



Secret Millionaires Club

Learn & Earn

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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.

