



Dear MBT Reader,

This is what I know. I know your time is short. I know that you are ambitious, and smart, and about to do some amazing things because you just picked up Millionaire Blueprints Teen. I know that you want to learn how to make the "coin" from others who already have, or you wouldn't be reading this magazine right now.

Here's what you need to know. I will do everything I can to help you be successful in business and in life. Our team will be working diligently to get you inside access to the best of the best in the business world for interviews, insights and answers to your questions. We will hunt down the best information and resources available to help you find success in your particular area of passion. The time you spend with MBT will be time you spend investing in your own future.

Thank you for trusting us with the one commodity that cannot be traded, your time. So help me, it will be worth every minute for all of us!

For real,

*Robyn Collins*

Senior Editor, Millionaire Blueprints Teen

## WHAT'S THE BIG IDEA?

*A business idea that  
you can use today.*

*By Mike Mason,  
President and CEO of Weathermatic, Inc.*

Less than 1 percent of the garage doors in America have an exterior keyless entry or automatic door opener. Everybody wants one, but so few people have them. Installing these devices is one of the simplest business opportunities I believe teens could take part in today. They would meet a lot of people, have fun, and make a lot of money in the process.

These devices cost about \$15 at The Home Depot, and take about 15 minutes to install. Most people will pay \$50 to \$75 for the labor. It would be easy for teens to sell their neighbors on the idea. Of course, they would need to get their parents' permission ahead of time and purchase the right insurance as well.

The key to achieving success in the business world is to find a job you will enjoy and feel comfortable doing. Every person that you work for is a potential new opportunity, a new friend and a new relationship that can lead to an exciting adventure as well as another opportunity down the road.

That old business cliché is absolutely true. "The only limits to success are those that you put on yourself." Open your eyes. Open your mind, and see the exciting vision that lies ahead. Just get going.

# GET “BIZZY” WITH IT

## *So You Want To Be A Rock Star?*

By Adam Gilbert

Actually, these days, being an entrepreneur is hotter than being a rock star. So, how do you transform yourself into that entrepreneur most people only dream about becoming? You need to recognize an opportunity to help someone. No one “sells products or services” anymore. It’s all about providing solutions for people and helping them get what they want.

The more you help people get what they want, the closer you are to rock star status.

Let’s break it down. It is day one of college, and you are itching to start a business.

### IT BEGINS

You instantly recognize an opportunity to help local businesses connect with students. Local businesses are more fun to deal with than franchises and national chains because big companies are too large to make many changes. Let’s say you start out selling to the owner of a restaurant.

### GET READY

You have to prove yourself. How determined are you to start this business? Convey that to the owner. Your passion will be your most endearing quality. And passion, well, it’s totally contagious. The small-business owner is now going to look at you like you have three heads. Good. Here is your opportunity.

### THE SELL

Offer the owner a risk-free opportunity to promote his or her business. Tell them that you are only going to make money when they make money! Now they’ll listen to you. So the question is ... what are you going to say?

### THE PRODUCT

You’re going to come up with a clever discount – one that doesn’t cost the restaurant a lot of money. For example, a customer could get a bagel with cream cheese with a purchase of \$5 or more, or a customer could get free garlic knots with the purchase of a large pie, etc. Next, you’re going to create a coupon using 8 ½ x 11 paper. Make quarter sheets so you have four coupons per page. Make sure the restaurant name is very visible, as well as the telephone number and your clever discount offer.

### CLIENT APPROVAL

You’re now going to show the coupon to the restaurant owner. You have to be really enthusiastic about this. This is your opportunity to become that rock star. Next, you’re going to ask the owner for only \$1 for each coupon redeemed. You must emphasize that the owner will only pay you when they acquire a new customer. It’s a win for the business, for you, and for the students (customers) that you are going to hand the coupons out to. You’re about to make some nice change, and the students are going to save money as well.

## QUIZ: Are You A Teen Entrepreneur?

By Robyn Collins

Think you might be the next Mark Cuban? Do you like to work on your own timetable, or do you prefer to stick to a schedule determined by someone else? Take this quiz to determine if you’ve got that “enterepreneurial spirit”.

- Have you ever asked your parents if you could do extra things to increase your allowance?
- Would you rather try to make money by doing your chores with excellence or by hanging out at the mall with friends?
- Have you already had your own business, even if it was selling Scout cookies or lemonade to the neighbors?
- When/if you had your own business, did you consider marketing? Did you make changes in your original plans to sell more product?
- Do you think about “wanting more” than a typical busboy job or peddling products at the mall?
- Do you have self-discipline?
- Do you think about business in your free time?
- Do you spend time learning more about the things you’re interested in, even if it isn’t an “assignment”?
- When you are on the computer, are you chatting with friends, or are you reading entrepreneurial and business blogs and various Web sites?

If you answered most of these questions with a “yes”, then you’re starting to pave your own way in the world. If you’re armed with the right tools, nothing can stand in your way – *except you*.

## HIT THE STREETS

You're going to distribute the coupons all over campus ... in lecture halls, restrooms, dorm rooms, dining halls, hubs, and any and every place where there are large concentrations of students. You'll become known as the coupon kid. Stick with me. You're on your way to stardom! Plus, you will earn anywhere from \$200 to \$300 every single time you distribute coupons for about four to six hours of work.

## AMP IT UP!

I know, I know. You want more. After doing this several times for your favorite local business and establishing a great relationship with them, you go to another local business and tell the owner how amazing their competitor is doing!

Boom! That's two clients. Now, you are making \$400 to \$600 every single time you distribute coupons for the same four to six hours of work.

By now, your reputation as the coupon kid is really sticking and your dream is becoming a reality.

Because you are a business person, you know it's time to grow again. You are going to go to 25 other local businesses and tell them what you've been doing.

## HERE YOU GROW AGAIN!

You have proven yourself to two business owners! Now you can demand money upfront. Ask for \$50 to \$100 per client per month. You never want to be too greedy. Boom! Now you have 15 clients.

## YOU OFFICIALLY ROCK

You can either make a coupon book or learn how to make a simple, and very easy to use Web site. I'd choose the latter because you'll save on printing and be able to ... you guessed it ... help more people! Now, you're back to the basics. You're only distributing one coupon. But this

time, it's your business name. A Web site with your school name or mascot name preceding "coupons.com" always works.

Congrats! You now have a business that is making \$750 to \$1,500 per month, while it saves students money and promotes the growth of local companies.

Hey, to become a world famous rock star, you first need to rock the local scene!

Adam Gilbert, a serial entrepreneur, did exactly what he spelled out for you above. A graduate of Binghamton University's School of Management, he created (**bingcoupons.com**) with just \$10. This generated more than \$1,500 per month for him. He now helps people realize their body's full potential with (**www.MyBodyTutor.com**). He believes (no, he knows) that when people realize their body's full potential, they are way more likely to realize their overall potential! He also writes a popular entrepreneurial blog, (**www.GuruGilbert.com**).

## INVENTORS BEWARE

Thomas Edison said, "I only want to invent things that will sell." This is important to keep in mind while you're looking around your house for things that you think you can "improve on."

Did you know that 98 percent of patented inventions fail when it comes time to market them? Why do only 2 percent of inventions turn a profit for their inventors?

Some things just weren't meant to be invented, like the automatic pet petter or the toilet seat landing lights. Yes, those are actual inventions that were patented. Do your research before you seek a patent to determine if there is actually a market for your invention.

Some people just aren't meant to sell, or at least it seems that way. Actually, marketing is a skill, and for some it comes naturally. Fortunately, if it doesn't come naturally to you, it can be learned by reading and practice.

For every 100 inventions, only two will succeed. Keep Edison's motto in mind as you invent, and only "invent things that will sell."

# THE GAME STOP

When you spend time online, make sure it counts. Practice business while you play the interactive games below.

## GAZILLIONAIRE

This sci-fi fantasy game allows each player to run a trading company in outer space. You will be racing from planet to planet buying and selling a variety of commodities like jelly beans and lava lamps. You'll learn about overhead costs (huh?), profit margins, capitalization and other business concepts. The best part is that the difficulty level can be adjusted for students from elementary school age to the college level.

([www.gazillionaire.com/gaz.html](http://www.gazillionaire.com/gaz.html))



## RAGS TO RICHES

The Groovy Gravy rock band needs your help in raising \$5,000 to fix a hole in the ozone layer. The goal of the game is to teach you business strategies. Never mind that we can't actually fix the ozone layer with \$5,000.

So, you get to pretend that you are the manager of Groovy Gravy's five-city tour. You get to choose concert venues, set ticket prices, decide on advertising expenditures and choose when to record new songs. It's a game that kinda rocks!

([www.headbone.com/wtvrgs/](http://www.headbone.com/wtvrgs/))

