

Family Activities

- Look at ads on TV or in a newspaper. Look for strategies businesses use to win you as a customer.
- Cleo shares in the book that she likes to make financial decisions. What are decisions your family makes related to money?
- Create a savings goal. Develop a plan to reach that goal.
- Think of a service project to help others in need.
- Research about entrepreneurs. Learn what risks and rewards they faced. Were they all successful in their first try?
- Discuss the role of a bank in your family. Look at the services banks provide.
- Discuss Rotary's 4 Way Test. Look for examples of how businesses address these questions.
- Check out games, activities and resources at www.economicsarkansas.org.

Rotary's 4 Way Test

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Who is Cleo Edison Oliver?

Cleopatra Edison Oliver has great ideas and a lot of energy when it comes to business! Her mentor is businesswoman Fortune A. Davies. For her class passion project, Cleo has her best business idea yet: pulling teeth painlessly for her school mates.

She does run in to some business challenges along the way. The choices she makes will leave the reader to consider the benefits, costs and consequences of choices made daily.

What is Arkansas Reads One Book?

This is a program designed to create a shared reading experience throughout a district at the elementary level.

Every student in the district receives a book with a family resource guide. The goal is to create a culture of family reading and family financial literacy in Arkansas.

The Case for Financial Literacy

- Only 38% of U.S. households report good or excellent progress in "meeting their savings needs." 27% report no progress at all.
- More than one in ten adults share they roll over \$2,500 or more in credit card debt monthly.
- Nearly half of young Americans start their working lives with student debt, and 43 million Americans carry student loans.

Source: 2017 Making the Case for Financial Literacy, Jump\$tart.org

This Financial Literacy Family Guide was created by



in partnership with generous supporters and advocates across the state of Arkansas.

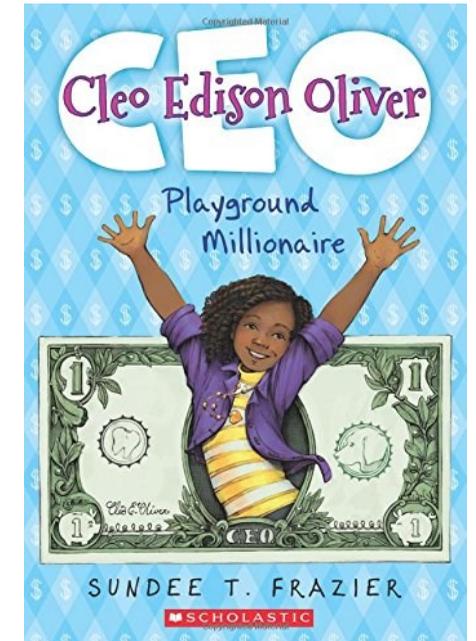
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Fortune Principles for How to Build a Business and Lead the Life You Want

1. Passion is purpose. (p.74, Book 1)
2. Surround yourself with people who believe in you. (p.108, Book 2)
3. Doubt is more deadly than failure. (p. 86, Book 1)
4. Confidence inspires confidence. (p. 101, Book 1)
5. A visionary sees opportunities everywhere—especially in crises. (p. 159, Book 1)
6. Opportunities don't always knock twice—open the Door the first time!
7. Compliments win customers—and friends. (p. 158, Book 2)
8. Shortcuts sell you and your customers short. (p. 58, Book 2)
9. Worth is measured not by how much we earn, but by how much we give. (p. 108, Book 2)
10. Give away 10% of whatever you make! (p.8, Book 1)

Cleo Edison Oliver Playground Millionaire



2-3 Family Guide

Chapter by Chapter

Chapter 1: A New Name, a New Business

- What's Cleo's first business venture in the book, and what motivates her to start it?
- Have you ever had to save or budget money in order to get something you wanted? Share an example.

Chapter 2: May the Sales Force Be With You™!

- Grandpa taught many business principles to Cleo. Share three tips she learned and implements in this chapter.
- What is Cleo's marketing strategy? Is it effective? Would you buy avocados based on her advertising? Why or why not?
- On page 15, Cleo said she made the financial decisions. What are financial decisions you make and your family makes?
- Cleo donates part of her earnings to the Horizon Home. Why do you think she chose Horizon Home? Who would you donate part of your profit to?

Chapter 3: Telling Fortune

- What consequences does Cleo face for the choices she makes in this chapter?
- We meet Fortune A. Davies in this chapter. What qualities does Cleo admire in her?
- In her letter to Fortune, Cleo shares she has a future in business. What future career interests you?

Chapter 4: Peanut Butter and Jelly

- What are some reasons Cleo's parents might not have been able to take her back-to-school shopping? How do you think Cleo feels about not being able to go?
- Do you think Lexie teasing Cleo is a form of bullying? Why or why not?

Chapter 5: The Name Game

- Cleo explains in this chapter how she got her name. Is there a story behind your name? Why did your family choose to give you your name?
- What does it mean when Cleo says, "*I will be laughing all the way to the bank*" on page 55? Is it a good or bad thing that she would be laughing all the way to the bank?
- Name 3 additional expressions related to money not found in the chapter.

Chapter 6: On Top of the World (For a Moment, Anyway)

- What caused Cleo to change the price of avocados? Give an example of a product in the market place of which you have seen the price change. What caused the change?
- We learn that Cleo is an entrepreneur in this chapter. What are some characteristics of an entrepreneur?

Chapter 7: Power Lunch

- The term "passion" is explained in this chapter. What are you passionate about that could lead to your future career?
- Loose teeth inspired Cleo to start her next business. What business opportunities do you see in your school or city?

Chapter 8: Brainstorming

- What resources does Cleo need to start her business? Analyze the choices she made as she develops her plan.
- Would you be willing to test Cleo's new business? Why or why not?
- If you were going to start a business, what would you choose? Who would be your target market?

Chapter 9: Paratrooper Tooth

- What clues does the author give you that shows Cleo knows she wasn't supposed to use her dad's new tablet?
- Name 2 companies you like. Do they produce a good or service?

Chapter 10: Drumming Up Business

- How do you think Cleo's parents will react when they find out about her painless tooth removal service?
- Review Cleo's advertising strategy on page 108. What would attract consumers to her business from this ad?
- Share a creative way a business you like has advertised.

Chapter 11: Risk Management

- What business risks does Cleo realize as she started her tooth pulling business?
- What does it mean when Dad says, "*Cleo could sell teeth to a crocodile?*"
- Cleo "borrows" things to make her businesses work. How would you obtain resources the right way if you were to start a business?

Chapter 12: Grand Opening

- What decisions does Cleo make for her business at the grand opening? Identify whether those decisions are good or bad for business?
- What evidence do you find that her public relations/marketing plan is a success?
- On page 136, Cleo said it isn't good business to take payment before services had been performed. Which question of the 4 Way Test (back cover) does this statement address?

Chapter 13: A Minor Setback

- Why does the author title this chapter "A Minor Setback"?
- Are Cleo's customers satisfied customers? Provide evidence.

Chapter 14: A Perfect Opportunity

- Cleo says that "*compliments win customers.*" In your opinion, do you think that statement is true? Explain.
- How do Cleo's choices lead to her becoming unemployed?

Chapter 15: Horrific Times a Hundred

- What choices could Cleo have made to handle the situation with Lexie differently?
- Why do you think Lexie chooses to be unkind?

Chapter 16: The Cookies Make a Comeback

- What does, "*We could make real money with this*" mean? (page 186)
- Do you think there will be a demand for the new business described in this chapter?

Chapter 17: Some Fortunate Advice

- What are some things that money can't buy?
- We all face scarcity issues (not enough of something we want). A good example relates to scarcity of time. Would you rather spend your time making money or having fun with friends and family?

Chapter 18: Through Ups and Downs

- What are some things that Cleo learned about business, friendship, money and family?
- What are some things you learned about business, friendship, money and family?
- What do you predict Cleo will be doing in 5 years?