Tips from a Blind Business Person

Pauline and John-John’s Lemonade Stand
In *Lemonade in Winter*, young entrepreneurs Pauline and John-John open a lemonade stand together. Review the steps they took and answer the questions below:

Step 1. Idea: Open a lemonade stand in winter!
Step 2. Pick products: Lemonade and limeade
Step 3. Get money: Empty piggy banks and search pockets
Step 4. Buy supplies: $6.00 for 4 lemons, 4 limes, sugar, and cups
Step 5. Pick a price: 50¢ a cup
Step 6. Advertise
Step 7. Lower the price: 25¢ a cup
Step 8. Put up decorations
Step 9. Add up money they make: $4.00 in sales

Questions
- Would they have sold more lemonade in summer? Why?
- Why did they change the price from 50¢ to 25¢?
- For a lemonade stand, what information would you put on your signs and why?
- How would you choose the best price to sell lemonade?
- Are there other drinks they could have sold that would be more popular in winter?
- What steps would you take to hold your own garage sale?
- What steps would you take to hold your own car wash fundraiser?