



## **FatBrain : Children's Business Curriculum Table of Contents**

### ***Lesson 1: Starting a Business***

- Setting Goals
- How to Order Coffee
- Completing a Prospect List
- Determining your Sales Price

### ***Lesson 2: Marketing (Part 1)***

- Name Your Business/Coffee
- Creating your Business Identity
- Design Your Label

### ***Lesson3: Marketing (Part 2)***

- What is Cold Calling?
- Techniques of a good Sales Presentation
- Call to Action: Making those Cold Calls
- Call to Action: Making those Sales Presentation
- Tracking your Customers: Customer Log
- Organizing your Business

### ***Lesson 4: Accounting***

- Completing an Income Statement
- Creating your own Personal Budget
- Allocation of Income: Personal/Goals/Charity

### ***Lesson 5: Business Operations***

- How to Evaluate your Business
- How's your Quality, Efficiency and Costs?
- Administering a Questionnaire

### ***Lesson 6: Public Relations (Part 1)***

- Publicity – How to use it to grow your business.
- Get Press – Writing a Press Release

### ***Lesson 7: Public Relations (Part 2)***

- Customer Relations and Satisfaction
- PR campaign

### ***Lesson 8: Finance (Coming Soon)***

- How to Fund your Business
- How to pay off your loan
- How to financially grow your business