

This document will explain the full 10-step toolkit, from the Youth Up Next website, in detail.

Enjoy, and keep learning!

**STEP 1: DETERMINE YOUR EDUCATIONAL PATHWAY**

**Out of these 5 paths, choose the one that is *closest to* your desired path after graduating high school. Click the links to learn more about certain paths.**

Graduating high school

Right after graduating high school, I’d like to **attend a 4-year college or university**.

After attending a 4-year college or university and finishing college, I’d like to [**go to graduate school**](https://www.accreditedschoolsonline.org/resources/starting-a-business-right-after-college/).

After finishing graduate school, I’d like to **go to the workforce or immediately start my business**.

After attending a 4-year university, I’d like to **join the workforce or build my business**.

After attending a junior or community college, I’d like to **attend a 4-year university**.

After being in the workforce, I want to **build my business**.

After getting certified in something through a trade school, I want to **go into the workforce**.

Right after graduating high school, I want to [**go to trade school and get certified in something**](https://www.trade-schools.net/articles/how-to-learn-a-trade).

Right after graduating high school, I want to [**build my own business**](https://www.entrepreneur.com/article/300403). I **do not plan on furthering my education**.

After getting a professional certificate, I want to **build my business**.

After joining the workforce, I want to [**get a professional certificate**](https://www.collegetransfer.net/AskCT/What-is-Professional-Certification) pertaining to my field of work.

Right after graduating high school, I’d like to [**attend a junior or community college**](https://www.studyusa.com/en/a/1102/begin-your-bachelor-s-degree-at-a-community-college-2-2-agreements).

Right after graduating high school, I want to **go into the workforce**.

**STEP 2: ASSESS YOUR SKILLS AND PERSONALITY.**

**By getting to know yourself better, you will make smarter business moves.**

Your results of these assessments do not type you or put you in a box; they just help you notice things about yourself that you may not have realized. Take these tests and assessments to learn more about your personality, preferences, and what kind of work/business may best suit you!

1. [Myers-Briggs Test](http://www.humanmetrics.com/cgi-win/jtypes2.asp) - FREE
2. [Your Science Aptitude Test](https://www.youscience.com/) - $29
3. Values Inventory – FREE (linked on website toolkit page)
4. TKI Assessment – FREE (linked on website toolkit page)

The TKI, or Thomas-Kilmann Instrument is a tool used to determine one's conflict management style. When you complete the assessment, tally up your scores. The highest scoring style is your primary and most prominent style; it is the way you usually handle conflict.

[Click this link to read more about your style!](https://www.waldenu.edu/connect/newsroom/walden-news/2017/0530-whats-your-conflict-management-style#:~:text=According%20to%20the%20Thomas-Kilmann%20Conflict%20Mode%20Instrument%20%28TKI%29%2C,of%20conflict%20management%E2%80%94collaborating%2C%20competing%2C%20avoiding%2C%20accommodating%2C%20and%20compromising.)-------------------------------------------------------------------------------------------------------------------------------

**STEP 3: DO GENERAL RESEARCH**

**Choosing Your First Business Idea**

**There are endless business ventures, so where do you begin?**

**Answer the following questions:**

1. What can you do for hours?
2. What brings you joy?
3. What feels effortless?
4. Who do you want to impact?
5. How will your idea improve lives?
6. Why are you starting a business?
7. Are you more of a humanitarian or a person seeking wealth?

**Decide Which Path of Entrepreneurship You’d Like to Take: Defining the Types**

1. **Regular Entrepreneur:** businessperson focused on making profit; The goal of this entrepreneur is to earn wealth. This entrepreneur is not necessarily greedy, despite all the stereotypes.

**Regular Entrepreneur - Famous Examples:**

* [Madam CJ Walker (hair products)](https://www.biography.com/inventor/madam-cj-walker)
* [Oprah Winfrey (TV host/producer)](http://www.oprah.com/index.html)
* [Michael Jordan (NBA team owner)](https://www.forbes.com/sites/kurtbadenhausen/2020/04/17/the-inside-story-of-how-michael-jordan-became-the-worlds-richest-athlete/#2da99b135276)
1. **Social Entrepreneur:** businessperson focused on social, cultural, or environmental issues in the world. Some or all the money earned is reinvested back into the business to increase the quality of life of those helped. The goal of this entrepreneur is to make positive change.

**Social Entrepreneur - Famous Examples:**

* [Blake Mycoskie (creator of TOMS)](https://www.toms.com/blakes-bio)
* [Muhammad Yunus (microfinance)](http://www.grameen.com/founder-2/)
* [Lauren Bush-Lauren (world hunger)](https://feedprojects.com/pages/about)

**Do research on the list of ideas you have come up with!**

**Sources to Utilize:**

1. TV Shows: Shark Tank, The Profit
2. YouTube - look at entrepreneurship channels or people in similar industries of your interest
3. Trello.com - a planning and organizing website that is great for building out ideas and tracking research and project progress
4. [City of Dallas - Office of Business Diversity](https://dallascityhall.com/departments/procurement/pages/resources.aspx)
5. [Entrepreneur Magazine](https://www.entrepreneur.com/magazine)
6. [Harvard Business Review Magazine](https://hbr.org/)
7. [ssir.org for social entrepreneurs](https://ssir.org)
8. [Small Business Administration](https://www.sba.gov)
9. [What Color is Your Parachute?](https://www.parachutebook.com/) - contains self-inventory exercises + chapter on business building
10. [How I Built This](https://www.npr.org/podcasts/510313/how-i-built-this) (Podcast) - guests show the ways they built their companies

**Filtering Your Ideas and Making Final Choices**

**Decide which idea you want to commit to and name your business.**

**Things to Keep in Mind:**

Use [GoDaddy.com](https://www.godaddy.com) for business/domain name availability; important to choose early!

1. Are you doing this to promote change or earn money? How will you track your progress/level of impact?
2. Do you need a partner or a co-founder to start this business?
3. Who is your audience?
4. Do you have a true passion for this idea, is it just a hobby, or will you get bored of it all soon?
5. How can you make this idea different and more innovative from existing ideas?
6. Will this be a product or a service?
7. Do you need money to start this?

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**STEP 4: DO MARKET RESEARCH**

**Do a deep dive on your audience, their demographics, background, location, etc.**

**Things to Keep in Mind:**

1. Where are they located? Are you familiar with this area? (may help you create brand personality)
2. Where is their greatest social media presence on? (will help you decide where to advertise)
3. What is their average income? (will help you decide on your price of your product or service)

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**STEP 5: BUILD YOUR NETWORK AND BUSINESS VOCABULARY**

**Build your foundation for this business, get a mentor and build your professional network, and choose partner/co-founder (if needed).**

**Things to Keep in Mind:**

1. Keep your personal assessment results in mind when it comes to choosing a mentor and a partner/co-founder (if necessary).
2. Decide on the frequency of meetings with your mentor and/or co-founder (weekly, monthly, etc).
3. Don't think your mentor will give you all the answers! You are the creative mind behind this idea, and it's YOUR vision!
4. Build your presence on professional networks, like [LinkedIn](https://www.linkedin.com/home) and [MightyNetworks](https://www.mightynetworks.com/?utm_source=google&utm_medium=cpc&utm_campaign=Search%7CMN%7CBrand&utm_content=General%7CEXT&utm_term=mighty%20networks&gclid=CjwKCAjw4MP5BRBtEiwASfwAL6wbufZ0q3nRDUBfPmDvSVlmUJtcXk-rNU1MGleBsgkdsxAa73hmQBoCvEcQAvD_BwE)! This platform could be critical in finding resources and well-versed individuals in similar industries.
5. Subscribe to newsletters for important updates from websites, like Dallas Morning News or ssir.org to stay in the loop for your industry.

[List of 15 Basic Terms to Know as an Entrepreneur](https://www.microsoft.com/en-us/microsoft-365/business-insights-ideas/resources/basic-business-terms)

[List of 91 Terms Every Entrepreneur Should Know](https://abdoriani.com/91-startup-terms-every-entrepreneur-should-know/)

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**STEP 6: DETERMINE YOUR BUSINESS MODEL**

**Things to Keep in Mind:**

1. A business model is not the same thing as a business plan!
2. A business model is a description of how your business makes/will make money!
3. Model entails: everything it takes to make something, everything it takes to sell something, and how and what the customer pays

[Description of Different Models](https://articles.bplans.com/what-is-a-business-model-business-models-explained/)

[Social Enterprise Business Models](https://changecreator.com/9-business-model-examples-social-enterprises/)

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**STEP 7: DETERMINE YOUR FUNDING MODEL**

**Decide whether bootstrapping (self-funding), venture capital (money from investors), or other kinds of funding is right for you.**

**Things to Keep in Mind:**

1. Bootstrapping may entail building up your savings or getting a loan from a family member. When you bootstrap, all the profit is yours.
2. Venture capital, or earning money from investors, is something to take seriously. Investors are looking to help you know but earned money they invested in you back later.
3. You can also get money from pitch your idea in local business competitions or on fundraising sites.

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**STEP 8: WRITE A BUSINESS PLAN**

**Things to Keep in Mind:**

1. A business plan is a tool that convinces people that work with you or investing in your company is a good idea.
2. Your business plan can be very traditional and detailed or summarized and short.

[How to Write a Business Plan](https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan)

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**STEP 9: TAKE LEGAL ACTION AND ESTABLISH YOUR BUSINESS**

**There are a few legal matters to handle when establishing a business. Linked is a 8-step guide.**

[Starting a Regular Business: Legal Action](https://mashable.com/2012/02/08/legal-steps-start-business/)

[Starting a Social Enterprise: Legal Action](https://nylpi.org/wp-content/uploads/2018/11/Guide-to-starting-a-social-enterprise.pdf)

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**STEP 10: BUILD YOUR BRAND, SOCIAL MEDIA PRESENCE, AND ADVERTISE!**

**You know your idea and end goal/vision better than anyone else.**

**Things to Keep in Mind:**

1. What do you want people to think of when they think of your brand?
2. Who is your target market/audience?
3. What things will resonate with them?
4. Build a website ([Wix](https://www.wix.com/), [SquareSpace](https://www.squarespace.com/website-design/?channel=pbr&subchannel=go&campaign=pbr-dr-go-us-en-squarespace-core-e&subcampaign=(brand-core_squarespace_e)&utm_source=google&utm_medium=pbr&utm_campaign=pbr-dr-go-us-en-squarespace-core-e&utm_term=squarespace&gclid=CjwKCAjw4MP5BRBtEiwASfwALw-526TIr0_vUb9Wom9nnPXAPChnbigG3-xLvkOYjKBaNPKxFEW4oxoCoU0QAvD_BwE))
5. Make a business email, slogan, logo, and create the personality of brand
6. Build your presence on social media platforms that your audience uses

[How to Build a Brand](https://www.shopify.com/blog/how-to-build-a-brand)