

Family Activities

- Money is a topic of discussion throughout the book. As a family discuss savings goals, earning money and sharing.
- Think of a service project you and your family could do to help others.
- Watch Shark Tank or similar shows that showcase others trying to start a business. Identify elements of a business plan.
- Watch commercials to see how businesses market to consumers.
- Study the 4 Way Test of business below. Look for examples of how these questions are answered in your community.
- Discuss topics covered in the book as a family and discuss decisions made.
- 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.

Little Rock School District staff who helped with the creation of the guide include:

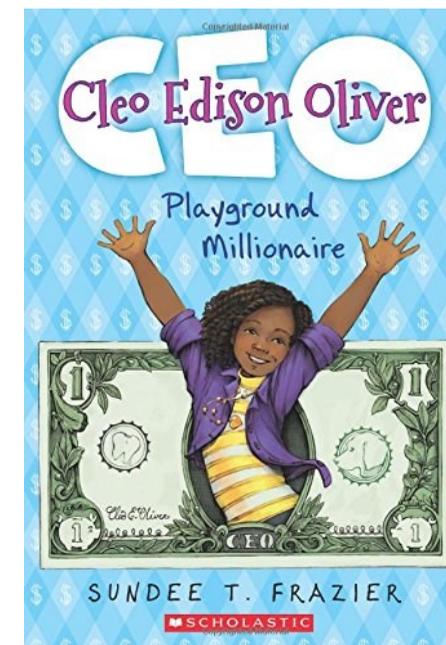
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Fortune Principles for How to Build a Business and Lead the Life You Want

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



4-5

Family Guide

Chapter by Chapter

Chapter 1: A New Name, a New Business

- Explain how Cleo's name change relates to her business plan.
- The topics of saving, spending and sharing are displayed by different characters in this chapter. Give evidence.

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

- Why does Cleo advertise "Great Guacamole" when selling her avocados?
- Identify 3 business tips Cleo implements in this chapter that she learned from Grandpa.

Chapter 3: Telling Fortune

- Cleo compares herself to Fortune A. Davies. Give two examples of how Cleo and Fortune are similar.
- Cite examples of Cleo's choices that were "selfish" and "selfless."
- Who would you write a letter to that might be a mentor in a future career you are interested in?

Chapter 4: Peanut Butter and Jelly

- Why do you think Cleo didn't want to do the Family Tree Project?
- What are some reasons Cleo's parents might not have been able to take her back-to-school shopping? Do you think Cleo was impacted by peer pressure? Why or why not?

Chapter 5: The Name Game

- Do you think Mr. Boring's name is a clear depiction of his personality?
- How did you get your name? Have you ever wanted to change it? What would you change it to?

- Research and learn about Thomas Edison, Cleopatra, and the Royal family of England.
- On page 55, Cleo said that one day she would be a shareholder herself. What does that mean?

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

- We learn that Cleo is an entrepreneur in this chapter. What are some characteristics of an entrepreneur?
- Do you think you would ever like to own your own business? If so, what type of business? If not, why not?
- Name 3 entrepreneurs.

Chapter 7: Power Lunch

- What would your passion project be about?
- What research leads Cleo to her next idea? What do you think would be a good idea to start a business?

Chapter 8: Brainstorming

- This chapter talks about false advertising. Which question in the 4 Way Test (back cover) would be addressed through this topic?
- Do you think Cleo chose the best capital resource for her tooth pulling business? Do you have a better suggestion? If so, what?

Chapter 9: Paratrooper Tooth

- On page 100, Cleo says her public relations/ marketing plan was taking shape. What is her plan? Would you suggest any other strategies? If so, what? If not, why not?
- On page 104, Cleo tells Josh to give her his tooth because it is worth money. How? Why?
- Cleo is counting on Josh's word-of-mouth advertising. What are advertising strategies you see on TV, magazines, etc.? Which is most effective?

Chapter 10: Drumming Up Business

- Analyze the ad on page 108. What elements would attract students who want their teeth pulled? Are there things that would be negative?
- On page 118, we see the word "trademark." What does that mean? Do you think Cleo needs to trademark the "Extractor Extraordinaire?" Why or why not?

Chapter 11: Risk Management

- In all of Cleo's business plans, she says she is going to donate a percentage of her profits. What do you think is her motivation for wanting to donate?
- What business risks does Cleo consider as she starts her business?
- What are risks entrepreneurs must consider?
- What are the steps that would be necessary if you wanted to start a business?

Chapter 12: Grand Opening

- Cleo decides her business location will be Wilson Park. Where would you set up a business? Why?
- On page 136, Cleo says 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

- What is your favorite business, and why is it your favorite?
- Why does the author title this chapter "A Minor Setback"?

Chapter 14: A Perfect Opportunity

- One of Fortune's principles appears in this chapter: "*A visionary sees opportunities everywhere -especially in crises.*" Give examples of businesses that might become important during a natural disaster.

- Why does Cleo think she would now be unemployed?
- Cleo and Lexie both make choices in this chapter for which they have to apologize. When was the last time you found yourself in a similar situation?

Chapter 15: Horrific Times a Hundred

- Discuss the choices of all the characters in this chapter.
- Mom is consistent with consequences for Cleo's decisions. What does Cleo mean when she refers to her mom as her "real" mom?

Chapter 16: The Cookies Make a Comeback

- How does Cleo apply her business strategies to her new business?
- What are the benefits and costs of Cleo and her parents partnering for this new business venture?

Chapter 17: Some Fortunate Advice

- Compare and contrast Cleo and Carlee's views on money.
- We all have to make choices because of scarcity. Time is a great example of scarcity. We don't have enough to do all the things we want. Would you rather spend your time making money or having fun with family or friends?

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?