



Illinois 4-H | Spark Ideas. Ignite Possibilities.

Would you love to turn your passion into something you can do for the rest of your life? Did you know you can create your roadmap to success even before you graduate high school? You can, and we'll give you some ideas how. If you have heard the phrase, "Do what you love and love what you do" and thought, "I would love to," then this is the SPARK for you!



Exploring 4-H Entrepreneurship

Spark Activity: Do What You Love, Love What You Do

Explore & Discover – Understand your passions – what you love to do. Assess their business potential, and create a roadmap for success and fulfillment that starts your journey of a lifetime.

Brainstorm!

Make a list of your interests – everything you love to do. Reach for the stars and include EVERYTHING! From drawing to robots to being in nature and photography. The sky is the limit. Determine if you can produce a service (something you DO) or a product (something you make) from the interest. Complete an online search to see if there are other businesses that are offering the service or product. What do you like and not like about this business? How can you do it better or different?

Create your niche! What can you do to create your niche (something to make your service or product stand out from the others)?

Look into the future... Can you see yourself doing this long-term –1 year, 5 years, 10 years, 20 years or more? If so, it's time for the next step – research and planning. What knowledge and skills do you need to become a successful entrepreneur?

Plan it Out!

What are your goals and why are you starting your own business? What is your plan? What do you need to do to get there? What knowledge, skills, time, money, etc do you need and how do you plan on getting them?



4-H Project Levels and Goals

Beginner

- Compare advantages and disadvantages of being an entrepreneur
- Research a variety of entrepreneurs; note their successes and their failures
- Assess your skills; align those with entrepreneurial possibilities
- Identify your passions and the products or services that could become business opportunities

Intermediate

- Understand business concepts
- Learn to write a business plan and present it to friends or family
- Compare the advantages and disadvantages of various marketing methods
- Research your competition; create your niche
- Learn to give a sales pitch
- Interview small business owners to learn their tips for success

Advanced

- Develop and present a business plan to potential funder(s)
- Host a focus group to receive feedback about your business
- Develop a budget for your business which includes growth in product/service and marketing
- Create a digital or print portfolio of your business - including initial business plan, financial reports, marketing, customer feedback, etc.

Put Your Project Into Action

Show Your Skills

- Presentation about your dream job
- Video - turning a 4-H project into a small business
- Timeline of an entrepreneur's accomplishments
- Business plan and/or marketing strategy for a business idea

Service and Leadership

- Volunteer with local organizations to provide your service for free
- Give a portion of the proceeds from your business to a cause or organization that you support
- Assist a non-profit organization with different aspects of their business - i.e. marketing
- Coordinate with a business owner or entrepreneur to lead a 4-H workshop
- Become a Teen Teacher; help others create a seasonal small business
- Create an e-book about your experience as an entrepreneur for interested youth

Entrepreneurship

- Determine and develop a small business
- Develop a business plan to start your business
- Create and develop a social media presence to begin marketing your goods or services to others

Technology Connection

- Social media - for networking and marketing
- Online access to training and resources
- Apps and software for business management
- Software for developing marketing tools

Connecting with a Mentor

- Check with your family, friends, or local 4-H staff to see if they know anyone in the industry
- Reach out to professors at local colleges to see if they have a class you can visit
- Network with small business owners or entrepreneurs in your areas

Events

- Community Small Business Expos
- Trade shows
- Classes hosted by community colleges
- Local "entrepreneur" competitions



Careers Related to Entrepreneurship

- Small Business Owner
- Business Coach
- Software Developer
- E-commerce Entrepreneur
- Social Media Influencer
- Consultant

Start a Conversation

If you could start any business, what would it be?
What have you learned about entrepreneurship from others' successes? Failures?
Who could help you develop your ideas into a business?

Want to learn more?

go.illinois.edu/4Hentrepreneurship

Explore more at Illinois 4-H!

4-H.extension.illinois.edu



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