who famously said, "A penny saved is a penny earned."

Encourage kids to start saving now.

Ask kids: What does Ben Franklin's saying mean? To help kids learn to manage their money, have them create two money jars to take home: one jar for saving and one for spending. Tell them that when they receive money as a gift, an allowance for chores, or from an odd job like walking a neighbor's dog, they should think about how they wish to split the money between savings and spending.

Learn the difference between wants and needs.

Sometimes it's difficult for children, especially younger ones, to understand wants versus needs. Talk to kids about the differences. For instance, they may want new video games or iPods, but need a new backpack or braces.

Activities:

1. Have kids make a list—or create a collage from catalog or magazine photos—of five to ten things they'd like to get and mark whether each thing is a want or a need.
2. Help kids prioritize the list. Explain that we can't get everything we want, but if we figure out which wants are most important, we can make better spending decisions. For instance, saving for a new bike that you'll ride for years may be a better decision than buying a new designer shirt that you may wear for a month or two.
3. Finally, help kids establish goals for the future—like saving for college—by providing examples of things you saved for and how those accomplishments felt. Remind them that it's important not to spend more than you make.

Tip: Tell kids to sort their home allowances in denominations, such as dollar bills or quarters, which are easy to split between "saving" and "spending" money jars. Challenge older kids: If you save \$20 a month, how much will you have at the end of a year? In five years? In ten years? Talk to kids about the difference between saving at home and saving at a bank, where they can make more money by earning interest.





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PC's AND UNDERSTANDING

Understand what you invest in.

Elena invests her allowance in a computer repair business that she doesn't know much about. And when the business fails so does her investment. If you invest in something that you don't understand, you have no way of knowing if it's a good business or not.

Ask kids: Why is it important to understand where you put your money? What are some ways to learn about something you don't understand?

Encourage kids to think things through before they act.

In business and in regular life, our everyday actions affect others. Role-play some scenarios with club members to prompt them to think before they act. Some situations: (1) A woman at the store drops her wallet, but she doesn't know it. (2) For your birthday, a friend gives you a video game that you already have. (3) You've been saving up for a new guitar, but then spot a baseball cap that you really want.

Activities:

1. Tell kids to pretend they have \$1,000 each to invest in a business. Have them think of things they enjoy and know something about such as sports, clothes, food, technology, or music. Ask: What types of companies would you want to invest your money in? Remind kids that when you buy stock in a company you become a part owner of that business. That's why it's key to understand the business.
2. After you complete the first activity, encourage kids to learn more about their companies of interest. You can find out about them by reading news stories, doing research, and obtaining their annual reports. Encourage kids to look at what is going on in the world. If everyone is buying a certain type of computer, chances are that company's stock will grow. With older children, choose a company's stock to follow and see how it does over the course of time.

Tip: Help kids recognize that we often need to be open to someone's point of view so we have a full understanding of a situation before we make a decision. Invite kids to look through magazines to make a collage of words and pictures that represents being open to another's point of view. Or they can write some of their own phrases:
Treat others with respect. Be accountable for your actions. Listen to others.





HOUSE OF CARDS

Learn from mistakes.

Fads tend to come and go quickly. Guessing wrong on trends can lead to trouble in business. Mr. Tidbits bought nose whistles for his toy store and then had to sell them at a loss. The same thing happened when he invested in trading cards. The Secret Millionaires Club learns from his mistake. Elena advises her friend not to spend all his money stocking up on trading cards for his business, but to invest in something that will always be in demand.

Teach kids to buy with a critical eye.

Ask kids: Think of a recent fad that you were interested in. Did you have to have a particular brand of clothing, a type of trading card, or the latest technological device? Is that item still important to you today? If you had to invest your own money in that product, would you? Why or why not? In the webisode, how would Mr. Tidbits have benefited by not spending all his money on a trend, but rather by investing in something that was dependable and reliable?

Let kids learn from real money mistakes.

Kids learn from concrete examples, so describe a money mistake that someone you know has made (without using names). Did a friend forget to make a credit card payment or spend too much on a vacation? Explain what was learned from the mistake and how it taught your friend to manage money better. For example: Does your friend now note on a calendar when a payment is due?

Activities:

1. Ask kids to bring two things (or a description of the things) to the next club meeting: one thing they love and still use or play with, and one thing they once wanted but don't use or play with any more. Use the examples kids bring or list as an opportunity to assess the stuff we buy, talk about wants versus needs, and discuss how we learn from our spending and purchasing decisions.
2. Have club members create a collage that explains how we can learn from mistakes. Kids may work individually, in pairs, or in groups. Have them look through magazines for words and phrases that illustrate the concept.

Tip: Everyone makes mistakes. What is important is that we learn from our mistakes—and the mistakes of others. Turning mistakes into learning opportunities is a smart thing to do, whether the mistakes are big or small.





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Teach kids why it's important to stay debt free.

Ask kids: Can you think of something that you had to borrow money from your parents to buy? What were the advantages and disadvantages of borrowing the money? How can borrowing too much money lead to trouble for people or businesses?

Discuss the pros and cons of borrowing money.

If a person or business loans you money, they give it to you on credit. That means that you have to pay the money back—often with interest (a percent of the money borrowed). Until you pay that money back, you have a debt. Have kids think of examples when borrowing money might be a good decision and when it's not. For instance, we often take out loans for big purchases such as cars, homes, and education, for which we develop plans to pay the debts off over time. But borrowing money for small items can quickly add up and lead to money trouble. Ask kids why it's often better to wait to buy something until you save money for it rather than borrow money to get it sooner.

Activities:

1. Share this money poem, and then have kids write their own:
*Will you borrow money today?
 You must pay it back all the way.
 Add on interest to money you owe.
 Getting a loan costs a lot, you know.*
2. Divide the club into two groups and have a debate over this question: is it worth going into debt to get a cool new device, such as an iPad? Why or why not? You may wish to have kids jot down their ideas before they take a turn to respond. Ask: how would they earn money to pay off the iPad debt? How long would it take to pay it off? Would they have any extra money to spend on other things during that time?

DEBT OF A SALESMAN

Debt can be a racket.

Elena's brother is opening a new high-tech electronics store and needs advice. He only has enough money to sell TVs and DVD players. He could carry computers and cell phones if he borrows money. But there's a hitch: When you borrow money, you have to pay it back plus interest. If sales are slow, her brother could go into debt. Thanks to the Secret Millionaires Club, he learns not to borrow too much money and grows his business into a big success.

Tip: Warren shares this advice with the Secret Millionaires Club: "The best way to pay off a debt is to never have one." Gather art supplies so your club can design posters with their own smart money tips that teach others to stay out of debt and be careful when borrowing money.





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Teach kids to weigh the trade-offs of their decisions.

Ask kids: Many decisions we make involve trade-offs. A trade-off is when you get less of one thing for more of another. Can you think of a time when you made a trade-off? For instance, did you need to spend more time on your homework rather than playing video games? What was the result of your trade-off?

Have kids reflect on the costs and benefits of their decisions.

Provide kids with an example of a spending and savings decisions you made that involved a trade-off. For instance, did you opt not to buy something in order to save for a vacation? Discuss the “cost” (downside) and the “benefit” (upside). Then have kids track how they spend their allowance for a week. Afterward, have them evaluate their purchases. What trade-offs could they have made? Do they feel good about what they spent and what they saved? How do trade-offs teach us to be smart, savvy consumers?

Activities:

1. Set up a “store” on a club table with various household items you’d find at a supermarket. An easy way to do this is to have each club member bring in two or three packaged items they can take home afterward. Attach prices to each item. Give kids a fixed amount of fake money and let them shop. Remind them that they need to stay within budget. Have them consider the trade-offs of their purchases, and then discuss what they learned.
2. Imagine your club just raised \$500 for your school. Just as businesses do, you need to decide how the money will be spent. Vote on what it will be used for, such as new books for the library, new gym equipment, a class field trip, or multiple things. Discuss the trade-offs of the club’s decision.

THE BIG TRADE-OFF

Make good decisions.

Businesses are faced with many choices. It’s important for managers to evaluate the right trade-offs to be successful. Elena’s friend has to decide on the features most important to her in a new cell phone. Her friend can’t have everything because she needs to stay within budget so she goes with a phone that has a great camera over easy texting. The Secret Millionaires Club learns how our decisions often involve an upside and a downside.

Tip: Making a trade-off can require patience. Tell kids that the next time they’re ready to spend money on something, they should first consider the purchase. Ask, “Would it better to save your money and wait until you can buy something you really want?” Deciding on the right trade-offs teaches kids how to make smart money choices.





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THE TROUBLE WITH CREDIT CARDS

Be responsible.

Jones starts using a credit card without thinking of the consequences. But thanks to Warren, he quickly learns how to stay out of credit card debt. The Secret Millionaires Club finds out that credit cards can seem like an easy way to buy things, but it's not a good idea to get in the habit of using them. Using too much credit and getting behind on payments can lead to financial trouble.

Ask kids: What is a credit card? Why do people use credit cards? How can credit cards be helpful? How can people get into credit card trouble? How can people use credit cards responsibly?

Discuss how credit cards work with the club.

Explain to kids that a credit card is a plastic card that lets you buy things without paying for them right away. It may sound great, but at the end of the month you receive a bill for what you bought with the credit card. You have to pay the bill with real money. If you don't pay the entire bill on time, the credit card company charges you a lot of interest. That means you could end up paying more than if you had used cash. Plus, if you don't pay the bill on time, you are charged a late fee. Discuss with your child why it's important not to borrow more money than you can repay.

Activities:

1. Ask kids if they have ever borrowed money from someone they know to buy something. Did they have to pay the money back? How long did they have to pay it back completely? Were they charged interest (or a percentage of what they borrowed)? Explain that borrowing from someone you know is not the same as using a credit card, because credit cards have to be paid back quickly (usually in about 30 days) or interest will be charged, and late fees may be added if your payments are late. Talk about how credit card costs can quickly add up and become challenging to pay off.
2. Talk to kids about the pros and cons of credit card use. Discuss examples of times that using a credit card might make sense (perhaps for emergencies, such as to pay for an unexpected and necessary car repair). Ask kids how credit cards and saving money are related.

Tip: Although most kids don't have credit cards, it's never too early to begin discussing responsible credit card use. Make sure that the club understands that credit cards are not free money. Explain that it's best to charge only what we can afford to pay back when the bill arrives each month.





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Following your passion is one key to success.

Ask kids: What are some things that you're really passionate or curious about? Is there something that you love that you think you could someday make a living doing?

Discuss with kids how they can achieve their goals.

If you have a job doing something you love, talk to kids about it. Doing well in school, developing skills, and building knowledge can help dreams become reality. Have club members list some goals and write down what it will take to achieve them. Have them include a timeline for accomplishing the goals and describe how it feels to imagine achieving them. Be sure to reinforce that it's okay if our dreams and goals change along the way.

Activities:

1. Invite each club member to make a goals collage to help plan for the future. Start by having kids paste photos of themselves in the middle of a large sheet of paper or poster board. Then have them cut out magazine pictures that represent their goals. Want to win an Oscar? Learn to ride a horse? Travel to another country? Add photos symbolizing those goals. Have kids include words, phrases, or quotes that reflect qualities they admire, along with mementos or small objects that relate to their dreams, such as playbills, baseball tickets, or travel brochures.
2. Do the kids in your club have role models or heroes? Have kids research their heroes on the Internet, or head to the library together to read about what people did to achieve their goals. Check out biographies about inspirational people who followed their passions at a young age and became successful.

GOTTA DANCE Pursue your dreams.

In this webisode, the Secret Millionaires Club helps their friend Akim turn his passion into a job. Akim makes money by giving dance lessons. Like Akim, many people have turned their talents into a successful business. That's why it's important to follow your dreams and find a way to make a living doing what you love.

Tip: Get kids talking about the things they enjoy most. Do they like to bake? Do they love animals?

Encourage budding cooks to test out recipes at home (with parent supervision) or sign up for a local cooking class. Encourage animal fans to walk or babysit neighborhood pets. Helping kids pursue their passions can lead them in the right direction in the future.





Teach kids that a great partner is key to success.

Ask kids: A partnership is when two or more people join forces to do something together. In a business partnership, those people typically own a company together. Partners often work as a team, each with their own strengths and talents. Can you name some examples of partners? Can you think of a time when you worked with a partner—perhaps on a school project or on a sports team? How did working with a partner make the job or activity easier?

Emphasize that our family members are our partners.

As Warren points out, it's important to build strong partnerships within our family. Talk about some ways you and your family members work together as partners.

Activities:

1. Put kids in pairs and have them create a Venn diagram to learn about ways they are similar and different from their partner. Draw two circles that overlap. On one side, have one partner write down some of his or her talents and interests. On the other side, have the other partner do the same. Have partners compare their lists. Write anything in common in the middle section. Use the diagrams to talk about how partners build on each other's strengths and talents.
2. Encourage kids to brainstorm jobs that can be done with a partner, such as a friend or a sibling. For instance, a child and a friend could do yard work in which one person rakes leaves into piles while the partner bags them. Or they could open a lemonade stand with one person making the drink and the other baking cookies. Have kids suggest their own ideas and explain what each partner would do.

IT TAKES TWO A great partner makes any job easier.

A business requires many people to work together to be successful. Building good relationships and having first-rate partners is critical. As the *It Takes Two* webisode demonstrates, the owners of Freshly Squeezy Fruity and Dippy Dinky Dog combine their talents to build a stronger business when they become partners.

Tip: Ask kids if they think it's possible for two people who are very different to be good partners. For example, could someone who loves math but isn't wild about reading make a good partner for someone who loves reading but isn't crazy about math? Why or why not? Explain that in partnerships, sometimes differences become strengths. Ask kids to come up with examples.





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Great customer service is key to success.

Ask kids: People want to do business with companies that treat them well and with respect. So what makes for good customer service? What stores or websites do you or your family like to shop at because of their quality customer service? Why might a business that has poor customer service fail?

Discuss why standing out from the competition matters.

If two businesses sell the same things, but one has better customer service, which would you buy from? What if prices were a little bit higher or the selection of products a little more limited, but the customer service was significantly better? Many people choose the business with the best customer service. Why does good customer service make such a difference and keep customers coming back for more?

Activities:

1. If kids in your club have part-time jobs (even unpaid), brainstorm ways for them to keep customers happy and satisfied. Someone who watches neighbors' pets, for example, could offer the first sitting for free. Club members don't have jobs? Pick a few and think of creative ways to attract new customers and maintain current ones.
2. Have kids create a brochure that provides supermarket employees with tips for outstanding customer service. Think about what makes customers happy: Are employees educated about the supermarket products? Are they friendly and considerate on the phone and in person? Do they listen to customers and help solve their problems? Include a catchy slogan to promote good customer service.

SPECIAL DELIVERY Outstanding service stands out.

When the Secret Millionaires Club orders a pizza, they find the delivery guy lacks good people skills. Elena's neighbor Eddie has opened a new pizza place in town, also with tasty food and good prices. She shares Warren's helpful advice with him: A business can beat the competition with superior customer service. By hiring professional delivery personnel, Eddie soon has the most popular pizza place in town.

Tip: Good manners are important in business—and in life. Encourage kids to get in the habit of using good manners such as “please” and “thank you” every day. Provide an example of a businessperson or colleague using good manners toward you, and tell kids how that makes you feel.





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Inspire a lifelong pursuit of learning in kids.

Ask kids: What is something that you want to learn more about? What are some ways you can expand your knowledge? Why is it important to learn new things no matter how old you are?

Encourage kids to build on their interests.

In the webisode, Warren shares this tip: “Learn to learn to be better at what you like to do.” Following his own advice, he learns to play new chords on the ukulele. Encourage kids to think about a favorite activity such as skateboarding, soccer, or writing. Together, discuss ways each child can build on their skills.

Activities:

1. Make it a club practice to have kids briefly share something new they learned since the last meeting. Lead the way by discussing a new fact, talking about a news story, or describing something you did for the first time at home or work. Invite kids to do the same. Make sure everyone gets a chance to share.
2. Kids learn by doing, so encourage them to regularly try something new. Whether it's eating a new food, visiting a museum, volunteering for a special cause, or making a friend, kids will learn to be open to new things. Afterwards, discuss what kids learned from their experiences.
3. One of the best ways to learn something new is to read. Take a trip to the library together so kids can check out books on topics that interest them. Have them keep a notebook in which they write down interesting new facts they learn.

LEARN, BABY, LEARN

Learn something new each day.

Radley thinks he knows everything about computers until a technology update stumps him. For a business to stay competitive and to last many years, managers need to constantly learn. They need to learn more about customers, competitors, and the constant changes in the market. That's why it's important to try to learn something new every day.

Tip: Next time someone in the club asks you a question and you don't know the answer, don't be afraid to admit it. To foster a lifelong love of learning in the child, pursue the answer together—either online, at the library, or by asking someone. Not only will you demonstrate a pursuit of knowledge, but you'll also enjoy discovering the answer together.





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Help kids develop good listening skills.

Ask kids: Why is it important to have good listening skills to do well in school? What are some ways you can demonstrate good listening skills? Why is it important to ask questions if you don't understand something?

Model good listening and communication skills.

Having strong listening skills helps kids build good language and communication skills. When you talk to kids in the club, face them and make eye contact—and get in the habit of having kids repeat back what they heard you say. Help them learn to pay attention to the different ways people communicate through facial expressions and body language.

Activities:

1. Play a fun listening game. You may wish to do this in your regular meeting room or outside. Have kids close their eyes for two minutes and then make a list of all the sounds they heard. Encourage them to be specific and descriptive, such as *computer humming* or *wind whistling*. Have the kids compare their lists for similarities and differences. Afterwards, have kids write a descriptive story, incorporating the sounds they heard into their pieces.
2. Role-play with kids to practice listening skills. Imagine that the kids operate a pet-sitting business. You're leaving your dog and cat in their care while you go on vacation. Talk for a few minutes about your requests, such as the number of times you want your dog walked each day or what your cat likes to play with. When you're finished, have kids raise their hands to relay some of the "customer's wants" back to you. Kids may also role-play and practice in pairs.

SORRY I CAN'T "HAIR" YOU!

Listen to your customers.

After Elena receives a bad haircut, the Secret Millionaires Club discovers how important it is for businesses to listen to their customers. They learn that a business needs to find out what its customers want and then provide it for them. If a business takes care of its customers, they'll take care of the business!

Tip: Being a good listener leads to success in school, in business, and in life. But having good listening skills takes practice. Remind kids to make eye contact with the speaker, give their full attention, listen without interrupting, and ask questions if they don't understand what the speaker is saying.





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Reinforce that supply and demand determines prices.

Ask kids: Supply is how much there is of something. Demand refers to how much of something people want. Example: there are 10 apples available (supply). Twelve people want an apple. (demand). Have you ever wanted something that was in high demand? How did it affect the price? Why should we often expect to pay more for something when demand is high?

Encourage kids to share their knowledge with others.

Warren points out that individuals are also subject to the laws of supply and demand—and people can give an unlimited supply of knowledge and love. Have kids brainstorm a list of other qualities that we can give a large supply of to family and friends so that our company and friendship will be in high demand.

Activities:

1. Hold a mock auction with the club to illustrate the concept of supply and demand. Present items such as classroom supplies and snacks for kids to bid on. Be sure to include some items that will likely have a high demand and other items that are less enticing. Distribute pretend money for kids to bid with. After the auction, discuss which items went for higher prices and why. Explain that supply and demand help determine the price of certain goods and services.
2. Look for real world examples of supply and demand to share with kids. For instance, does the price of snow shovels or roof rakes go up after a big snowstorm? Or has a new phone come onto the market that everyone wants? What likely happens to the phone's price? Meanwhile, what happens to the price of an earlier model?

THE HIGH COST OF HIGH DEMAND

Learn supply and demand.

Jones has his heart set on the latest version of a video-game system—Y Box III—when it comes out. But it costs a lot! The Secret Millionaires Club learns that businesses supply their products at a price based on demand. The greater the demand, the more someone should expect to pay for the product.

Tip: To help teach supply and demand, invite club kids to set up a lemonade stand with a variety of baked goods. (Have kids save the profits to pay for a special club event, such as a pizza party.) Afterwards, evaluate which foods were in highest demand and sold out the fastest. Discuss how this might affect prices—or foods the club chooses to sell—at a future bake sale.





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Ask kids: Have you ever paid more to own a cool brand of clothes, sneakers, or other product? Could you have gotten the same item that was just as good for less? Why did you want the brand name product? Was it worth paying more for the brand when another product could have done the same thing? Why or why not?

Help kids become smart, media-literate consumers.

Ads for popular brands are all around us—in print, on TV, online, or on billboards. Have kids name some brands. Discuss why we trust certain brands. Ask: What are ways advertisers get us to buy their products or services? Talk about some strategies advertisers use such as celebrity endorsements, claiming their brand is best, or trying to convince us that everyone else is buying the product.

Activities:

1. Look at a variety of magazine ads with kids. Then choose a few ads to evaluate. Ask: What is the product selling? What message is the ad trying to get across? What catches your eye—a certain color or font, an image, a symbol, or a slogan? How does the ad make you feel? How is the ad trying to persuade you to buy the product? Will the product really do what it claims?
2. Have club members design an ad campaign to persuade people to be smart buyers by thinking wisely before spending their money. Kids should develop a message, logo, and a tagline or a slogan.
3. Have kids compare a popular brand of toothpaste with a generic or bargain brand the next time they go to the supermarket. Ask them to compare the price and ingredients and then report back: Is it worth buying the well-known brand? Will the alternative product do the same job for less? Which do you prefer? Why?

WHY PAY MORE? Learn the difference between price and value.

The Secret Millionaires Club compares the well-known brand Happy Cola with the generic brand Value Cola. The kids learn that a business builds a brand by associating its product with a good experience. Advertisers try to reinforce that positive experience so people will go out of their way to buy a product.

Tip: Teach kids how to be bargain hunters. Together, make a list of items you'd like to get at the supermarket. Then, check flyers, newspapers, and websites to search for items on your list that may be on sale. Compare prices to see which store offers the best deal for a certain product. Have kids explain which supermarket they'd choose to go to for their shopping trip, and why.





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Discipline and practice can lead to success.

Ask kids: Think of a time when you went the extra mile to help someone or learn something new. How did that feel, and how did things turn out? Why is it important that businesses do things well and not cut corners?

Encourage kids to do small things right.

Warren advises kids that doing little things right each day can help make big things happen. For instance, studying every day will help you do better in school. Exercising every day helps keep your body healthy. Have kids make a list of other small things they can do each day that will make a big difference in the long run.

Activities:

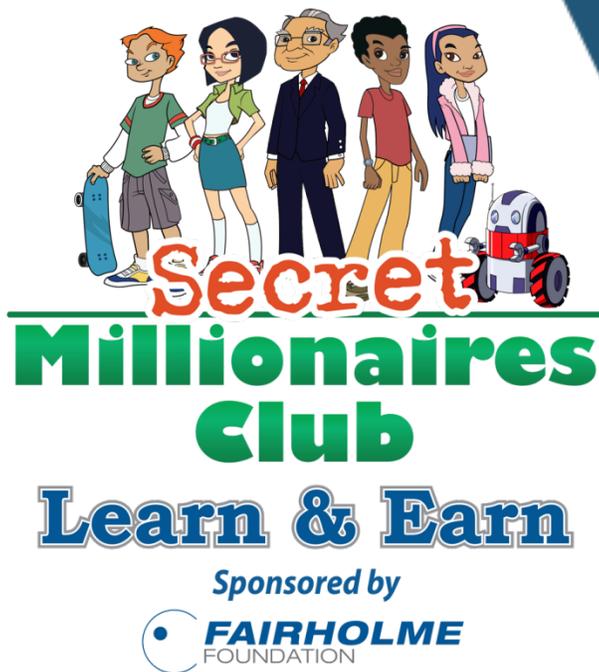
1. Ask kids to think about a time when cut corners like Elena or tried to do something too fast. Did they rush through homework or chores? Miss practice before a school concert? Skip an important step in a science experiment? Have them write down their mistakes and then explain what the experience taught them. What advice would they give to someone else who was going to make a similar mistake?
2. Demonstrate firsthand the importance of following a plan. Divide the club into two groups. Present one group with a simple recipe for a ham and cheese sandwich. Present the other group with the same recipe minus one key step (e.g., *start with two slices of bread, add sliced ham*). Distribute ingredients and have the groups follow the recipes carefully. Then, have kids compare the sandwiches. Ask: Why aren't they the same? Did the recipe writer cut corners? What effect did that have?

TOUGH COOKIES Never cut corners.

Elena's school is holding a bake sale to raise money for a spring concert. She has a lot of cookies left over from the bake sale. That's because the cookies tasted awful! Elena, who left out a few ingredients from her recipe, quickly learns that she shouldn't have cut corners. She tries a new recipe from Warren that sells like hot cakes.

Tip: Whether kids are learning a new math concept or a new sport, explain that discipline and practice are necessary to do well. Cutting corners may seem like it saves time or energy, but can lead to failure, as Elena learned. Point out examples where kids have shown discipline and it paid off.





Help kids learn from failure.

Ask kids: Can you imagine never having read a book like *The Cat in the Hat* or *Green Eggs and Ham*? Well, that could have happened if Dr. Seuss let his failures keep him down. Twenty-seven publishers rejected his first book *And to Think That I Saw It on Mulberry Street!* Use his scenario as a conversation starter: How do you think Dr. Seuss felt after he failed? What qualities did Dr. Seuss show when he didn't give up?

Try an experiment that teaches success and failure.

Have kids recall a moment when they tried something several times—like learning to tie their shoes or ride a bike—before succeeding.

Often, we master a new skill when we stick to something. The scientific method is used to make a hypothesis (educated guess) about something and then to experiment to see if it succeeds—or fails. Put the scientific method to practice with an egg-drop experiment. Explain the experiment in advance and have kids bring in household items they think will help protect the egg.

Activity:

1. Using 10 straws, 10 Popsicle sticks, and 3 feet of masking tape, design a container together that will prevent a raw egg from breaking when you drop it from 10 feet.
2. Was the experiment successful? If not, try again—only this time, add another household item. Stick to it until you figure out how to protect the egg.
3. Ask: Why is it important for business owners to take risks and try new things even if they aren't successful at first?

ALL FALL UP

Today's failure can lead to tomorrow's successes.

Everyone makes mistakes in life: “failure is one of the cornerstones of success.” As the *All Fall Up* webisode points out, some of our greatest leaders and inventors—such as Abraham Lincoln and Thomas Edison—experienced many failures before succeeding.

Tip: Help kids learn to accept failure by relating it to an experience from your life when you tried something and didn't succeed. Maybe you ran for class office and lost or didn't make the soccer team? How did you feel at the time? What did you learn from that experience?





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Help kids learn how mentors make a difference.

Ask kids: Who is someone in your life you might consider a mentor? How does that person help or support you? How can a mentor help you make good decisions? What are some other ways mentors help young people?

Discuss how a mentor has influenced or guided you.

Mentors offer advice and share their life experiences on everything from doing well in school to making new friends. Ask your child: What are some qualities a good mentor has? Answers may include someone who is trustworthy or a good listener. Then discuss how a mentor impacted you personally or professionally. Did a teacher in school encourage you to pursue an interest? Did a mentor at work help you do better at your job? You can also talk to your child about some organizations that connect mentors with young people, such as Girl Scouts, Boy Scouts, or Big Brothers Big Sisters.

Activities:

1. Kids can learn firsthand what it's like to be a mentor. Brainstorm ways each club member can help mentor a younger family member or friend. Kids might offer someone younger advice about school, be a reading partner, teach a new sport or skill, or offer guidance on pursuing a hobby such as coin collecting. Tell kids to report back to the club on their mentoring experience. Ask: How did it make you feel to help someone younger?
2. Have kids play a game of mentoring "I Spy" for a week. Tell kids to keep an eye out for examples of a mentor lending a hand or being a role model to a younger person. Have kids look for examples at school, home, or even in movies or on TV. Afterward, ask kids to talk about qualities the mentor exhibited and how the mentor helped.

ARE YOU EXPERIENCED? Get a mentor.

Most managers who are successful in business learn from a mentor. A mentor is someone who provides knowledge, support, or guidance to a younger or less experienced person. Jones finds a mentor in Radley's cousin who teaches him cool new bike tricks. The Secret Millionaires Club learns that choosing the right mentors is important for success in life.

Tip: A child's mentor is usually someone the child knows and admires. Mentors can be family members, teachers, coaches, or religious or community leaders. Have each club member write a letter to an adult who has helped him or her. Be sure each letter includes specific examples of what the mentor did to help or make a difference in the child's life.





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Being open-minded can lead to success in life.

Ask kids: Why was Radley not receptive to the ideas of Elena and Jones at first? Why is it sometimes difficult to be open-minded? Can you describe a time when you kept an open mind? What did you learn from that experience? How does being open-minded and staying positive help us grow and succeed?

Demonstrate how being open-minded helped you.

Help kids learn why it's important to practice keeping an open mind. Provide an example from your own life in which being open-minded led you to enjoy something new, learn something, gain a unique perspective, or better understand someone else's opinion.

Activities:

1. Have kids come up with a creative way to wrap presents, like Elena and Jones did. Let individuals or pairs pitch their present-wrapping ideas to the club, and ask group members to offer positive comments about the pitches.
2. Use taste, sound, and sight to promote being an open-minded thinker. First, have club kids try a new food or beverage (check allergies in advance). Then, play some music that's new to club members, such as classical or jazz. Finally, have kids look at and respond to interesting or abstract art, such as that of Jackson Pollock or Romare Bearden. Afterward, discuss each experience and whether kids developed different perspectives.
3. Being open-minded can help us think creatively. With kids, make a list of other ways to stimulate creativity, such as keeping a journal, doing puzzles and brainteasers, or taking a nature walk. Then tell kids to put some of the activities into practice!

DON'T JUST SAY NO! Be open-minded.

The Secret Millionaires Club is figuring out the best gift wrap for its holiday business. At first, Radley doesn't want to listen to Elena's and Jones' unusual gift-wrap ideas. But, as Warren explains, managers in successful businesses need to respect others' opinions. The Secret Millionaires Club learns that business owners should be open to alternatives and consider them seriously to succeed.

Tip: Keeping an open mind helps build an appreciation for new things. Encourage kids to try new activities. For instance, kids might want to play chess, take up a new instrument, practice juggling, or learn how to do a handstand. Point out when club members are being open to new experiences or ideas and discuss how it feels.





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Encourage kids to make a good first impression.

Ask kids: When Jones talked to his friends, he learned he made an inappropriate clothing choice for a job interview. What would you have recommended to him? What are some other ways to make a good first impression?

Discuss how presenting yourself well can lead to success.

Have a conversation with kids about the importance of first impressions. Share a story about a first impression you've had that turned out to be incorrect. See if kids have had a similar experience. Discuss why it's difficult to change a first impression.

Activities:

1. Having the right body language is also critical to present yourself well. Give kids tips on "how to wow": sit up straight rather than slouch, smile, make eye contact, don't chew gum, and avoid fidgeting and hair twirling. Role-play scenarios that illustrate poor body language (such as slouching) and correct body language (sitting up straight). Have kids share impressions of both.
2. Imagine kids in the club are going on interviews to be camp counselors. Hold mock interviews. Afterward, have kids explain their clothing choices, and discuss their choices. Practice other behaviors that make a good impression, such as punctuality, a solid handshake, and proper communication skills (steer clear of *like*, *whatever*, *you know*, and so on).
3. Warren explains how to package yourself to succeed. For example, show respect to be respected. Admire honesty as part of being honest. And be lovable to be loved. Have kids give examples of ways they have exhibited those qualities.

DESIGN FOR SUCCESS

Present yourself well.

When Jones arrives at the Secret Millionaires' Club meeting right after a job interview, the group is surprised to see him wearing jeans. They discover that he's been dressing that way for multiple interviews. Jones and the club members quickly learn that people—just like businesses—need to package themselves properly to be successful.

Tip: Kids in the club may not be putting on suits for job interviews, but it's not too soon to reinforce the importance of good hygiene skills when it comes to appearance. Whether kids are heading to a friend's birthday party or doing volunteer work, being well-groomed helps make a good impression. So encourage kids to wash up, brush their teeth, comb their hair, and make sure their nails are clean.





TOO GOOD TO BE TRUE

If something seems too good to be true, it probably is.

In this webisode, each member of the Secret Millionaires Club encounters a situation that seems too good to be true. Jones, for example, spends his entire allowance on a tricky carnival game in an attempt to win an expensive video game. Warren advises the kids to be rational and have good reasoning. If something seems too good to be true, it probably is.

Encourage kids to think things through rationally.

Ask kids: Perhaps you or someone you know has encountered an experience like one of the kids in the Secret Millionaires Club that seemed too good to be true. Why should we be wary of something that promises we will get rich quick or will win something?

Help kids sharpen their money management skills.

Talk to kids about the “if something sounds too good to be true, then it likely is” concept as part of developing good financial habits. Encourage kids to make a list of ideas on how to be money smart—from saving their allowance to looking for ways to cut costs. For instance, could kids find ways to have fun at home instead of going to the movies? Or make a special handmade card for a relative’s birthday rather than buying one at the store?

Activities:

1. Find, share, and discuss examples of offers or situations that seem too good to be true. Look at classified ads and see if there’s a job that offers a chance to work from home for just a few hours and make tons of money. Sort through coupons and see if you can find one that has you buy multiple items you may not need in order to save money. Discuss how getting something with little or no effort may often come with strings attached.
2. Have kids put their skeptical smarts to work. Examine two or three ads and look for sneaky ways a company may be trying to get you to open your wallet. Will the product really do what it claims? Is it worth its value or can an alternative product be bought for less?

Tip: Get kids in the habit of thinking critically when it comes to their money. Prompt them with questions, such as: Are you still going to want an expensive sweater a month after you buy it, or would it be better to save toward a bigger goal? Are you getting a good value for your money? Remind them that once they spend their money, it’s gone, so they should be happy with their purchases.





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Teach kids to develop good decision-making skills.

Ask kids: Help kids understand the importance of making good decisions by discussing scenarios and their possible outcomes. Ask: What are some of your future goals and dreams? What would happen to those goals if you didn't stay in school? Also discuss the domino effects of what would happen if kids decided not to do their homework, not to be kind to everyone, and so on.

Give kids opportunities to make their own decisions.

To help kids build decision-making skills that will benefit them as they get older, provide them with opportunities to make decisions now. For example, let kids decide which webisode they want to watch. Or let kids choose club officers: president, secretary, treasurer, and so on. Spend time talking about the decisions.

Activities:

1. Pose these situations and ask kids how they would respond. You may wish to have them write down their answers anonymously and give them to you so you can read them aloud. (A) Your friend forgot to do his math homework and wants to copy yours. You want to help him, but don't want to get in trouble. What should you do? (B) A classmate has been teasing your friend online. You want to tell a trusted adult, but are afraid the bully will pick on you next. What should you do?
2. Have kids keep a list of money-saving decisions for a month. Ask for volunteers to read and explain their lists. Discuss the decisions, their possible outcomes, and how the decision-maker feels about his or her choices.

THE DOMINO EFFECT

Think about the future when making decisions.

When managers of a business make decisions, they have to think about the consequences. Every big decision that is made can have a domino effect on the future. For example, if a business decided to charge too much for a product, then it's possible that this may lead to lower sales—and lower sales may lead to making less money.

Tip: Model good decision-making skills during your meetings. Talk about your decisions as you make them, along with possible resulting domino effects. For example, "I would like to watch a second webisode today, but then we wouldn't have time to discuss the first one. You wouldn't have the opportunity to ask questions and express your ideas, so we might move on without really learning some important lessons."





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Motivate kids to be flexible thinkers.

Ask kids: How did creative thinking (looking at something in a new way) help club members save Mr. Singh's sports business? Why is it important to come up with new ways to do things?

Look for new solutions to problems.

Just because something doesn't work out the first time doesn't mean you should give up. Encourage kids to be creative problem solvers by finding different ways to do something or coming up with new ideas. Talk about how creative thinking involves taking risks, experimenting, and even failing. But remind kids that we all make mistakes—and we can learn from them.

Activities:

1. Turn "trash" into treasure. Ask kids to bring in some old and unused things from their homes (with permission from their parents). You may also wish to bring in a few items. Then, challenge kids to come up with new uses for the old things. You'll be teaching kids to think critically, save money, and help the environment. For instance, bottle caps can double as checker pieces, and an empty cereal box can be turned into a magazine holder.
2. Like business managers, inventors constantly think of new ways to do things. Invite kids to invent a new product, like a robot that cleans bedrooms or a car that flies. Have kids draw a picture of their invention. Create an Invention Museum in your club meeting space so your young inventors can display their creations and explain how they work. Then, encourage kids to develop a business around their creations and enter the "Grow Your Own Business Challenge"!

GOING MENTAL FOR RENTAL

Think of new ways of doing things.

The best businesses are always thinking of alternative ways to do things. For example, in this webisode, Singh's Sports is saved from closing its doors thanks to a new business plan. In addition to selling sports equipment, the shop will now rent some out as well.

Tip: Encourage kids to become creative thinkers with the ability to generate new ideas for things or to view objects or situations in alternative ways. For instance, before you watch the next webisode, ask kids what sorts of questions you might ask—or activities you might complete—*before* watching to enhance the experience. Consider creating your own webisode-watching tradition.





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Don't make judgments before all the facts are known.

Ask kids: How did Elena's impression of Ginny change after she got to know her? And why did the Secret Millionaires Club alter its opinion of the Myron Mattress Factory after doing research? Why is it important to get to know people before you judge them?

Provide an example of making a judgment too soon.

Share a story from your own life of an instance when you made a mistake and judged someone or something before having all the information. Use the example to help kids develop an attitude of tolerance toward others. Discuss why prejudging others can be harmful, how people can be misjudged by their appearance, and why it's important to get to know someone first.

Activities:

1. Have each kid cut a piece of paper into the shape of a person, and cut out a paper-person for yourself. Inside the cutout, write down characteristics that best describe you (take about 3-5 minutes). Details can include everything from physical descriptions to number of siblings to hobbies and interests. Then compare lists. What do people have in common? What is different? Talk about how each of us is unique in our own way and why we should get to know people instead of jumping to conclusions about them.
2. Elena learned how much she liked Ginny by having lunch with her. Encourage kids in the club to get to know someone new or something that is unfamiliar. For instance, kids can reach out to a new friend at school or in their neighborhood. Or plan a field trip for the club to a place the kids have never been. Visit a museum, attend a music or cultural festival, or try a new restaurant.

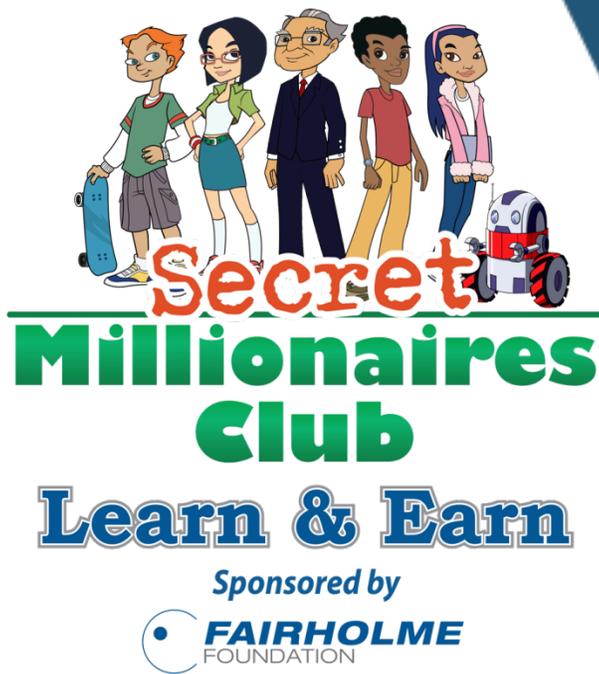
THE REAL SKINNY

Don't prejudice.

The Secret Millionaires Club recognizes that things aren't always as they seem. Elena befriends a shy girl at school and discovers that she is really cool. After doing some research, the Secret Millionaires Club finds out that the Myron Mattress Factory isn't a smart move for the school's investment club. They learn that it's a good idea to get to know people and businesses before judging them.

Tip: Kids are always learning from you. You can teach them not to prejudice others. Serve as a role model when it comes to accepting others who are different. Look for opportunities to teach kids to value diversity, avoid stereotypes, and demonstrate respect toward others.





CANCEL MY REPUTATION

Create a good reputation.

Leaders of great businesses spend a lot of time developing good reputations for their companies. In this webisode, Elena is disappointed when she thinks that Mama Mabel's pies might not be homemade. And Radley discovers he may be hurting his brother's reputation by doing his science project for him. The Secret Millionaires Club learns the importance of building—and maintaining—a good reputation.

Building a good reputation leads to success in life.

Ask kids: A reputation is the overall character or belief about someone or something as judged by others. Can you name some companies that you think have good reputations? Why do you have those opinions of them? Like businesses, people have reputations. How do you think others would describe your reputation? Are you kind? Hard-working? Funny? What are some ways that you can develop a good reputation?

Find examples of how reputations are built and harmed.

Talk to kids about a person or company you hold in high regard. Discuss the characteristics that contribute to that good reputation. Use age-appropriate news stories to point out real-world examples of a person or company doing something beneficial for their reputation. Alternately, point out when the opposite occurs—and discuss the consequences of a harmed reputation.

Activities:

1. Imagine club members have just opened an ice-cream shop and want to build a positive reputation for the business. Ask kids to write a short speech (individually or in pairs) to give to employees about how the store will be run, what it will be known for, what is expected of the staff, and how they should treat customers. Share and discuss the speeches.
2. "You want to make sure that you act as if everything you say and do will be posted on the Internet for everyone to see," Warren says. Young kids may not be on social networking sites yet, but it's never too early to talk to them about being smart and safe online. Together, make a list of rules for how kids should handle themselves on the Internet. Remind kids that what we post online doesn't go away and reflects our reputation and character.

Tip: Do kids in the club love the way a certain computer or phone works? Or are kids upset that a business has done something to harm the environment? Tell kids to let the company know! Encourage kids to 1) write a letter to their chosen company, 2) be specific about their compliment or concern, and 3) offer a suggestion to address a problem or issue.

