

MADAM C. J. WALKER



BUILDS A BUSINESS

REBEL GIRLS®



ACTIVITIES



YOUR EXCITING NEW PRODUCT

Madam C. J. Walker was an entrepreneur: a person who identifies a need and creates a business in an area that doesn't exist yet. You can be one, too!

Think about the items you use everyday (and they don't have to be beauty products!). List them here.

Choose one example from your list, and explain why it stands out. Is the packaging appealing? Do you feel special after using it?

Now make a list of unique items *you* need that might not exist yet or could be improved. (There might be more people out there who need them, too!)

Choose one from this list and give it a name. What does it look like? What does it do?

TELL EVERYONE ABOUT IT

Madam C. J. Walker created ads and placed them in newspapers to help people discover her new product. This is a form of marketing, how businesses promote their products or services to customers.

Now, it's your turn! Think about your product. Why would someone want to buy it? Then draw your ad in the box below:





YOUR ELEVATOR PITCH

When Annie Turbo knocked on Sarah's door, she had only a few seconds to convince Sarah to pay attention. Nowadays, we call this an "elevator pitch," which is a brief, persuasive speech to get someone excited about your product or your business. A good elevator pitch should last no longer than a short elevator ride! Fill in the blanks below.

I am _____, and I'm known for _____.

I make _____ that does _____. I hope to use it to help people _____.

My product is unique because _____.

Now, practice your pitch on a family member or friend!



iFundWomen

We are proud to announce a collaboration with iFundWomen on these activities.

iFundWomen is the only crowdfunding platform designed specifically for female entrepreneurs, providing access to capital, coaching, creative, and connections critical to launching and growing better businesses. Crowdfunding is when an entrepreneur raises small amounts of money from lots of people that they know to reach a specific goal amount.

Head to **iFundWomen.com** and check out female entrepreneurs who are raising money for their businesses right now.