

## **A Girl Entrepreneur's Guide to *Katie and The Cupcake Cure***

Katie and the girls from the Cupcake Club learned a lot about starting and running a business. The things they learned can help you start or run your own business selling cupcakes, lemonade, crafts...anything!

### **Find a Mentor to Teach You the Basics and More:**

Mentors can help you learn how to make a better product or run a bigger business. Katie knew how to bake cupcakes and taught the other members of the Cupcake Club. But Katie herself learned from a mentor—her Mom. Try to find someone who runs a business (maybe a local shopkeeper or a relative) or makes the same kind of product as you and ask them for tips or to answer your questions. You can also search online for how-to videos about your product or business.

### **Research and Test Your Product to Make Sure It's the Best It Can Be:**

The girls tested different cupcake recipes before the PTA fundraiser to see which flavor they liked the most. That's called product testing – and is part of the fun of making cupcakes! Make sure to test your products. And ask your friends and family to try it, too. The girls thought about who could be their customers and remembered that parents were going to be at the fundraiser—that's why they made vanilla cupcakes. Think about who is going to buy your product. How can you make sure that they are going to be interested in your product? And always make sure your product is the best it can be. The PGC was able to get a lot of people interested in their makeovers but, because the makeovers weren't very good, people stopped buying them.

### **Choose the Best Location:**

One of the most important things in business is location, location, location (no, I'm not stuttering—it's so important I said it three times!). The Cupcake Club's booth was near the front entrance of the fundraiser where there were a lot of people. Think about where you can set up your business so that a lot of people see it. Do you live on a busy street? If so, your driveway or apartment stoop could work well. Live in a quieter place? Maybe go to a friend's house or a local park. But ask your parents to check with the town first, some places have rules about where you can and can't sell things.