

A Girl Entrepreneur's Guide to *You're Invited*

Sadie, Vi, Lauren, and Becca learned a lot about starting and running a business. The things they learned can help you start or run your own business planning parties or selling cupcakes, lemonade, crafts...anything!

Never Give Up:

Did you notice that something went wrong at every one of RSVP's parties? The girls had to deal with sabotaged figurines on a birthday cake, wet party dresses, collapsing tables, Lauren's Bubby's tweet that brought more people to the party than planned, and a party that was getting dull. The most important thing to remember from the entire book is that the girls never, ever gave up. No matter what problem they faced, they found a solution and did not give up. You will have all sorts of problems when you run your business—I guarantee it! Finding solutions to problems and moving past them is what will make you and your business a great success. How will you handle the next thing that goes wrong?

Create a Business Plan:

Before you start your business, think about what you are trying to accomplish. Look at the business plan the girls created for RSVP in Chapter 6 and use it as a model. What's your goal? How will your business benefit customers? What needs to be done and by who? How will you pay for your supplies and what will it cost? How will you advertise and let people know about your business?

Use Marketing and Advertising to Get Customers:

Marketing is describing your product and the great things about it. Advertising, a form of marketing, is spreading the word about those great things to a lot of people at once. If you make a flyer listing all the great things about your brownies and hand it out to a few people, that's marketing. But if you pay a newspaper or website to show that brownie flyer to their audience, that's advertising. RSVP did a lot of things to describe and tell people about their business: they made flyers and passed them out at a parade, handed out food samples, put an ad in the local paper, told people about RSVP at the Visitor's Center, and called people they knew who had an upcoming birthday.

One of the most powerful forms of marketing is called word-of-mouth. At the end of the book, a woman called Sadie to hire RSVP for her wedding because she had heard great things about RSVP at her yoga class, at her country club, and from Sadie's mom(!). That's word of mouth. Think of it this way: which makes you more interested in buying a product—your friend telling you how awesome it is or seeing an ad on a website that says how awesome it is? You can use word-of-mouth to grow your business by asking people to tell their friends about your products, treating customers well, and making your product the best it can be.

How can you market and advertise your business by telling people all the great things about what you are selling? How can you make your customers so happy that they will tell their friends about your business and word of mouth will make your business explode (in a good way!)?