

# WHAT'S BUZZING RIGHT NOW!

The must-read news of the moment!

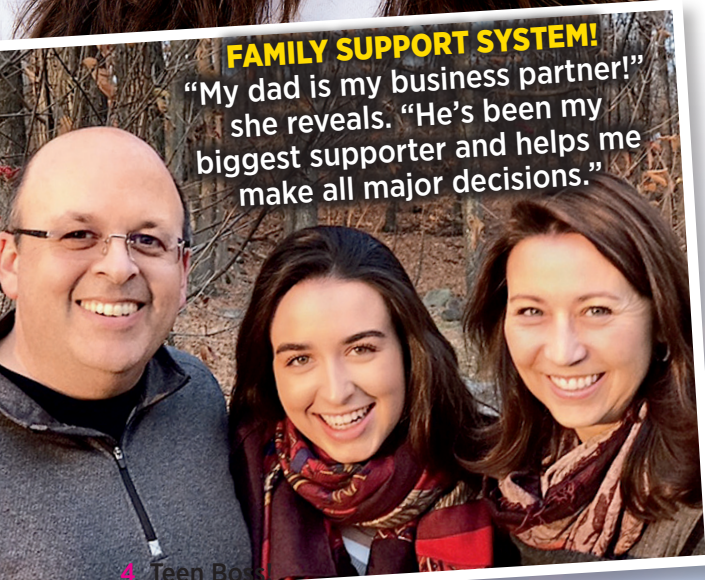


## OMG! Her company pays teens to voice their opinions!



### ALWAYS WORKING!

"I'm constantly looking for new clients to expand my business!" Maxine says.



### FAMILY SUPPORT SYSTEM!

"My dad is my business partner!" she reveals. "He's been my biggest supporter and helps me make all major decisions."

**W**hen Maxine Marcus started an internship in Santa Clara, CA, at SoundHound, (a company that develops technology that helps you ID songs) she noticed that even though she was just a sophomore in high school, the people there loved it when she gave them her opinion about products. So she decided to launch The Ambassadors Company in 2016, which lets teens who work for *her* review products and give feedback! **\$**

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**Q** Hi, Maxine! How did you turn your idea into an actual business?

**A** Thankfully, my business didn't need much money to get started, so my dad helped create its website. Then, I recruited teens to be ambassadors, by asking my friends and their friends. I originally had 30 teens join me, but today I have over 100!

**Q** What exactly do teen ambassadors on your team do and do they get paid for each review?

**A** They get paid \$30-\$70 per review, depending on how big the project is. As ambassadors, they

thoroughly review products to help make them better. They test out a product, give detailed feedback about how to improve it, provide a company with descriptions of their product's problem areas and give ideas on how to solve them.

**Q** Since your business relies on different companies to come to you for reviews on their products, how'd you start getting clients to begin with?

**A** It was incredibly difficult at first to get clients. We had to rely a lot on word of mouth to gain them and then once we had some, they ended up referring us to other companies. One of my first clients was actually SoundHound!

**Q** How much do you usually charge companies for each review?

**A** Clients start out paying \$1,500 for our services, but it can be more if it's a bigger project. Ever since we started last May, we've made \$40,000!

**Q** Wow! Can *Teen Boss* readers sign up to work for your company?

**A** Yeah! Go to [ambassco.com](http://ambassco.com) and click on the "Contact Us" tab for info.



# BARBARA ANSWERS YOUR QUESTIONS!

**W**hen it comes to business 411, there's no doubt that *Shark Tank*'s Barbara Corcoran is a total pro. Find out what amazing advice she's dishing out in this issue to teen bosses just like you! **\$**



**Q** I need some help balancing my time! How can I manage my own jewelry business while I'm still in school? I really want it to grow, but I'm so busy with homework and sports. — **Gemma, 13, FL**

**A** When juggling important things like school and business, you have to be as organized and efficient with your time as possible. First, you need to sit down in a quiet space and make a long list of every task you want to get done. Then prioritize each task by importance, either A, B or C. Prioritizing will give you a clear picture of what's important and what's not, where you should put your best efforts and where you need help. Finding the help you need then should be easy, as in school you're surrounded by a wide range of other kids with very different skills and a hundred to choose from. You should look for kids that match the specific needs on your list and then offer them a chance to help you build

your business. Incentives can include commission on sales, incentives to recruit other kids to get the word out, help with product design, writing a jewelry blog and photographing/promoting your jewelry online.

**Q** I have an idea for a cool app, but I need help developing it! How can I reach out to people? — **Jessica, 11, CT**

**A** There are many professional networks and resources online where you can find help, information or a mentor. But at your age, the best resource is yourself and the more you know, the better your app will be. Research what it takes to develop the app and teach yourself the requisite skills — coding, app development, etc. Not only will these skills prove valuable for building your business, but others will be more willing to help if they've seen you've put in the time and made the effort yourself.

**Q** I'm having a really tough time coming up with the perfect name for my company. How will I know when I've picked the right one? — **Connor, 12, TN**

**A** If you're having a hard time choosing a name, ask your friends and family for help. Put together a list of the best names you can think of and ask for their feedback or brainstorm other names with them. The best brand names are clear, easy to remember and should distinctly relay with what your business does, because as your company's name, it makes the first impression. It shouldn't leave someone asking, "What do you do?"

## This computer is pocket-sized!

Are mini computers the next big trend? We think YES! In fact, this tiny device has the power of a desktop, stores all your computer files on it, includes Windows 10, Wi-Fi and much more! It fits right in your pocket and can hook up to any screen to create a media center wherever you are.

**Ockel Sirius B, \$249,**  
[ockelcomputers.com](http://ockelcomputers.com)



## THIS MACHINE PRINTS PANCAKES!

Making breakfast just got more fun, thanks to PancakeBot! Why? It's a 3D food printer that lets you express your creativity! Just import any image into the special machine software, then trace the design on your computer, fill it in and hit print! The batter in the machine will then dispense directly on the griddle into whatever shape you drew!

**PancakeBot, \$300,**  
[bedbathandbeyond.com](http://bedbathandbeyond.com)

