

Small Business **TRENDS**

The magazine for successful small business owners

KIDPRENEURS: TAKE THEM SERIOUSLY

150 Business Ideas for Teens!

Guide for Parents of Kid CEOs

Building a Brand on Instagram

Spotlight:

**Propaganda E-Liquid
Run By Millennials**





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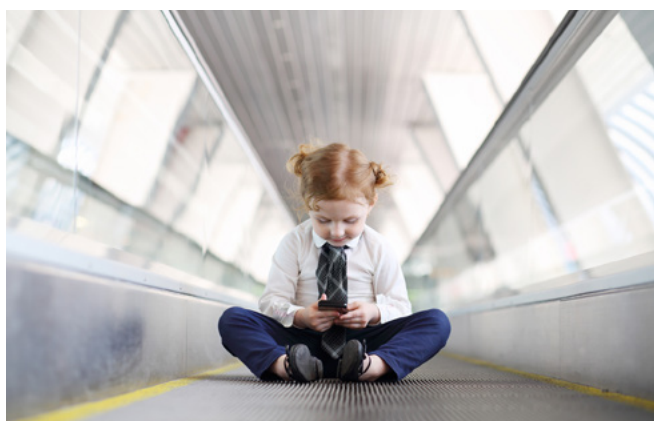
You're likely already familiar with the benefits coworking spaces can offer to entrepreneurs and freelance workers

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Kidpreneurs Edition 2018



Anita Campbell
CEO and Publisher
 @Smallbiztrends

Thanks for reading the latest edition of Small Business Trends magazine. In this month's edition, we're talking Kidpreneurs.

So many of us grew up pretending to run businesses or dreaming of owning our own stores but today's youngest generations are out there rubbing elbows with the titans of business and industry.

In this edition of the magazine, we're chock full of business ideas ideal for kidpreneurs, teenpreneurs, and the like.

We've also got sound advice for young entrepreneurs (from young entrepreneurs) on the travails of business – and some help for parents of kidpreneurs, too.

In our cover story, Staff Writer Rob Starr found one young entrepreneur who tells us why we need to take businesspeople in their 20s – and some even younger – seriously.

Gabrielle Pickard-Whitehead fleshes out the Do's and Don'ts for the parents of kidpreneurs today. Her tips will help parents stay active and involved with their child's business endeavor without taking over completely.

Plus, Annie Pilon is covering all things Instagram. In case you haven't heard, that's where the kids are spending most of their social media time today and it's becoming a place to boost your current brand and build new ones.

There's all this plus, don't forget, this edition is packed with 150 business ideas of all kinds for kids.

We hope this edition of the magazine will both inspire and advise.

Wishing you much success,

A handwritten signature in cursive script that reads "Anita".

P.S. Please subscribe (free) so you never miss future editions. Go to

<http://smallbiztrends.com/magazine>

Young Business Owners Doing Good And Making Money



Co-working Space Opens in Haiti

Hoping to reverse the country's negative trade deficits and rampant poverty, 30-year-old Marc Alain Boucicault has launched Haiti's first tech-based co-working space. The goal of the space is to bridge new technology with Haiti's traditional economy, farming.

Forbes reports that representatives from Google and Facebook recently attended a tech conference there to explore the entrepreneurial possibilities.

The hope is that new tech will improve farmers' outputs and help them reach new markets with their harvests.



Washington Teenpreneur Saving Lives, Growing His Brand

Daniel Dylina is running his business out of his parents' basement -- the classic story -- but recent success means he's likely going to

have to find a new home.

The Washington state teen is creating tourniquette sleeves for military and law enforcement use. He tells The Spokesman-Review newspaper that his idea was born from experience.

Dylina started out by winning some local business competitions and is now selling his simply manufactured products all across the U.S.



Vegan Perfume Company Booming, Thanks to Mom

If you haven't heard of DedCool perfume, you likely soon will. The vegan-based product is a game-changer in the industry and is now available at Neiman Marcus and Urban Outfitters, among other big retailers.

It wasn't always that way, however. Carina Chaz, the owner of DedCool, tells The Story Exchange that her mother's advice to stay patient led to her national success.



Shawn Hessinger

Executive Editor

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How to be Taken Seriously in Business When You're Only 23

Nicholas DeNuccio is a Millennial and the CEO of Irvine, California-based Propaganda E-Liquid.

His company has placed their five liquid lines in 5,000 U.S. vape shops and 40 countries worldwide. Small Business Trends spoke with this young entrepreneur about how to be taken seriously in business when you're only twenty-three.

He started our conversation with some good advice about finding your place in business as a younger businessperson.

Find the Right Market

"You need to find a niche market in a disruptive industry," he says, "probably the biggest contributor to success is finding where you fit in and where you can dominate that niche."

You need to find a niche market in a disruptive industry

He saw the vape industry as a perfect fit because it was open-minded and still evolving.

"There's nothing like a dress code to follow, everyone's just trying to do the best they can."

Doing a little keyword research can help using Google's Keyword Planner tool. It can point you in the right direction by giving stats on searches.

Practice Time Management

DeNuccio also says Millennial entrepreneurs need to be aware they've got more time to start a business than they think. He says lots of people work a nine to five job and go home after to watch Netflix. These folks can shift a space over to making their entrepreneurial dreams come true.

He says time management is one of the biggest ingredients to building something successful.

"Every hour counts and everything depends on how you're spending them," he says.

Online time management tools like Evernote can help you allocate time to start a business and be on time for meetings once you've got one going.

Project Confidence

Younger businesspeople need to show their clients and prospects they're doing well and

Every hour counts and everything depends on how you're spending them

taking their businesses seriously. In short, you need to present yourself in a way that shows others that you're player regardless of the industry that you're in.

Dressing well, having a neat appearance and some of the accessories that speak of success are all good things. If you show up in a nice car that's always clean and you look the same, you stand a bigger chance of landing those big deals.

Don't forget to make eye contact.

Get Mentors

Getting good mentors is another important ingredient in the recipe for young entrepreneurial success.

"I had a lot of help when I first started because I needed to learn everything I could," DeNuccio says adding that he spoke to many people in the industry about what helped and hurt their brands.

Having the right mentors will help you with important information like how much it costs



I had a lot of help when I first started -- I needed to learn everything I could

to start a business in any industry and how to find good vendors. Mentors can even help you pin down good marketing approaches when you're starting out.

If you find someone you think will make a good mentor, commenting on their blog posts is a good way to put your name on their radar.

Take Advantage of Social Media

Online platforms like Instagram, Facebook and Twitter serve a dual purpose for a fledgling Millennial business starting out.

They serve as both an excellent sales tool and a way to connect with clients.

On the sales side, when prospects see you have a following online, your brand gets credibility.

"Connecting on the consumer side, we like to run a lot of things like surveys in places like Instagram," DeNuccio says adding they like to use social media for giveaways too and as a place where customers can ask questions.



Rob Starr

Staff Writer

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Do's and Don'ts for Parents of Child Entrepreneurs

Entrepreneurialism is not confined to the adult world. On the contrary, with their creative minds and determination, children can make excellent entrepreneurs.

Check out the following do's and don'ts for parents or child entrepreneurs.

Parenting a Child Entrepreneur – Do's

Do Be Supportive

From inventing a fabulous new product to writing a book or selling lemonade, if your child comes to you with an idea for a business,

it is important to be supportive. Avoid ridiculing or dismissing the idea, which could discourage your child from starting a business venture. Instead, show enthusiasm and support and take the subject seriously.

Do Provide Your Child with The Tools Needed to Get Started

You can take this level of support further by

ensuring your child has the tools needed to get the business off the ground, providing you can realistically afford the tools! For example, if your child wants to start his or her own cookie stand, provide the ingredients as well as the assistance in the kitchen needed to make mouth-watering cookies nobody can resist!

It is important to be supportive

Do Encourage a Business the Whole Family Can Get Involved In

If your child is interested in setting up a business but is unsure which venture to become involved in, encourage a business siblings and the whole family will be able to participate in. For example, selling candy is a popular business for children and one you and siblings could get involved with, collectively coming up with a unique candy product you could sell at the local market, supermarkets or online.

Do Teach Children About the Value of Money

If there is one thing many successful entrepreneurs have in common, it's being good with money. While you don't want money to be the sole focus of a business venture, teaching your child about the value of money and how to save up and turn small sums of money into larger amounts, would be an invaluable lesson for successfully setting up and running a business.

In his book 'Kid Millionaire: Over 50 Exciting Business Ideas', author Matthew Eliot informs youngsters about how to cash in on their great business ideas.

"Start small — but think BIG. Start saving and investing now, and you could be a millionaire before you know it."

Do Take Your Child to Business Events

To help your little ones pick up entrepreneurial skills early on, take them to business workshops and events where they can pick up business skills and knowledge.

Virtual Enterprises International, for example, helps youngsters pick up important skills by setting up virtual businesses in classrooms where students run hypothetical businesses using real-world concepts.

Parenting a Child Entrepreneur – Don'ts

Don't Let Money Be the Sole Focus

Of course, making money is the primary aim of all business but you shouldn't let money be the sole focus of your child's business efforts. Instead, focus on the benefits the business will have for others or the community.

A lesson can be learned from Mikaila Ulmer, founder and CEO of Me & the Bees Lemonade,

Ensure your child has the tools to get a business off the ground

who, at nine years old, enthralled viewers of ABC's reality show 'Shark Tank' when she walked away with a \$600,000 deal for her lemonade business. Much of Ulmer's success was due to the value of honey and how she could make this classic drink healthier. The monetary value came later on.

Don't Dismiss a Farfetched Idea

Kids have fantastic imaginations and this creativity should be encouraged and utilized to formulate fantastic business ideas. No matter how farfetched your child's business venture might sound, avoid quashing it as



nonsense because it could discourage your child from coming up with other business ideas in the future.

Teaching your child about the value of money is an invaluable lesson

Instead, show enthusiasm for the idea and work with your child to attempt to rework the idea into a potentially feasible business.

Don't Be Afraid to Show Your Child How to Market a Business on Social Media

When it comes to social media, parents generally try to keep their children away from it until they reach a more mature age. However, with the selling potential social media affords, marketing on social platforms is an activity no small business can afford to ignore.

Rather than trying to shield your children, show them the marketing potential of social media and other online activities. Teaching them how to use the internet to sell products while staying safe online could be an

invaluable lesson in their business ventures — and in life!

Don't Avoid Challenging Your Child

Children, like many adults, need to be challenged in order to reach their full potential. You can constructively challenge your children in a business sense by introducing them to other successful entrepreneurs and business owners.

Don't Say No!

Rather than bluntly saying no when your child asks you if he or she can sell pumpkins outside the house at Halloween or set up a cake stand at the local fair, encourage the entrepreneurial spirit.

If it's not convenient immediately, find a time when your youngster can pursue his or her business idea and have a responsible adult present.



Gabrielle Pickard-Whitehead

Staff Writer

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50 Business Ideas for Teens

You don't have to be an adult to start your own business. In fact, there are many different business opportunities that teens can use to get their entrepreneurial journeys started.

Here are 50 business opportunities for teens.

Business Ideas for Teens

Academic Tutor

For students that excel in certain subjects, you can offer assistance to other students that need help in that area by starting a business as an academic tutor.

SAT/College Prep Tutor

Or you can get even more specific about your tutoring services and focus specifically on helping students and college applicants prepare for the SATs or other standardized tests.

Child Care

Babysitting and child care services are popular ways for young people to make some extra

money. You can accept jobs that don't conflict with your school schedule or other activities.

Handmade Shop Owner

If you have any art or craft skills, you can open your own shop selling handmade goods to people online on sites like Etsy.

Craft Fair Vendor

Or you could sell your items to customers in person at local craft fairs or other events that promote handmade vendors.

Social Media Influencer

For those who are skilled with social media, you can build up a following and then work with brands as an influencer to promote various products and services.

YouTube Personality

YouTube is also a popular platform for entrepreneurs. You can start your own channel and then earn revenue through advertising shares as you gain followers and views.

Podcaster

If you're more inclined to create audio content, you can start your own podcast and then earn money through advertisers on your podcast or website.

Blogger

Blogging is also a viable business opportunity for people of all ages. You can start your own blog about a subject you're interested in and then earn money through ads, product sales, affiliate links or other methods.

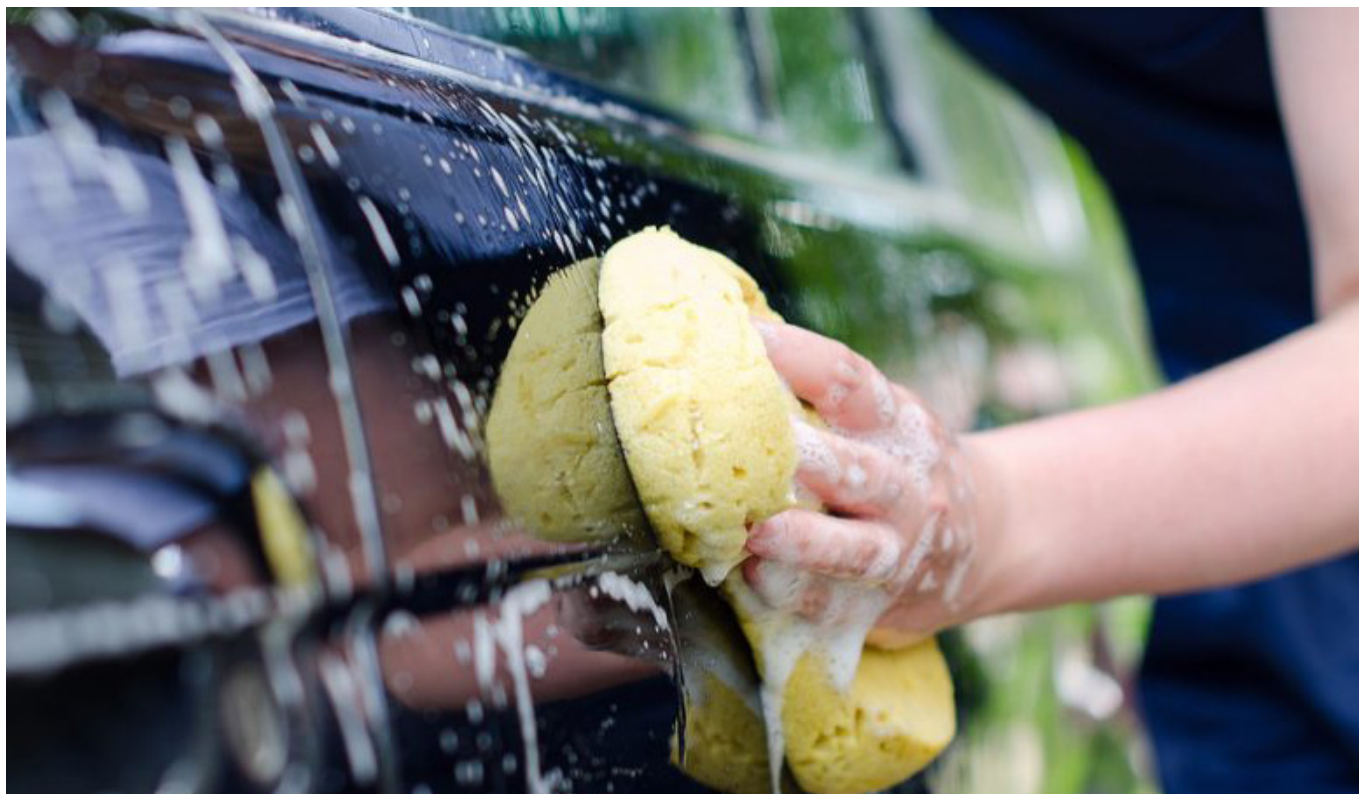
Cake Decorator

If you want to start a creative business or work with food, you can offer your services as a cake decorator for events, bakeries or other customers.

Car Washing Service

You can also start a mobile car washing service where you visit clients to wash and detail their vehicles.



**House Cleaner**

Or you can build up a base of clients through word of mouth and offer house cleaning services on a regular basis.

Laundry Service

You can even get more specific with your services and offer to do laundry for your local clients.

Errand Service

You can also offer a variety of different errand services to local customers, including picking up groceries, dry cleaning and more.

Inventor

People of all ages can invent new products. If you have a great idea for a new invention as a teen, you can build a prototype yourself or work with businesses or mentors to find a way to get it produced.

Lawn Care

Lawn care is a pretty easy and straightforward business to start. If you have transportation

and equipment, you can build a client base of local homeowners in your area.

Dog Walking

Or you could focus on gaining local clients who are also pet owners and offering dog walking services on a daily or weekly basis.

House-sitting

You can also offer house-sitting services to homeowners who need someone to look after their homes while they travel.

Gift Wrapping Service

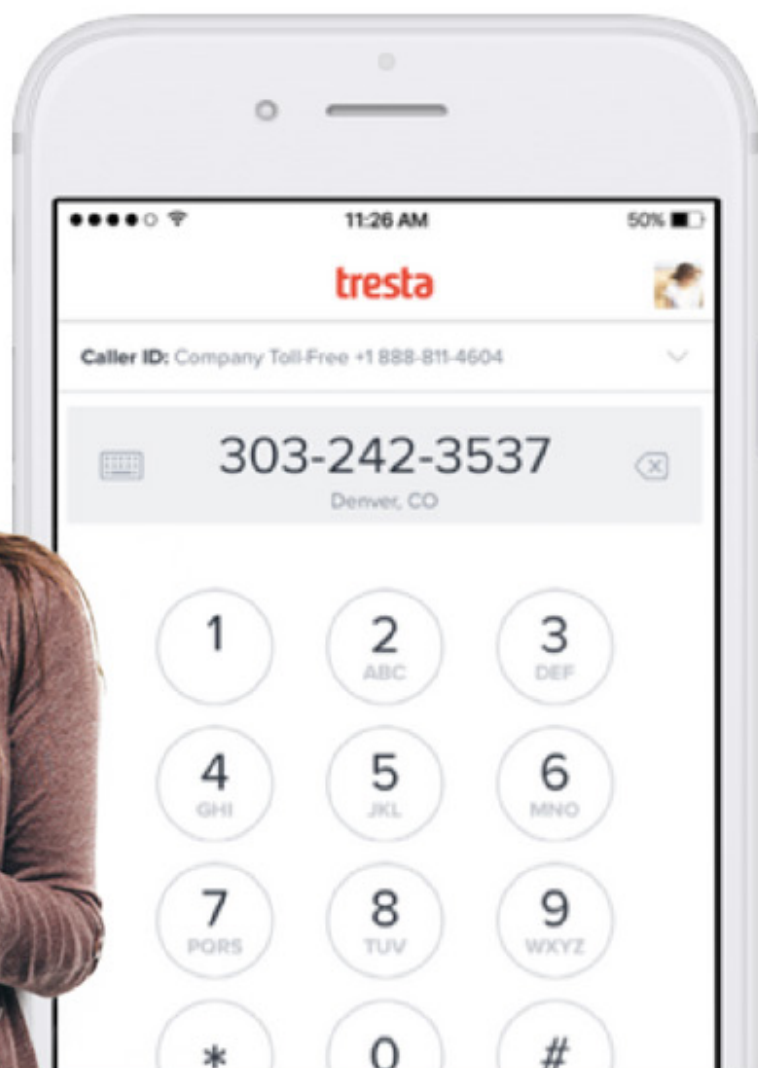
During the holidays or other popular gift giving occasions, you can offer gift wrapping services to gift givers who don't want to wrap their own items.

Tech Support

If you're fairly competent with computers or technology, you can start a tech support business where customers can call or chat with you to get help solving their tech issues.

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Computer Setup Service

You can also start a business that's specifically geared toward helping people who recently bought new computers or devices and need help getting them set up.

Technology Tutor

Or you can focus more on teaching clients how to set up their devices or solve other tech issues on their own by starting a business as a tech tutor.

Online Graphics Seller

If you have some design skills, you can create your own printable or online graphics and sell them to customers as downloadable files online.

Clothing Designer

You can also potentially channel your design skills into creating your own clothing line and selling pieces online or in local boutiques.

T-shirt Designer

Or you can keep it simple and create your own designs to include on t-shirts and then get them printed to sell online or in stores.

Greeting Card Maker

If your creativity is suited more toward creating your own paper goods, you can also design your own line of greeting cards to sell.

Recycling Service

For those who want to start an environmentally friendly business, you can start a service where you pick up recyclables and take them to the proper facilities.

Party Entertainer

If you want to start a business where you work mainly at special events, you can start a business as an entertainer such as a juggler, balloon artist, mime or even magician that entertains people at events.

Musician

Or if you're musically inclined, you can start a business with a band or as an individual musician who plays at weddings or events.

Custom Portrait Artist

For those who are more visually focused artists, you can offer your services to people who want custom portraits of their families, pets or other subjects.

Pet Photographer

You can also start a photography business that specifically caters to pet owners who want photo portraits of their furry friends.

Event Photographer

Or you can offer your photography services at weddings or special events.

Farmers Market Vendor

If you have the space and the ability to grow food in your home or garden, you can start a booth at your local farmer's market to sell those home grown food items.

Delivery Service

You can also start a delivery service business where you deliver items to different locations on behalf of your customers as long as you have a reliable form of transportation.

Packing Service

Starting a full moving service might not be super realistic for a teenager. But you can start a business that helps people pack up their items before moving in order to make some extra cash.

Co-working Service

Coworking services have gained a lot of popularity in recent years. And they can even be useful for young entrepreneurs. So you can start your own business by opening a coworking space for other teen entrepreneurs.

Graphic Designer

If you have some basic design skills, you can start your own graphic design business where you help clients by designing logos and other branding elements.

Web Designer

Or you can help them put together websites by starting a business as a web designer.

Ecommerce Reseller

Entrepreneurs of all ages can easily open ecommerce stores. So you can purchase items and then sell them at a profit on platforms like eBay.

Proofreader

You can offer editing or proofreading services to businesses, authors or individuals who need help perfecting their copy.

Videographer

If you have the right equipment and skills you can also offer your services as a videographer for local businesses or events.

Gift Basket Service

You can also fairly easily put together and sell gift baskets for holidays or other special occasions.

Scrapbooker

For those who enjoy putting together scrapbooks, you can build a business by offering custom scrapbooking services to people who want to preserve their memories in a special way without doing the work themselves.

Snow Removal

If you want to earn some extra cash during the winter months, you can offer to shovel snow for local homeowners for a small fee.

Leaf Removal

And during the fall, you can offer leaf removal services to those who don't want to rake their yards on their own.



Garage Sale Organizer

Garage sales can be a great way to earn some extra cash. You can host your own to get rid of unwanted items or even help others who don't want to put together and run their own sales.

Holiday Decorator

During the holidays, you can offer services to put up lights and other decorations and adornments.

Personal Shopper

For those who enjoy shopping, you can build a business as a personal shopper and help others pick out the best items for them.

Pet Cleanup Service

It may not be glamorous work, but pet cleanup is a service that's really in demand. So you can build a client base in your area and offer those services regularly.

Zine Publisher

If you want to share creative work, from visual art and photography to fiction and poetry, you can start your own zine and sell it to customers at events or online.

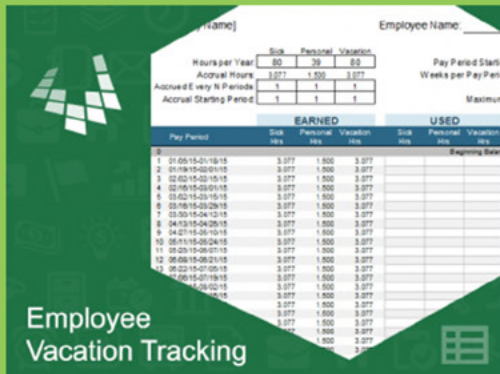


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Products / Resources



Employee Name: _____

Pay Period	EARNED			USED		
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147 08-04-20-08-17-20	3.077	1.000	3.077			
148 08-18-20-08-31-20	3.077	1.000	3.077			
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Who's Inspiring Today's Young Entrepreneurs?

I've always believed in the importance of helping young people become entrepreneurs.

The innovation and energy of youth are the building blocks of small-business success. The good news is, there are more and more organizations out there helping America's kids, teens and young adults thrive as entrepreneurs.

The Kauffman Foundation (which has funded or guided many entrepreneurship programs itself) recently took a look at some of the top efforts.

- Entrepreneurs Organization (EO) has more than 7,000 members who grow their companies by sharing their experiences and learning from each other.
- Junior Achievement started to help students with career opportunities. Junior Achievement now gives students hands-on experience in entrepreneurship through elementary, middle and high school.

The innovation and energy of youth are the building blocks of small-business success

- Network for Teaching Entrepreneurship (NFTE) educates low-income youth from mostly urban areas, helping them improve business, academic and life skills through entrepreneurship education and business competitions. Students get to work with real entrepreneurs and learn from their experiences.
- YSN.com, founded by my friend Jennifer Kushell, offers a ton of tools, solid advice, and a strong network for young entrepreneurs.
- I've been involved with all of these organizations; they've been around for several years. But there are also some relatively new groups serving the market:
- Elliot Bisnow's "Summit Series" began as an informal group for the world's top young entrepreneurs. The recent Summit Series earlier this month brought together some of the world's top CEOs, entrepreneurs, entertainers and philanthropists under 35 to hear speakers like former president Bill Clinton. Summit members get together a few times a year to share ideas on business and how it can solve the world's problems. Members have met with world leaders and high-ranking policy makers to brainstorm ideas.
- Startup Weekend asks the question, "What if you could take an idea from concept to reality in just one weekend?" Founded by a young serial entrepreneur, the event brings startup entrepreneurs,

marketing experts and others together for a weekend-long event that transforms entrepreneurs' ideas into reality in just 54 hours. So far, over 15,000 entrepreneurs worldwide have gone through the program.

- Bridging the gap beyond high school, the new Entrepreneur U from DECA helps students and parents explore entrepreneurship education opportunities post-high school.
- Extreme Entrepreneurship Tour (EET) is the first nationwide entrepreneurship tour aimed at students. Cofounder Michael Simmons launched his first business at 16 and now EET aims to inspire other young entrepreneurs. The tour visits small business development centers, economic development organizations, and schools to introduce students to entrepreneurship and inspire them to think big.

We're in an era of change right now and young people lead change

We're in an era of change right now and young people lead change. What's so inspiring about these new organizations and events is that they're grassroots efforts not just for, but by, young entrepreneurs. *I have no doubt that we'll see even more growth in organizations promoting and assisting young entrepreneurs in the years ahead.*



Rieva Lesonsky

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Entrepreneurial Teens Prove Coworking Spaces for Students Can Work Too

You're likely already familiar with the benefits coworking spaces can offer to entrepreneurs and freelance workers.

But a group of entrepreneurial teens are also trying to promote the benefits of coworking spaces for students.

Jessica Kim, Isabel Wong, Tiffany Chang and Liezl Agustin opened a coworking space for teens in Honolulu, Hawai'i, called The Canvas. They came up with the idea during a leadership conference where they discussed issues with the education system. The hope

is that the space will add a bit of a social setting where students can work on academic projects. Kim told the Huffington Post:

"We started thinking about mentorship or tutoring ... But then we started to think about something bigger, opening a space where people could come and work. There are many students who don't have the resources to excel in their academics and we wanted to

We started thinking about mentorship or tutoring... But then we started to think about something bigger, opening a space where people could come and work

bring a space that highlights students' strengths."

The Canvas consists of three small rooms: a main room with workstations, a meeting room that doubles as a classroom, and a library full of donated books. Everything in the space has been built and designed by teens.

The Canvas operates as a 501c3 and doesn't charge anything for the use of its space, WiFi, workshops, tutorials, or even snacks.

Teachers and other professionals volunteer their time to make presentations and tutor students.

Even though the coworking space doesn't turn a profit, it still took a lot of work and entrepreneurial spirit to get it up and running. The founders are young. But sometimes that youthful energy can make up for inexperience and even lead to some truly innovative ideas. And according to Chang, it's already been a huge learning experience for them:

"When you're naive, you don't set limits on yourself and you keep dreaming and pursuing those dreams. We're learning every single day what works and what doesn't work."



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50 Instagram Business Ideas

You already know that Instagram can be a great platform to market your business. But did you know that you can also build an entire business around the platform?

While many businesses will eventually require you to have a website or other offerings, there are plenty of different businesses you can get started with nothing more than an Instagram account. Here are 50 of them.

Instagram Influencer

One of the best ways to make money from Instagram is by [becoming an influencer](#). To do this, you need to build up an audience in a

specific niche — and there are a lot of different options — then work with brands to share content related to their products or services.

Product Reviewer

More specifically, you can build up some influence and then offer to share reviews of specific products, sharing your thoughts in videos or captions.

Did you know that you can build an entire business on Instagram?

Instagram Manager

You can also work with brands as a social media manager that specializes in posting on Instagram.

Social Commerce Seller

It's also possible to sell products directly on Instagram using a buy button or posting products for sale and then invoicing your followers who show interest.

Affiliate Marketer

You can also use your Instagram account and Instagram Story to share affiliate links to specific products or services and then earn a commission on each sale.

Digital Product Seller

If you sell digital products like ebooks or printables, you can use Instagram as your

main method of sharing your offerings with potential customers.

Event Photographer

Instagram is also a great platform for photographers to build a business around. If you're an event photographer, you can share photos from the events you work and then include an email address in your bio so new clients can contact you.

Stock Photographer

You can also take stock photos that you can sell to brands or businesses looking to build up their Instagram content.

Product Photographer

Or you can offer a service where you take photos of products for ecommerce businesses to use on their websites and social media accounts.

Portrait Photographer

Portrait photography is another niche within the photography business. For this type of business, you can use Instagram as a portfolio



and offer a way for new clients to get in touch with you.

Printed Products Seller

If you're a photographer or designer, you can create unique images and then have them printed on various products like t-shirts and mugs, then use Instagram to promote your offerings.

Prop Stylist

Instagram is also a great place to showcase your talent as a stylist. You can organize photoshoots and use your Instagram account as a way to showcase your style and offerings to brands.

Instagram Food Channel

Foodies, you can [post about all of your favorite dishes](#) and restaurants and then work with those food brands to build an income directly from your Instagram account.

Fashion Blogger

You can also start a sort of fashion blog

directly on Instagram, sharing photos of your outfits and working with clothing brands as an influencer.

Personal Stylist

Also in the fashion niche, you can use Instagram to show off your style and then let potential clients contact you to procure your services as a personal stylist.

DIY Expert

Another niche you can focus on with your Instagram account is to post tutorials and DIY projects to help your followers learn new techniques. Then you can work with sponsors and brands that offer supplies for your projects.

Baker

Instagram is also a great place to show off your baking skills, especially if you offer cookies or items that have cool decorative elements. You can post your creations and let customers place orders with you directly.



Food Blogger

Or you can make food items that you don't actually sell, but instead offer recipes and then work with grocery and food brands as an influencer.

Travel Blogger

You can also work with travel brands like airlines and hotels by sharing your travels and some useful travel tricks and tips with your followers.

Lifestyle Blogger

Or you can take a more general approach with your Instagram content and then work with a

Another niche is to post tutorials and DIY projects to help your followers learn new techniques

variety of different brands that might appeal to your target followers.

Makeup Artist

Since makeup is a visual medium, and Instagram is a visual platform, it's a great place to show off your work and then offer potential clients a way to book your services.

Hair Stylist

Similarly, you can post pictures of your work as a hairstylist and then let customers email or message you to set up an appointment.

Handmade Business Owner

Instead of relying on a platform like Etsy or setting up your own ecommerce site, you can post photos of handmade products and let customers claim or bid on them in the comments.

Illustrator

Instagram is also a great platform for visual

artists like illustrators. Post photos of your work and then let customers order prints of different images or order custom work.

Custom Portrait Artist

Or you can take a more service based approach to selling your artwork. Use your Instagram account as a portfolio and let customers order custom portraits of their families.

Graphic Designer

You can also use Instagram as a portfolio for your graphic design work and then let clients contact you directly to procure your services.

Infographic Designer

Or you can get even more specific and offer infographic design services, using Instagram to post interesting examples of your work.

Lettering Service

You can also offer custom lettering or calligraphy services to brands or individuals that want to put a unique touch on things like signs or wedding invitations. Use Instagram to show off your work.

Videographer

While photos get a lot of the attention, Instagram also lets users post short videos. So you can start a business as a videographer and use the platform to show off your skills. (Remember Instagram videos are quite short so you will have to be creative!)

Animator

Or you can specialize in animations for videos and showcase your work through Instagram.

Musician

You can also post videos of yourself singing or playing music on Instagram and let people book your services for weddings or special events. (Again, the brevity of videos on Instagram will require a very creative approach to make this work.)

Magician

Similarly, if you have a unique talent like performing magic tricks or juggling, you can show off your skills in Instagram videos and give people a quick way to get in touch with you to book your services for events.

Comedian

You can also show off short bits of a stand-up comedy routine on Instagram and share your funny personality with people who might be interested in booking your services.

Secondhand Goods Seller

If you have some vintage or secondhand goods to sell, you can use Instagram as a platform where you can post each item and then let customers place bids if they want to purchase.

Brand Ambassador

There are a number of unique ways you can use Instagram to [post about a specific brand](#) or product. And if you grow enough of a following, you might be able to make some extra money or get some extra perks thanks to those posts.

Pet Personality

It might sound crazy, but you can actually start an Instagram account that revolves around a pet or animal, then build a brand

around it as popular examples like Grumpy Cat have demonstrated.

Public Speaker

For those looking to offer services as a public speaker, you can use your Instagram account to share your expertise and even offer examples of your talks through Instagram Live.

Webinar Host

You can also build a business around offering webinars on a particular subject, using Instagram as a way to grow your audience and show off your expertise.

Live Event Promoter

Instagram is also a great place to promote live events. So if you want to build a business as an event promoter, you can rely heavily on the platform.

Event Organizer

Or you can offer more in-depth services as an event organizer, using Instagram as a way to showcase your work and communicate with potential clients.

Meme Maker

Brands will sometimes pay for people to make memes as a way of creating some buzz. So you can use Instagram as a way to make and share memes.

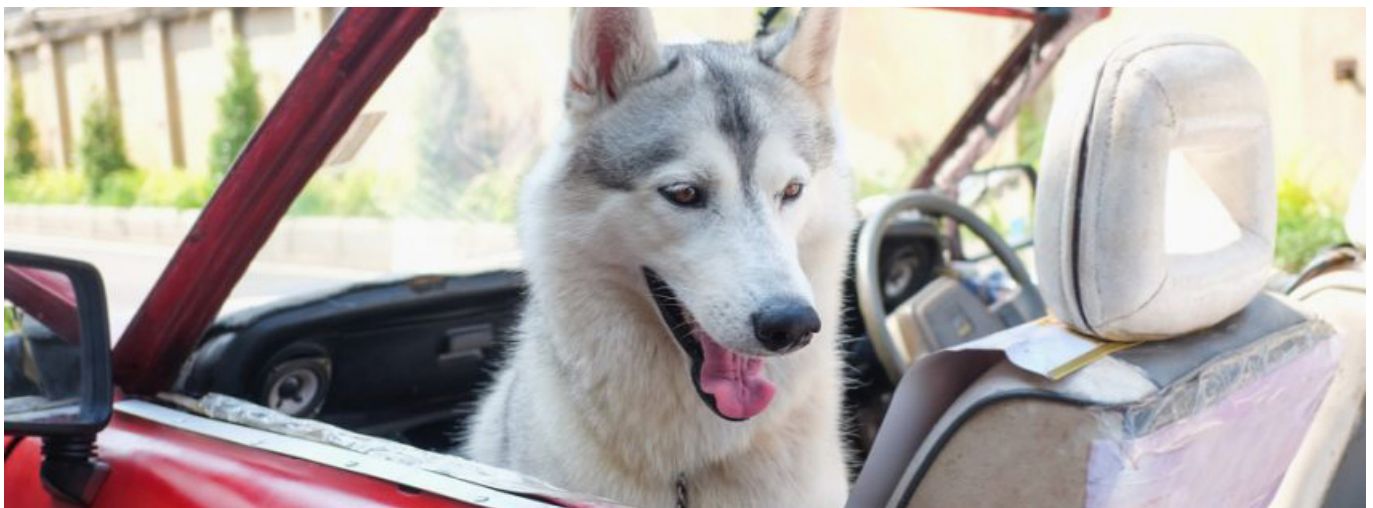




Photo Editing App

If you have the skills to develop an app, you can build your app around Instagram, creating photo or video editing features for other users.

Instagram Consultant

Or if you want to share your Instagram expertise with others, you can work as a consultant, using your own account to share your expertise.

Advertising Specialist

You can also get even more specific by offering Instagram advertising services to brands looking to leverage those options in their marketing.

Instagram Contest Service

Contests are another popular method for promoting a brand on Instagram. So you can offer a service where you manage contests and giveaways.

Business Coach

You can also use Instagram to offer more general consulting services to other businesses, simply using the platform to share your knowledge and build up your credibility with potential clients.

Life Coach

Or you can get even more general and offer life coaching services, using posts for quick advice and Instagram Live for more in-depth content.

Fitness Coach

You can also focus on another area for your coaching business like fitness. Use the video feature to really show off your expertise.

Online Course Creator

You might also create some online courses that people can purchase to learn more about using Instagram and marketing on the platform.

Live Workshop Instructor

Or you can focus on teaching live classes on a specific subject, using Instagram to promote your offerings and book students.



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Help for Building a Brand on Instagram

Today's teenagers have grown up with social media and mobile apps. So, business tools like Instagram seem to come pretty naturally to them.

For this new generation of entrepreneurs, Instagram is proving to be invaluable. And even business owners who are well past their teenage years could potentially learn a thing or two from these young people.

Instagram is proving to be invaluable

One teenage business owner making a name for herself on Instagram is Zandra Azariah Cunningham, founder of Zandra Beauty, a beauty company that makes products to empower girls. Zandra's business journey started when the makeup-obsessed teen's dad wouldn't buy her lip balm anymore and suggested that she instead make her own. She ran with the idea and has since grown it

You need to be willing to share real moments

into a fully fledged makeup and skincare brand.

Zandra recently shared some insights on her business journey and tips for other business owners looking to leverage the power of Instagram in an email interview with Small Business Trends. Here are some top tips.

Show Your Everyday Life

One of the best things about Instagram is the ability to form authentic connections with others on the platform. In order to do that, you need to be willing to share real moments from your everyday life and some behind-the-scenes shots from the operations of your business. This can help potential customers get to know you as they would with friends or individuals using the platform. It can also simply help you start conversations with other users.

Cunningham says, "I have used Instagram to show people what my life looks like so I could build a connection with my audience. Specifically, for other youth who wanted to build a business; it's great for them to see that I am the one actually doing the work. When consumers see and feel the real people behind the brand they pay attention more and want to learn more. I didn't know much about feed curation and making it pretty, to this day I use Instagram to share my story and my mission, plain and simple."

Stick with It

Instagram is also free to use and has more than 800 million active users. That gives businesses the opportunity to reach tons of potential customers. However, it can sometimes take a bit of time and commitment. Cunningham just wants entrepreneurs to know that the investment is worth it.

She says, "I always advise other young moguls to take advantage of Instagram's large platform and reach. When starting out, it's hard to make that initial impact in the market without spending a ton of money. Instagram is a free tool that supports small business looking to reach other small businesses and customers. Stay committed, and I promise you'll see that your consumers will follow and want to support you and your mission."

Believe in Your Abilities

For young people that might not think they have enough knowledge or experience to start a business, Cunningham also wants her story to serve as proof that running a successful business as a teen is possible. In fact, entrepreneurs of any age can struggle with that belief. But with access to tools like Instagram and success stories like

Stay committed - you'll see that consumers want to support your mission

Cunningham's, you can get past those doubts and make it work.

She adds, "I want people to know that real success is possible for kids like me. If I can build an empire as a kid so can they. It all started with lip balm and now I have built a brand that includes a non profit that supports girls and women globally, a young mogul business prep school and there is more on the horizon. Without Instagram, it would have been so much harder to grow my brand into the social good company we are today. I'm proud of that."



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Why My Kids Are More Entrepreneurial Than Me

My kids think like entrepreneurs. I do not. That difference was apparent on a recent trip we made to Colorado to ski.

As is often the case when we fly on United Airlines, there was a problem. This trip, we landed on time, but there was no gate available.

As we waited on the tarmac, with the pilot announcing, every so often, that he didn't understand why Denver operations would not give us a gate, virtually all of the passengers,

myself included, became increasingly irritated. People began to complain loudly, tweet and otherwise express their frustration.

I say almost all of the passengers because the two people seated to my right (my son) and left (my daughter) calmly took out some paper and pencils and began to sketch. After a while, I asked them what they were doing.

My 12-year-old son explained that entrepreneurs do not sit around complaining about problems, they solve them

My 12-year-old son explained that entrepreneurs do not sit around complaining about problems, they solve them. My children, it turns out, were sketching alternative designs for temporary gates at airports to solve the problem we were experiencing.

They got the idea that entrepreneurs solve problems from me. I talk about this difference between entrepreneurs and the rest of the population when it comes to responses to problems. As an academic I have learned about these differences from conducting research and reading the findings of my colleagues.

But I do not think in those terms. I think about situations like a professor and an investor. I accept problems, rather than think of ways to solve them. That's the way most academics, investors, and big company managers respond to problems.



It's probably natural to react the way that entrepreneurs do. The rest of us have learned to respond differently. Most of society doesn't encourage people to dream up solutions to problems. Instead, it pushes people to accept problems as an unfortunate part of life.

That's why my kids think like entrepreneurs and I do not. They haven't worked and they haven't had enough schooling to lose this natural problem-solving approach.

Not every adult has lost this skill. In my class recently I had a speaker who ran the family office of a great entrepreneur. When she described what it was like to work with him, she said that it was like dealing with a three-year old child. Every time she described

People who are trained to think efficiently lose the ability to think entrepreneurially

something, whether it was about a product or a way of organizing a business or a customer need, he would answer "why?" And to every follow up answer to which she gave, he would follow up again with "why?"

This is not the only great entrepreneur I have heard described this way. Many others I have met or studied in my research think this way too. They have not lost their natural desire to understand problems and figure out ways to solve them.

The example of my kids and the story of the entrepreneur described in my class brings up an important set of questions for public policy makers, business leaders, educators and other people concerned with encouraging more people to think like entrepreneurs. How do we ensure that people do not lose their natural entrepreneurial thinking?

How Can More Adults Retain Natural Entrepreneurial Thinking?

From my viewpoint, there are two key parts of this that we have not yet answered adequately. The first is what exactly does the educational system and big company employment do that causes people to lose the entrepreneurial approach? The second is whether the loss of these things is necessary because the natural entrepreneurial approach is replaced by something more valuable to society.

My hunch is that our educational system and big company employment teaches people to

think efficiently. Most of the time, for most people, that efficient thinking is valuable because it is a better way for dealing with routine tasks than dreaming up creative new approaches that may or may not be better. The downside is that people who are trained to think efficiently lose the ability to think entrepreneurially, and occasionally that's a real negative.



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Business Ideas You Can Start with Your Kid

Not every young entrepreneur is ready to strike out on their own right now. Plus, there's nothing wrong with lending a helping hand getting your child's first business off the ground.

So, we've compiled this big list of business ideas you can start with your kids today. None of these ideas requires you to take the lead on operations. Just stand by to lend a helping hand.

Lemonade Stand

The quintessential business for kids, a lemonade stand can be more of a legitimate

business opportunity with your help. You can have your kids help you with a recipe that you can sell at a stand or in stores or restaurants.

Candy Sales

Candy is another product that's popular with kids. So you can work with them to come up with a unique candy product that you can sell wholesale or online.

Cookie Sales

Cookies are also relatively easy to create and sell online or in stores. Work with your kids to come up with unique recipes and decoration ideas.

Bakery

You could also set up a more all-encompassing bakery. And while you'll need to adhere to health codes and other workplace standards, you can have your kids help you with recipe creation and ideas for new products.

Ice Cream Shop

Similarly, you can set up a small ice cream shop or even mobile ice cream truck where you can work with your whole family.

Family Diner

You could also start a more full service food business with a family friendly diner.

Family Farm

For families with a lot of land, there are plenty of different farming and agriculture businesses you can run with the whole family.

Farm Stand

Even if you have a smaller garden or food production business, you can set up a small farm stand to sell those products alongside your kids.

Flea Market Sales

Or you could sell secondhand or handmade products at local flea markets and have your kids help you setup the stand and deal with customers.

Craft Fair Sales

If your kids enjoy making crafts, you could help them sell their creations at local craft fairs.

Etsy Shop

You could also set up an Etsy shop where you sell their handmade products, or products you help them make, online.

Art Sales

More specifically, you could help your kids create paintings or illustrations that you could sell online or in art exhibits.

Clothing Line

If your kids are particularly fashion savvy, you could have them help you design a kids' clothing line that you could produce together or have manufactured.

None of these ideas requires you to take the lead on operations

Jewelry Design

You could also opt for smaller products like jewelry that you can make by hand with supplies from the craft store.

Paper Goods Sales

Or you could sell paper goods like journals or greeting cards that your kids help you design.

T-Shirt Design

There are plenty of online platforms that let you add designs or illustrations to t-shirts and other products. So you could create and sell those products using artwork that your kids create.

Toy Sales

You could also focus on creating toy products, either making them yourself or designing prototypes and working with a manufacturer.

Children's Book Sales

Maybe your kids are creative storytellers — if so, work with them to write children's books and self-publish them.

Ecommerce Shop

Ecommerce businesses are easy to start on platforms like Amazon and eBay. Find a product niche you can collect with your kids and then set up a storefront online.

Tutoring Business

If your kids do well in school, you could help them start a tutoring business where they provide guidance to other students.

Educational YouTube Channel

You could also help them set up a YouTube channel where you could share lessons or educational content.

Online Course Sales

Or you could set up official online courses that you could sell to students online.

Family Blog

Blogging is a business idea that can work in many different industries. You can start a family blog where you and your kids share parts of your daily life and make money through ads or sponsored content.

Family Podcast

Similarly, you could start a podcast with your kids where you talk about family related topics.

Family Band

If your kids are musically inclined, you could start a band and play at local events or parties.

Magical Act

Or, you could focus on another type of entertainment, like a magical act that you perform at kids' birthday parties or similar events.

Comedy Performance Business

You might even consider starting a family friendly comedy routine that you can perform with your kids at local events.



Party Planning Business

You could even start a business where you help people plan birthday parties for kids or other family friendly events.

Child Care Business

If your kids are old and responsible enough to help with child care tasks, you could start an in-home daycare business.

Summer Camp

Or you could start a seasonal business like a summer camp where your kids can help out as counselors or support staff.

Educational Influencer Business

You can also build a business as a family of influencers. It could be particularly effective for you to work with educational products and brands.

Travel Influencer Business

Or you could document your family travels on a blog or social media accounts and work with travel brands as a family of influencers.

Social Media Consulting Service

For older kids who have some knowledge of social media, you could start a social media consulting business where you help businesses trying to appeal to kids and teens.

Computer Setup Service

Another idea for tech savvy teens and their parents, offer a service where you help people who have recently bought new computers or devices and need help setting them up.

IT Help Service

Or you could start a more general IT help service where people can call or chat with you and your kids for answers to tech related questions.

Gift Shop

You could also start a family friendly retail store, like a small gift shop that your kids can help out with.

Secondhand Store

Secondhand stores can also be a good undertaking for the whole family. Your kids can help you sort through items, stock shelves and help customers.

Bicycle Tours

If you live in an area that's popular with tourists, consider starting a tour guide service where you give walking or bicycle tours so your kids can tag along.

Dog Grooming Service

For families that love dogs, you can start a dog grooming service where you travel to your clients or have them bring their dogs to you.

Dog Training Service

Or you could opt for a more in-depth training service that your whole family can offer to pet owners in your community.

Used Book Sales

For families that love to read, you can collect old books and sell them online or in a retail location.

Book Rental Service

Or you might opt for a more unconventional book business where you rent out books in a particular niche.

Movie Rental Service

Similarly, you could collect movies and rent them out to customers in your area, especially if those movies aren't readily available from popular streaming services.

Video Game Rental Service

Gaming families could also apply a similar concept to video games, renting them out to other gamers in the area.

Voiceover Business

Voiceover artists provide audio content for ads, audiobooks, television programming and

more. You can start a business where you provide those services alongside your kids to offer clients even more of a variety of voices.

Subscription Box Service

Subscription boxes are becoming increasingly popular. To start this type of business with your kids, focus on toys, healthy snacks or other products that interest the whole family.

Interior Design Service

For those with design savvy kids, you can start an interior design business where you design interior spaces for other families.

Landscaping Service

If you prefer spending time outdoors, you could start a landscaping business where your kids help out with the yard work.

Laundry Service

Laundry is also a fairly straightforward process that you can have your kids help with.

Holiday Decorating Service

During the holidays, some families prefer to pay others to put up their decorations. So this is something you could potentially offer with the whole family.



Annie Pilon

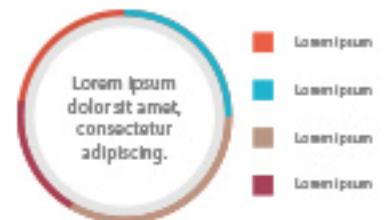
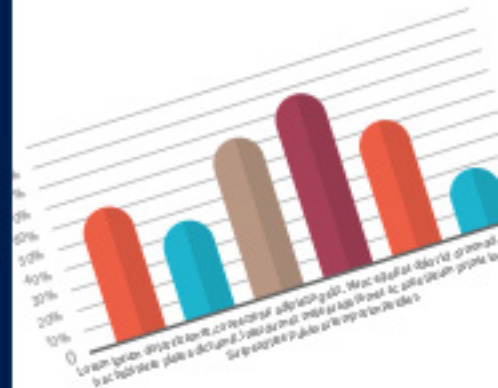
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Propaganda Premium E-Liquid Is Run Completely by Millennials

Millennials are making a major impact on the workforce. But they're also changing up the business world as well.

One company that's run completely by millennials is Propaganda Premium E-Liquid, a supplier of e-liquid for vape shops. You can read more about the company and its young team in this week's Small Business Spotlight.

What the Business Does:

Manufactures e-liquid for vape shops.

Co-Founder Nicholas DeNuccio told Small Business Trends, "Propaganda manufactures and distributes five distinct lines of e-liquid flavors to 5,000+ US vape shops and more

than 40 countries around the world. From the everyday smoker to the conscientious consumer looking to kick a bad habit, we offer 19 different flavors in nicotine strengths ranging from 0mg-12mg."

Business Niche:

Being the "young bucks" of the industry with a fully millennial team.

DeNuccio says, "My executive team and I continue to embrace and foster this 20-something image in brand attitude and



approach. We also possess all the qualities and skills, like tech-savviness and social media smarts, of a successful millennial team."

How the Business Got Started:

In the family kitchen.

DeNuccio explains, "Propaganda was started in my parent's kitchen with \$200 worth of materials purchased online. From there, my partner and I spent nine months in research and design to develop three initial flavors, each featuring high-quality ingredients at just the right percentages to create what is known in the industry as an "all-day vape." When we were satisfied with our results, we launched an instantly recognizable brand with a memorable, edgy name and a powerful logo that reads across every platform. Once this was in place, we simultaneously began grassroots consumer and custom retailer/distributor campaigns. We literally went door to door to vape shops around the country. Soon, we were selling in more than 200 retailers nationwide and everything else just grew exponentially from there."

Biggest Win:

Creating a major industry force.

DeNuccio says, "From turning a profit in nine

months to selling outside the US for the first time in China, we've had lots of wins in just four years. That said, one of my favorite wins actually comes from our competitors. At least once a week, we'll get a call from an employee at one of the major e-juice brands looking to quit their job and come work with us. These are companies we never dreamed of being in the same league as and now they are losing staff to us! To me, that says we are a player in this industry."

Biggest Risk:

Rebranding the company.

DeNuccio says, "Three years ago, we took a risk and rebranded our company with a new logo, tagline and package design. In the process, we could have lost our existing fan base by either turning customers off or just becoming altogether unrecognizable. To avoid, this we took a three-stage approach and slowly released portions over time to keep our fans engaged and entertained. Luckily, it worked!"

Lesson Learned:

Embrace mistakes.

DeNuccio explains, "This whole, surreal journey has taught me everything I know today. If it weren't for the mistakes, the

headaches, and perhaps most importantly, the late nights worrying how to make payroll, I don't think I'd be where I am today."

How They'd Spend an Extra \$100,000:

Promoting products in stores.

DeNuccio says, "I would definitely increase my in-store marketing and premium item budgets. Right now, we offer posters, flavor menus, POPs, shirts, hats, PopSockets, and car decals to retailers and fans because you gotta constantly give love to get love! I believe marketing to existing customers in this way is the most powerful form of new business acquisition out there, especially in our ever-evolving industry. So we also use customer loyalty incentives like "peel and win" stickers on each box of e-liquid and do lots of giveaways. After all, the more someone loves you, the more they are going to recommend you to someone else and get someone else to love you, too."

Team Culture:

Millennial family.

DeNuccio says, "Something interesting about Propaganda is that all of our team members (including myself) are millennials. We're also one big family over here. I know how cliché that sounds, but it's very true. We have so much love and appreciation for each other. Most of us have been close friends for over seven years."

Favorite Quote:

"Successful people do what unsuccessful people are not willing to do. Don't wish it were easier, wish you were better." -Jim Rohn-American entrepreneur, author, and motivational speaker



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"I don't understand what's happening either, but we need to find the fire button fast!"

I grew up in the arcade era. I remember hoarding quarters like crazy and riding my bike over to the local arcade (next to the pizza place of course) to hand them over to my preteen nemesis, Donkey Kong Jr..

So, it's not surprising that one day when I was looking at a bar graph, it reminded me of Space Invaders and this cartoon came out.

BTW, true fans will notice that I messed up. Each row should have 11 invaders; I only put in 10. (My apologies to 12-year-old me.)



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Mark Anderson's cartoons appear in publications including The Wall Street Journal, Reader's Digest, Harvard Business Review, Good Housekeeping, and Forbes. Anderson is the creator of the popular cartoon website, Andertoons.com. The cartoonist also creates custom cartoons for companies looking to associate his gentle wit with their products and brands. He blogs at: Andertoons Cartoon Blog.

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