



# **FAM-PRENEUR BUSINESS PLAN**

**A FUN GUIDE TO WRITING  
A FAMILY BUSINESS PLAN**

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"SOMETIMES I'VE BELIEVED AS MANY AS SIX IMPOSSIBLE THINGS BEFORE BREAKFAST."  
ALICE THROUGH THE LOOKING GLASS - LEWIS CAROL

## WHAT IS A BUSINESS PLAN?

A BUSINESS PLAN IS A DOCUMENT THAT EXPLAINS WHAT YOUR BUSINESS IDEA IS AND SHOWS OTHER PEOPLE THE MATH BEHIND HOW YOU EXPECT IT TO MAKE MONEY. IF YOU HAVEN'T THOUGHT ABOUT WHAT A BUSINESS IDEA YET, DONT WORRY, WE'VE INCLUDED THAT IN THIS BOOK.

## WHAT WILL THE MATH SHOW?

IT WILL SHOW POTENTIAL INVESTORS HOW MUCH MONEY YOU WILL NEED TO GET STARTED (**START UP COSTS**), HOW MUCH MONEY YOU WILL NEED TO KEEP YOUR BUSINESS GOING (**EXPENSES**) AND MOST IMPORTANTLY, HOW MUCH MONEY YOU EXPECT TO MAKE. (**INCOME**)



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"TO ME THERE IS NO PICTURE SO BEAUTIFUL AS SMILING, BRIGHT-EYED, HAPPY CHILDREN;  
NO MUSIC SO SWEET AS THEIR CLEAR AND RINGING LAUGHTER."  
AMERICAN ENTERTAINER - P.T. BARNUM

## 9 WAYS TO MAKE EXTRA INCOME AND INCLUDE YOUR CHILDREN

SO YOU WANT TO EARN SOME EXTRA MONEY AND BRING YOUR KIDS ALONG FOR THE RIDE. MAYBE IT'S TO ENHANCE THEIR EDUCATION, MAYBE IT'S TO GIVE THEM SOME OWNERSHIP OVER THE MONEY GOING INTO YOUR WORLD ADVENTURE OR MAYBE YOU JUST WANT TO BOND WITH THEM OVER A MUTUAL PROJECT. WHATEVER THE REASON WE'VE COME UP 9 WAYS TO INCLUDE YOUR KIDS IN MAKING SOME EXTRA INCOME.

### MERCHANDISE VENDING

SELL POPULAR TRADEMARKED PRODUCTS AT CONVENTIONS AND FESTIVALS THAT YOU AND YOUR CHILDREN ENJOY. MAYBE IT'S HARRY POTTER, MARVEL, OR SOME OTHER POPULAR FRANCHISE THAT HAS A LARGE FAN BASE. WHATEVER IT IS RESEARCH PRODUCTS LIKE SHIRTS, SCARVES, WALLETS, VINYL FIGS, ETC... WITH YOUR KIDS AND CHOOSE THE ONES THAT YOU AND YOUR CHILDREN LOVE. GET YOUR CHILDREN INVOLVED IN THE SALES BY ENCOURAGING THEM TO GREET PEOPLE AND BY MAKING CHANGE.

**FREE IDEA:** BUY WHOLESALE HARRY POTTER BEANIES, SOCKS, TEES, JOURNALS AND WANDS ONLINE. COME UP WITH A FUN HP SOUNDING BUSINESS NAME AND ATTEND THE CONVENTIONS AND FESTIVALS IN COSTUME.

**WHERE TO SELL:** RESEARCH CONVENTIONS AND CHILDREN'S FESTIVALS IN YOUR AREA AND CHOOSE THEM BASED ON THE NUMBER OF ATTENDEES, DISTANCE, AND TABLE COST.



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### MANUFACTURING

SO MAYBE YOU AND YOUR KIDS LOVE CRAFTS OR BUILDING THINGS? IF SO, MAYBE THIS IS THE ONE FOR YOU. I HAVE SEEN TONS OF FOLKS AT CRAFT SHOWS WHERE THE WHOLE FAMILY HELPS MAKE THE PRODUCTS THAT ARE BEING SOLD. I HAVE FAMILIES MAKE OLD DAMAGED BOOKS REPURPOSED INTO VERY COOL SKETCHBOOKS, WAND MAKERS, LEGO FRIDGE MAGNETS, SUGAR COOKIES AND SO MUCH MORE. YOU CAN TAKE THESE PRODUCTS AND SELL THEM AT SHOWS JUST LIKE THE ABOVE SUGGESTION OR EVEN SELL THEM THROUGH CONSIGNMENT STORES OR ONLINE ON WEBSITES LIKE ETSY OR AN ECOMMERCE SITE YOU BUILD YOURSELF.

**FREE IDEA:** BUY CHEAP LEGO ON FACEBOOK CLASSIFIEDS, THRIFT STORES AND AT YARD SALES. CLEAN THEM UP AND CHOOSE FUN AND SIMPLE DESIGNS THAT YOU CAN TURN INTO KEYCHAINS, MAGNETS, JOURNALS AND BOTTLE OPENERS USING GLUE AND CRAFT SUPPLIES.

**WHERE TO SELL:** RESEARCH CONVENTIONS AND CHILDREN'S FESTIVALS IN YOUR AREA AND CHOOSE THEM BASED ON THE NUMBER OF ATTENDEES, DISTANCE, AND TABLE COST. ALTERNATIVELY YOU CAN FIND LOCAL STORES THAT WILL SELL YOUR PRODUCTS EITHER THROUGH WHOLESALE OR CONSIGNMENT.



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### CHILDREN'S BOOK WRITING

**MAYBE YOU AND YOUR CHILDREN ARE ARTISTICALLY INCLINED AND ENJOY READING. WRITING YOUR OWN CHILDREN'S BOOKS COULD BE THE PERFECT SOLUTION. YOUR KIDS COULD WRITE THE STORY, DRAW THE PICTURES OR A COMBINATION OF THE TWO. THE PARENT CAN DO THE BITS THE CHILD DOESN'T AS WELL AS DEALING WITH THE PRINTING OF THE BOOKS. ONCE YOU GET YOUR BOOKS PUBLISHED THE REAL TRICK IS GETTING THEM SOLD. MAKING THEM INTO EBOOKS IS THE EASIEST WAY TO SELF PUBLISH AS IT PROVIDES LOTS OF AVENUES AND LITTLE RISK. PRINTING THE BOOKS ON THE OTHER HAND MEANS THAT YOU WILL HAVE TO SELL A CERTAIN AMOUNT OF BOOKS JUST TO PAY FOR THE PRINTING COSTS. FOR THIS YOU WILL WANT A WEBSITE WITH A CONSISTENT BRAND AND TO BE ABLE TO SELL BOTH IN PERSON TO THOSE IN YOUR COMMUNITY AND TO OTHERS ONLINE USING FACEBOOK ADS AND PINTEREST.**

**FREE IDEA: USE ONE OF THE MANY ONLINE BOOK PUBLISHING SITES TO WRITE A CHILDREN'S BOOK ABOUT YOUR OWN CHILD AND THEIR BLANKIE, IMAGINARY FRIEND OR STUFFIE. HAVE YOUR CHILD CHOOSE THE CONFLICT AND THE RESOLUTION TO ENSURE SO THAT IT RETAINS THE AUTHENTIC 'WRITTEN BY A CHILD' FEEL. HAVE YOUR IMAGES SCANNED AT PRINT SHOP WHERE THEY WILL HAVE EXCELLENT SCANNERS AND GOOD PRICES.**

**WHERE TO SELL: MANY OF THE ONLINE PUBLISHING TOOLS HAVE THEIR OWN SALES AVENUES THAT YOU CAN USE. YOU CAN ALSO PRINT THEM OFF AND HIT THE LOCAL BOOKSTORES AND LIBRARIES TO MARKET YOUR BOOK THROUGH LIVE READINGS.**



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### ART

**ARE YOU AND YOUR CHILDREN HIGHLY ARTISTIC? PERHAPS CO-CREATING ARTWORK IS JUST THE THING FOR YOU TO DO. ONE OF MY FAVOURITE ART COLLECTIONS I'VE EVER SEEN WAS A COLLECTION WHERE AN ARTIST TOOK THEIR CHILD'S SCRIBBLES AND TURNED THEM INTO AMAZINGLY DETAILED SURREALISTIC ART PIECES. YOU CAN SELL ORIGINALS AND PRINTS EITHER IN A GALLERY, LOCAL COFFEE SHOP OR ONLINE. YOU WILL NEED TO WORK HARD TO MARKET YOUR CREATIONS BUT THE PROCESS WOULD BE HIGHLY REWARDING.**

**IDEA: WITH YOUR CHILD CHOOSE A GREAT COLOUR PALETTE TO USE FOR THE PAINTINGS. BUY SEVERAL CANVASES AND TAKE TURNS STARTING AND FINISHING PAINTINGS. BE SURE TO FOLLOW REGULAR RULES OF ART INCLUDING GOOD USE OF NEGATIVE SPACE, COMPLEMENTARY COLOURS AND MOVEMENT TO CREATE COMPELLING POINTS OF FOCUS.**

**WHERE TO SELL: PUT TOGETHER AN ART SHOW AT YOUR LOCAL GALLERY OR CAFE AND INVITE THE NEIGHBORHOOD TO ATTEND. YOU CAN ALSO CREATE A VIDEO STYLE ADVERTISEMENT AND HAVE A POPULAR BLOG SITE RUN A MEDIA CAMPAIGN. SELL PRINTS OF ALL YOUR WORK AND TAKE NOTE OF WHICH OF THE WORKS IS MOST POPULAR FOR MORE PRINTINGS.**



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### BLOGGING

**ARE YOU DECENTLY SKILLED IN WEB DESIGN AND CAN EASILY THINK OF A TOPIC OR LIFESTYLE CHOICE THAT EXCITES OR DEFINES YOU AND YOUR CHILDREN? IF SO THIS COULD BE THE ONE FOR YOU. AFTER TAKING SOMETIME TO PUT TOGETHER THE WEBSITE YOU AND YOUR CHILDREN CAN BEGIN EXPLORING THE TOPIC AND WRITING ABOUT IT SO THAT OTHERS WHO FEEL AS YOU DO OR THOSE WHO ARE JUST CURIOUS ABOUT CAN BEGIN FOLLOWING YOU. THIS WON'T MAKE YOU MONEY FAST BUT IF YOU CAN CLIMB TO THE TOP OF THE BLOG PILE YOU CAN MAKE A LITTLE TO A LOT OF PASSIVE INCOME.**

**IDEA: MAKE A BLOG ABOUT TEACHES KIDS HOW TO GET THEIR PARENTS TO PLAY WITH THEM. IT CAN HAVE ARTICLES WRITTEN BY YOU THAT USE SCIENCE AND LOGIC TO CONVINCE GROWN UPS TO PLAY. IT SHOULD ALSO HAVE ARTICLES WRITTEN BY YOUR KIDS TEACHING THEM HOW TO USE PERSUASION TECHNIQUES AND PROVIDE IDEAS ON HOW TO ENTICE THEIR PARENT TO PLAY.**

**WHAT TO SELL: YOU CAN USE TRAFFIC TO MAKE MONEY ON ADVERTISING OR GENERATE MONEY FROM AFFILIATE SALES. WE HAVE TONS OF RESOURCES ON HOW TO START A BLOG.**



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### YOUTUBE CHANNEL

**MAYBE YOU AND YOUR CHILD FEEL AT HOME IN FRONT OF CAMERA. WHETHER YOU'RE THE CLASS CLOWN, A CONSTANT ENTERTAINER OR JUST A SHOW OFF, STARTING A YOUTUBE CHANNEL COULD BE THE PERFECT FIT. THERE ARE A TON OF FAMILY CHANNELS OUT THERE WHO DO ALL KINDS OF CHANNELS. SOME FAMILIES JUST PLAY GAMES TOGETHER, OTHERS GO ON BIG ADVENTURES AND STILL OTHERS PUT ON 'SHOWS'. YOU COULD ALSO JUST ACT AS THE CAMERAMAN, EDITOR AND MARKETER FOR YOUR KIDS SHOW IF THEY ARE THE ENTERTAINER.**

**IDEA: SET UP A VIDEO CAMERA AND MICROPHONE SYSTEM IN YOUR CAR AND WITH YOUR CHILDREN PARTICIPATE IN OVERACTED SING ALONGS TO POPULAR SONGS ON THE RADIO. TRY TO DECIDE ON SOME FUN AND REPEATABLE SIGNATURE ENDING THAT WILL ACT AS YOUR HOOK AND KEEP PEOPLE WATCHING TO THE END.**

**HOW TO MAKE MONEY: YOUTUBE WILL PAY YOU ONCE YOU REACH A CERTAIN NUMBER OF SUBSCRIBERS. THIS COULD CERTAINLY TAKE A WHILE SO BE PATIENT AND WORK ON GATHERING MORE SUBSCRIBERS ALL THE TIME.**





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### PUT ON AN EVENT

**WHETHER YOU CHARGE FOR ENTRY OR MAKE BUYING THINGS A KEY ELEMENT OF YOUR EVENT BE SURE THERE IS A WAY TO MONETIZE IT. FIND SOMETHING THAT YOU AND YOUR CHILD WILL ACTUALLY ENJOY. PERHAPS A CHILDREN'S FESTIVAL WITH BOUNCY CASTLES, MAGICIANS AND FAIR GAMES. WHATEVER IT IS KEEP IT SMALL AND LOW KEY AS LARGE EVENTS TAKE ENORMOUS AMOUNTS OF PLANNING AND EXPENSES.**

**IDEA: PUT ON A GRANDMOTHER/MOTHER/DAUGHTER TEA PARTY WITH TEA AND COOKIES ON PRIVATE PROPERTY YOU CAN GET PERMISSION TO USE. YOU CAN MAKE IT A REGULAR EVENT TARGETING FRIENDS AND FAMILY BUT BE SURE TO KEEP IT SMALL UNLESS YOU WANT TO GET INTO EVENT PLANNING. PERHAPS YOU CAN TEAM UP WITH A SMALL CHARITY.**

**HOW TO SELL: SELL TICKETS TO FRIENDS AND FAMILY FOR THE EVENT TO PAY FOR THE THINGS YOU NEED AND KEEP THE REMAINING MONEY.**

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### RESTORATION SALES

**MAYBE YOU LOVE ANTIQUES AND WORKING WITH YOUR CHILDREN. YOU CAN TAKE THEM OUT TO USED FURNITURE STORES, AUCTIONS AND YARD SALES TO FIND FURNITURE AND OTHER FOUND OBJECTS WITH LOADS OF CHARACTER TO RESTORE. BE CAREFUL WHEN REMOVING OLD PAINT, ENSURING THAT YOU AND YOUR CHILDREN USE ALL THE PROTECTIONS NECESSARY TO PROTECT YOURSELVES FROM LEAD PAINT, FUMES AND CHEMICALS.**

**IDEA: FOCUS ON CREATING FURNITURE FOR CHILDREN'S ROOMS. CHOOSE POPULAR KIDS SHOWS TO PROVIDE THE INSPIRATION FOR THE PIECES. PAINTING FURNITURE TO RESEMBLE ITEMS OR SYMBOLS FROM SPONGEBOB SQUAREPANTS, COMIC CHARACTERS AND DISNEY.**

**WHERE TO SELL: SELL THE FURNITURE ONLINE, AT CHILDREN'S FESTIVALS, CONVENTIONS, AND BY COMMISSION AFTER YOU'VE ESTABLISHED A REPUTATION.**

### PROVIDE A SERVICE

**PERHAPS YOU'D PREFER A HANDS ON APPROACH TO WORK? GARDENING COULD BE A GREAT CHOICE AS KIDS CAN HANDLE MOST OF THE WEEDING WITH THE RIGHT DIRECTION. DON'T WANT THE HASSLE OR RESPONSIBILITY OF OWNING YOUR OWN PET, PERHAPS YOU COULD START A DOG WALKING SERVICE? ANYTHING THAT YOU AND YOUR CHILDREN CAN DO TOGETHER CAN BE TURNED INTO A SERVICE SO LONG AS IT'S SOMETHING PEOPLE GENERALLY DISLIKE DOING OR NEED HELP WITH AS THEY AGE.**

**IDEA: START A NEIGHBORHOOD BAKED GOOD DELIVERY SERVICE. CHOOSE ITEMS THAT YOU AND YOUR CHILDREN CAN MAKE IN LARGE BATCHES AND BAKE A TON OF FREE SAMPLES. GO DOOR TO DOOR AND LET YOUR NEIGHBORS SAMPLE THE PRODUCTS BEFORE LEAVING THEM WITH AN ORDER SHEET. FOLLOW UP THE NEXT DAY TO COLLECT THE ORDER FORMS AND GROW YOUR BUSINESS FROM THERE.**

**WHERE TO SELL: IN YOUR NEIGHBOURHOOD**



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"SO MANY THINGS ARE POSSIBLE JUST AS LONG AS YOU DON'T KNOW THEY'RE IMPOSSIBLE."  
THE PHANTOM TOLLBOOTH - NORTON JUSTER

**WHAT IS YOUR FAMILY'S IDEA?**

**IS ANYONE ELSE DOING IT?**

**EXPLAIN WHY HOW YOUR IDEA WILL STAND OUT**



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"YOU HAVE BEEN MY FRIEND. THAT IN ITSELF IS A TREMENDOUS THING."  
CHARLOTTE'S WEB - E.B. WHITE

**WHAT MAKES YOUR FAMILY EXPERTS?**

**WHO CAN HELP YOU?**

**HOW YOU WILL ENLIST THEIR HELP?**



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"WATCH WITH GLITTERING EYES THE WHOLE WORLD AROUND YOU, BECAUSE THE GREATEST SECRETS ARE ALWAYS HIDDEN IN THE MOST UNLIKELY PLACES. THOSE WHO DON'T WHO DON'T BELIEVE IN MAGIC WILL NEVER FIND IT."  
THE MINPINS - ROALD DAHL

**WHAT ABOUT YOUR IDEA WILL EXCITE PEOPLE?**

**WHAT KIND OF PEOPLE WILL BE MOST EXCITED?**

**HOW WILL YOU GET THOSE PEOPLE  
TO FIND OUT ABOUT YOUR IDEA?**



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"YOU HAVE BRAINS IN YOUR HEAD AND FEET IN YOUR SHOES. YOU CAN  
STEER YOURSELF IN ANY DIRECTION YOU CHOOSE."  
OH THE PLACES YOU'LL GO - DR. SEUSS

**START UP COSTS:**

**WHAT DO YOU NEED TO GET STARTED?**

**EQUIPMENT? (THINGS YOU KEEP)**

**MATERIALS? (THINGS THAT GET USED UP)**

**MONEY?**



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"A SHIP IN A HARBOUR IS SAFE, BUT THAT IS NOT WHAT SHIPS ARE BUILT FOR"  
SALT FROM MY ATTIC - JOHN A. SHEDD

**HOW MUCH MONEY WILL IT TAKE  
TO KEEP YOUR BUSINESS GOING?**

**EQUIPMENT? (THINGS YOU KEEP)**

**MATERIALS? (THINGS THAT GET USED UP)**

**SERVICES? (THINGS PEOPLE WILL DO FOR YOU)**

**COST PER UNIT?**

**HOW MANY UNITS WILL YOU MAKE?**



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"I HAVE LOVED THE STARS TOO FONDLY TO BE FEARFUL OF THE NIGHT."  
THE OLD ASTRONOMER TO HIS PUPIL - SARAH WILLIAMS

**HOW MUCH MONEY WILL YOU MAKE?**

**PRICE PER UNIT?**

**HOW MANY UNITS WILL YOU SELL?**





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"IT'S OUR CHOICES, HARRY, THAT SHOWS US WHO WE TRULY ARE, FAR MORE THAN OUR ABILITIES."  
HARRY POTTER AND THE CHAMBER OF SECRETS - J.K. ROWLING

**TOTAL COSTS?**

**TOTAL SALES?**

**PROFITS (SALES MINUS COSTS)?**

**HOW MUCH WILL YOU SET ASIDE TO  
PAY BACK YOUR INVESTORS?**

**HOW MUCH WILL YOU PUT ASIDE FOR SAVINGS?**

**THE REMAINING MONEY IS YOURS....**



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"YOU HAD THE POWER ALL ALONG, MY DEAR."  
THE WIZARD OF OZ - L. FRANK BAUM

## HOW DO DO INVESTORS CONTACT YOU FOR MORE INFORMATION?