

All You Need is Love (and a GREAT IDEA!)



Jen Snyder and Katie Franck

by Katie Franck

My Name is Katie Franck and I am 12 years old. My friend, Jen Snyder, and I decided we would join an after school program that our school was offering for the first time called TREP\$. The TREP\$ program teaches kids about making and marketing products. We live in Cooperstown, NY and there are many small businesses in our town. My grandpa and grandma had a photography business in town for many years and I always thought it would be great to one day have my own business where I could sell something I made and meet people from the area.

Jen and I decided to make a product that people would be interested in buying for Valentine's Day. We decided to make glycerin heart soaps, copper heart cards, and copper heart necklaces. We named our company, "All You Need is Love."

We worked with our parents to purchase materials to make our products. We ordered our leather necklace cords on EBAY and I asked my father to help cut out the copper hearts from large copper sheets. We filed the edges of our hearts and added beads to give our necklaces a special look. Our cards also had a glued copper heart and we used stamped loving messages on the hearts and the cards.

Our products ranged from \$1.00 for the soaps to \$7.00 for our necklaces. The Valentine's Day cards sold for \$2.00. We worked hard on creating a visual display with our tri-fold board that was colorful and had information about our products.

There was one workshop where we were able to talk to business people in the community and they gave us advice on how to improve our products and how we could offer them at the TREP\$ Marketplace. That was really helpful. We decided to have my mom wear one

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of the necklaces a couple of weeks before the Marketplace so that she could let people know about our business and give them information about the TREP\$ Marketplace. I think it got people excited about coming to the TREP\$ Marketplace to see what other great products the kids were offering. My mom was our walking and talking billboard!

Our TREP\$ Marketplace was amazing; everyone could feel the energy in the room. The room was filled with fellow entrepreneurs with their displays and products; I really liked seeing all the beautiful colors around the room. We were excited to see so many people come and talk with us about our necklaces and cards and to make sales. We sold all 20 of our necklaces and all 40 of our Valentine's cards! We even took orders for an additional 12 necklaces! We did sell some of our hearts, but not all of them. We found that by keeping our costs low and buying in bulk we were able to make a pretty good profit. In fact, we were the highest grossing business in our TREP\$ group.

We were so excited to see that our local papers featured stories about the TREP\$ Marketplace and had pictures of our friends and their TREP\$ products. Jen and I are already talking about improving our products for next year and maybe offering a slightly different necklace. We can't wait. □

