



BE COOL TO YOUR SCHOOL

Let mistakes guide you to the right path.

A group of kids encounters a series of setbacks as they try to raise money for a school field trip. Warren encourages them to eliminate what didn't work and focus on what did until the best path ahead is determined. Before long, the group achieves their 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 kids didn't let failure stand in their way. They were motivated, creative, and willing to take risks. Together with your child, 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 kids came up with several business ideas based on their interests. Tell your child 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 your child to come up a business that builds on those interests and talents. For example, someone who likes to be outdoors could start a gardening business. Someone who likes sports could coach younger kids. Or someone who makes jewelry could sell it. Develop a name for the business to help sell the product or service and decide how to market and advertise it.
2. In his speech, Warren tells students, "See your future. Be your future." Draw a path on a sheet of paper. Invite your child to draw pictures on the path of dreams and goals for the future. Discuss how best to achieve those goals. Relate an experience from your own life where you learned from a mistake that help set you on the right course.

Tip: Don't let fear of failure prevent your child from trying new things. Provide positive reinforcement when your child tries something new, such as auditioning for a school play or building a volcano for a science experiment. Celebrate the success and discuss what was done to reach the goal.





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, does your child take dance or karate lessons? Does your child need to listen to the coach at soccer practice? Encourage your child to pick the best spot to pay attention and learn from a teacher or coach.

Activities:

1. Imagine that you're opening a lemonade stand in your neighborhood or town. Have your child think of a good location that would get a lot of people buying lemonade and explain why. Expand the activity to include a good place to open a pizza place, toy store, and car wash. Compare and contrast the locations. For instance, why might you open a toy store rather than the car wash next to a popular children's clothing shop?
2. As you travel about your community, talk to your child about the location of certain stores. Is there a restaurant or retail store in the area that does well not just because of its quality and prices, but also because of its location? Do you choose to shop at a particular supermarket or a gas station because of its location? Or do you avoid a certain store because of its location? Use these everyday examples to help your child understand the importance of location.

Tip: Next time you go to a movie with your child, discuss the location you choose to sit in the theater. Do you avoid the front row because it's too close to the screen? Do you prefer to be on an aisle in case you need to get up during the movie? Remind kids that many of the decisions we make each day are based on location.





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.

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.

Let kids be detectives who search for ads around them. Along with television commercials, have them look for ads on web sites, on billboards, in magazines, on the radio, and in public places. Do they spot ads at a sports stadium or on a city bus? Is someone wearing a shirt that advertises a company's name or logo? 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 child to think of some popular jingles she associates with certain products. Then have her 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!*

Let your child perform the jingle for your family.

2. Have your child create an ad campaign for a new pair of sneakers, and sketch out the design on paper. 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 your child develop print ads and "produce" a commercial that you videotape. Watch the commercial, and discuss how ads build brands.

Tip: Is your child's class holding a bake sale or a movie night to raise money for a field trip? Is your child's baseball team recycling cans and bottles to raise funds for a certain charity? Encourage your child to think of ways to advertise about the event to help make it a success. For instance, creating posters or fliers can let people know about the cause.





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 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 family events.

Have your child help you with family preparations to understand the benefits of planning ahead. It can be something as simple as planning a picnic. (*Where will we go? What will we pack? What do we need to bring?*) Or include your child in the details of a bigger decision, such as planning a family vacation. The point is to show that preparing ahead is key to success.

Activities:

1. Talk to your child about how you plan your money with a budget. Use fake money to show what you spend on bills and household expenses, what you put into savings, what goes to charities, and so on. Have your child develop his own budget plan based on income like allowance and gifts minus expenses. You can even teach the concept of interest: As incentive to save, pay your child three cents for each dollar that goes into the piggy bank.
2. Together, develop a plan to save money on a household expense. For instance, turn off the lights and the TV when they're not in use to reduce your family's electric bill. Read the bill and track any savings for a few months. Use the money to put into your child's savings account or to spend on a family treat. Just make a plan and stick to it!

Tip: Get kids in the habit of developing a plan in which they pay themselves first. Next time they get paid for walking the neighbor's dog or raking leaves, have them 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 your 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 children learn to manage their money, have them label two banks or money jars—one for saving and one for spending. When children receive money as a gift, an allowance for chores, or from an odd job like walking a neighbor's dog, talk to them 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 your kids about the differences. For instance, they may want a new video game or iPod, 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 it's a want or a need.
2. Prioritize the list. Explain that we can't get everything we want, but if we figure out which wants are most important then we can make better spending decisions. For instance, saving for a new bike that you'll ride for years may be worth spending your money on rather than buying a new designer shirt that you may wear for a month and then will sit in your closet.
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: Pay out allowances in denominations, such as dollar bills or quarters, which are easy to split between their 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? As kids accumulate savings, talk to them about putting their money in a bank where they not only can save it but also make more money by earning interest.





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.

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

Activities:

1. Imagine your child has \$1,000 to invest in a business. Have your child think of some things he enjoys and knows something about such as sports, clothes, food, technology, or music. Ask: What types of companies would you want to invest that money in? Remind your child 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 your child to learn more about the companies of interest. You can find out about them by reading news stories, doing research, and obtaining their annual reports. Encourage your child 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 also investing in something that was dependable and reliable?

Let kids learn from your money mistakes.

Kids learn from concrete examples so admit a money mistake that you've made. Did you forget to make a credit card payment or spend too much on a vacation? Explain how you learned from your mistake and how it has taught you to manage your money better. For example: Do you now mark when your payment is due on a calendar? Do you plan and stick to a vacation budget?

Activities:

1. Spend an afternoon cleaning out your child's closet or room together. What things did your child find that she wanted at one point, but no longer uses? Are there things that had been forgotten about that can still be used? Is there stuff that can be donated? Use the cleanup as an opportunity to assess the stuff we buy, talk about wants versus needs, and discuss how we learn from our spending decisions.
2. Let kids spend their own money so they can learn from any mistakes at a young age. Have them use their allowance to budget their money. Will they put any in savings? Do they really *need* what they are going to spend their money on? They'll learn what it's like to have a certain amount of cash and how it feels when it's gone. Did they spend wisely?

Tip: Everyone makes mistakes. What is important is that we learn from our mistakes and the mistakes of others. Have your child create a collage that explains how we can learn from mistakes. Look through magazines for words and phrases that illustrate the concept.





Secret Millionaires Club

Learn & Earn

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.

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 in which we develop a plan to pay it back 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 it.

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 the money you owe.
 Taking out a loan costs a lot you know.*
2. Try this fun activity to teach kids about borrowing: cut out slips of paper and label them "chore loans". For one week, kids can "borrow time" and hand in slips to pass on chores if they want. But then they must pay off their debt. The next week have them do their regular chores in addition to any they took out loans for. You can even add an extra chore as interest! Discuss the pros and cons of borrowing money.

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





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.

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 decision you've made that involved a trade-off. Discuss the "cost" (downside) of what you gave up for the "benefit" (upside). Then prompt kids to track how they spend their allowance for a week. At the end of the week, have them evaluate their purchases. What trade-offs could they have made? Could they have spent their money on something else or saved it towards a future purchase? How do trade-offs teach us to be smart, savvy consumers?

Activities:

1. Set up a grocery store at your home with various food and household items you'd find at a supermarket. Include prices on each item. Give children 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. Discuss what they learned, and make it a habit to point out trade-offs that your family members make in life.
2. Imagine your class just held a bake sale and raised \$500 for your school. Just as businesses do, you need to decide how the money will be spent. Make a list of 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 decision.

Tip: Making a trade-off can require patience. The next time your child is eager to spend money on something have him consider the purchase. Ask, "Would it be better to save your money and wait until you can buy something you really want like that new skateboard?" Deciding on the right trade-offs teaches kids how to make smart money choices.





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 your child.

Explain to your child 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. The money is a loan from the credit card company. 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. If your child wants to borrow money to buy something such as a new toy or a video game, have him borrow the money from you against his allowance to demonstrate how credit cards work. Explain that you extended your child credit—money that was not his. Have your child pay you back from his allowance, which may take a few weeks. You can even add interest to the unpaid portion to reinforce how credit cards work. Point out that money your child repays you can no longer be used to buy other things. Discuss whether the purchase was worth it. Ask: Why should you be careful about spending money you don't have?
2. Next time you use a credit card instead of cash, talk to your child about the decision and the pros and cons of credit card use. Having regular discussions about responsible spending will help your child establish a strong financial foundation.

Tip: Although most kids don't have credit cards, it's never too early to begin discussing responsible credit card use. Make sure that your child 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.





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.

Following your passion is one of keys 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 your child about it. Doing well in school, developing skills, and building knowledge can help dreams become reality. Have your child list some goals and write down what it will take to achieve them. Include a time line 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 kids to make a goals collage to help them plan for the future. Start by having them paste their photos in the middle of a large sheet of paper or poster board. Then have them cut out pictures from magazines and other materials that represent their goals. Want to win an Oscar? Learn to ride a horse? Travel to another country? Add photos symbolizing those goals. Include words, phrases, or quotes that reflect qualities they admire. Kids can even paste mementos or other small objects that relate to their dreams such as play stubs, baseball tickets, or travel brochures.
2. Does your budding artist or science whiz have a role model or a hero? Head to the library together and 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.

Tip: Get kids talking about some of the things they enjoy most. Does your child like to bake? Then encourage your young chef to test out some recipes at home or sign up for a local cooking class. Does your child love animals? Consider volunteering at a local shelter together. Helping kids pursue their passions can lead them in the right direction in the future.





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.

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. Create a Venn diagram to help your child learn about ways he or she is similar and different from you or another family member. Draw two circles that overlap. On one side, have your child write down some of his or her talents and interests. On the other side, you or a sibling should do the same. Compare the lists. Write anything in common in the middle section. Use the diagram to talk about how partners build on each other's strengths and talents. Discuss how our differences can sometimes be our greatest strengths.
2. Encourage your child to brainstorm jobs that can be done with a partner, such as a friend or a sibling. For instance, your child and a friend can do yard work in which one person rakes leaves into piles while the partner bags them. Or they can open a lemonade stand in which one person makes the drink and the other bakes cookies. Let them try out their business partnership to see how it works!

Tip: Send kids on a scavenger hunt with a partner. The activity will encourage them to work as a team to get the job done. Give them a list of items to find either around your house or in your neighborhood. Afterwards, talk to them about what it was like to work with a partner. What were some of the advantages?





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.

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 web sites 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 how a business can stand out from the competition.

The next time you experience great customer service, point it out to your child. Did a store employee offer to help you find something? Did a business owner greet you with a smile? Did a company provide a service that was better than the competition?

Activities:

1. If your child has an odd job, brainstorm ways to keep customers happy and satisfied. Someone who watches neighbors' pets, for example, could offer the first sitting for free. Don't have an odd job? Pick one and think of creative ways to attract new customers and maintain current ones.
2. Have kids imagine they're creating a brochure that provides supermarket employees with tips for outstanding customer service. Think about what makes customers happy: Are employees educated about the supermarket's 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.
3. Put kids' customer service skills to the test by discussing how to handle this scenario: You work at a clothing store and a customer insists the shirt he is buying was advertised on sale. You can tell he is frustrated. What should you do?

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” everyday. When a business owner or an employee uses good manners toward you, tell your kids how that makes you feel.





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.

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 your child to think about a favorite activity such as skateboarding, soccer, or writing. Together, discuss ways your child can build on those skills.

Activities:

1. Make it a family mealtime habit to share something new you learned that day. 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 your child to do the same. Be sure everyone gets a turn to share something special from the day.
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 your child learned from the experience.
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.

Tip: Next time your child 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 your 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.





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 to them. If a business takes care of its customers, they'll take care of the business!

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 your kids, turn off the TV or other electronic devices and face them. 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. Choose a location such as a park or the grocery store. Have your child and a friend (or sibling) 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 *leaves rustling* or *carts clanging*. Have the kids compare their lists for similarities and differences. Afterwards, kids can write a descriptive story, incorporating the sounds they heard into their pieces.
2. Role-play with your child to practice listening skills. Imagine that your child owns a pet-sitting business. You're leaving your dog in your child's care while you go on vacation. Talk to your child for a few minutes about some of your requests, such as the number of times you want your dog walked each day or where your pooch prefers to sleep. Have your child repeat the “customer's wants” back to you.

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, don't interrupt, and ask questions if they don't understand what the speaker is saying.





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.

Reinforce that supply and demand determines prices.

Ask kids: Supply is how much there is of something. Demand refers to how much of something that people want. 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 your child brainstorm a list of other qualities that we can give a large supply of to family and friends so that your child's friendship will be in high demand.

Activities:

1. Hold an auction with family members to illustrate the concept of supply and demand. Distribute pretend money. Then choose different items around the house for auction. Be sure to include some items that will likely have a high demand and other items that are less enticing. 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 your child. For instance, does the price of snow shovels or roof rakes go up after a big snowstorm? Did a late frost damage a fruit supply and cause supermarkets to raise the price of that food because there is little of it? 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?

Tip: To help teach supply and demand, invite your child to set up a lemonade stand with a variety of baked goods. Afterwards, evaluate which foods were in most demand and sold out the fastest. Discuss how this might affect prices—or foods your child chooses to sell—at a future bake sale.





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.

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 your child. Then choose an ad to evaluate. Ask: What is the product selling? What message is the ad trying to get across? What catches your eye in the ad—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 your child design an ad campaign to persuade people to be smart buyers by thinking wisely before spending their money. Develop a message, logo, and a tagline or a slogan.
3. At the supermarket, compare a popular brand of toothpaste, beverage, or other product with the generic. Have your child compare price and ingredients. Ask: Is it worth buying the well-known brand over the generic? Will the alternative product do the same or better job for less? Which do you prefer? Why?

Tip: Teach your child how to be a bargain hunter. Make a list of some items you need at the supermarket. Check flyers, newspapers, and web sites 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. Consider giving your child the money saved to put it towards something else—or into a piggy bank or savings account!





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.

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 they might have cut corners like Elena or even tried to do something too fast. Did they rush through their 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 for the future. What advice would they give to someone else who was going to make a similar mistake?
2. Demonstrate first-hand the importance of following a plan. Write down directions to get to a friend's house. Show your child what happens if you don't follow one of the directions. Discuss why it's important to be disciplined and follow through with something. You can do a similar activity by leaving a step out from making a peanut butter and jelly sandwich or another lunchtime meal. How does skipping a step affect the final result?

Tip: Whether your child is 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 your child showed discipline and it paid off.





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.

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 riding a bike—before succeeding. Point out that successes can come from failure. 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.

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. Prompt kids: Why is it important for business owners to take risks and try new things even if they aren't successful at first?

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?





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.

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. Your child can learn firsthand what it's like to be a mentor. Brainstorm ways your child can help mentor a younger family member or friend. Your child 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. Afterwards, talk to your child about the mentoring experience. Ask: How did it make you feel to help someone younger?
2. Play a game of mentoring "I Spy" for a week. Have your child keep an eye out for examples of a mentor lending a hand or being a role model to a younger person. Look for examples at school, at home, or even in movies or on TV programs. Be sure to note the qualities the mentor exhibited and how the mentor helped.

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





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.

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 your child 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, gain a unique perspective, understand someone else's opinion, or taught you something.

Activities:

1. Imagine you're part of the Secret Millionaires Club. Have your child come up with a creative way to wrap presents for the holidays like Elena and Jones did. Together, brainstorm a list of ideas. Then ask your child to choose an idea to pitch to the club and explain why it's a good choice.
2. Promote being an open-minded thinker using the senses—taste, hearing, and sight. First, have your child pick a new food to try. Then encourage your child to listen to a new type of music, such as classical or jazz. Finally, have your child watch a different movie genre than he or she would normally choose. Afterwards, discuss each experience and whether your child developed a different perspective about it.
3. Being open-minded can help us think creatively. With your child, make a list of other ways to stimulate creativity, such as keeping a journal, doing puzzles and brainteasers, or taking a nature walk. Then be sure to have your child put some of the activities into practice!

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





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.

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 your child about the importance of first impressions. Share a story about a first impression you've had that turned out to be incorrect. See if your child has 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 your child 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 your child share impressions of both.
2. Imagine your child is going on an interview to be a camp counselor or a baby sitter. Hold a mock interview. Have your child pick out which clothes to wear, and discuss the choice. Practice other behaviors that make a good impression, such as punctuality, 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.

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





TOO GOOD TO BE TRUE

If something is 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 is 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, can your family have a game night rather than going to the movies? Can you make a special handmade card for a relative’s birthday rather than buying one at the store?

Activities:

1. Find and share examples of offers or situations that seem too good to be true with your child and discuss why. 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 an ad with your child 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 that expensive sweater a month from now 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 purchase.





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.

Teach kids to develop good decision-making skills.

Ask kids: Help your child understand the importance of making good decisions. Explain that our decisions can produce different results or outcomes. Discuss the domino effect of what would happen if you didn't pay your bills or spent more money than you had. Ask: What are some of your future goals and dreams? What would happen to those goals if you didn't stay in school?

Give kids opportunities to make their own decisions.

Providing your child the chance to make decisions, even small ones, helps build decision-making skills for later in life. For example, give younger kids two choices for breakfast. Or let older kids decide how they want to spend their allowance. Spend some time talking about the decision.

Activities:

1. Use your next family meal as a chance to talk to your child about how to make responsible decisions. Here are a couple of scenarios to start the discussion. Be sure to talk about the pluses and minuses—and any domino effect—a decision could have. (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. Get your child in the habit of making good decisions about how to save money. Ask questions like: Do you need to buy that DVD or can you rent the movie from the library? Challenge your child to keep a list of money-saving decisions for a month. Discuss how those decisions feel.

Tip: Model good decision-making skills during your daily activities. Talk to your kids about your decisions as you make them—and any resulting domino effect they could have. For example, “I would love to buy a new camera, but I need to pay for our new car. If we don't have our car, then we can't get places. Once the car is paid off, I can think about buying the camera.”





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.

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 your child to be a creative problem solver by finding a different way to do something or coming up with a new idea. 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 your trash into treasure. Challenge your child to come up with new uses for old things around your house. You'll be teaching your kids to think critically, save money—and help the environment—at the same time. For instance, bottle caps can double as checker pieces or 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 your child to invent a new product, like a robot that cleans bedrooms or a car that flies. Draw a picture of the invention. Create an Invention Museum in your house so your young inventor can display the creation and explain how it works.
3. Observe different paintings with your child and point out unique styles. Invite your child to paint a nature scene. Have your child brainstorm different tools besides brushes that can be used, such as sponges, cotton swabs, cotton balls, string, or even utensils like plastic forks.

Tip: Encourage your child to become a creative thinker who has the ability to generate new ideas for things or to view objects or situations in alternative ways. For instance, next time you're giving someone a gift, encourage your child to come up with an alternative to traditional wrapping paper. Ask: What can we use instead?





THE REAL SKINNY

Don't prejudice.

The Secret Millionaires Club recognizes that things aren't always what 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.

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 when you made a judgment too soon.

Share a story with your child from your own life when you made a mistake and judged someone or something before having all the information. Use the example to help your child 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. Cut two shapes of a person out of paper—one for you and the other for your child. Each of you should spend five minutes writing down characteristics that best describe you inside the cutout. Those details can include everything from physical descriptions to number of siblings to hobbies and interests. Then compare your lists. What do you 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 before jumping to conclusions about them.
2. Elena learned how much she liked Ginny by having lunch with her. Encourage your child not to prejudge by getting to know someone new or something that is unfamiliar. For instance, your child can reach out to a new friend at school or in your neighborhood. Or you might explore a new place in your community together. Visit a museum, attend a music or cultural festival, or try a new restaurant.

Tip: Your kids are always learning from you. You can teach them not to prejudge others. Serve as a role model when it comes to accepting others who are different. Look for opportunities to teach your 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 your child about a person or company you hold in high regard and why. Discuss the characteristics that contribute to that good reputation. Use age-appropriate news stories to point out real-world examples when a person or company does something beneficial for their reputation. Alternately, point out when the opposite occurs—and the consequences of a harmed reputation.

Activities:

1. Imagine your child just opened a new ice-cream shop in town and wants to build a positive reputation for the business. Ask your child to write a short speech 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.
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 with your child, make a list of rules for how kids should handle themselves on the Internet. Remind your child that what we post online doesn't go away and reflects our reputation and character.

Tip: Does your child love the way your family's tablet computer works? Or is your child upset that a business has done something to harm the environment? Then let the company know! Encourage your child to write a letter to the company. Be specific about the compliment or concern. Try to offer up a suggestion to address a problem or an issue.

