

Make It. Sell It. Stand Behind It.

The Builder Mindset

Make it. Sell it. Stand behind it.

Coloring & Activity Book (K-G3)

PILLAR 05 of 6 · Showcase Preview · 2026-05-31

The big idea. Building a business has three parts: MAKE the thing well, SELL it honestly, STAND BEHIND IT when something goes wrong. The third part is the big one — fix it, or give the money back. That is what real builders do. Happy customers come back — and they bring their friends.

The Scenario

Kid sketches a lemonade stand on cardboard. Forge walks in with a tool belt. Together: they saw, glue, build a stand from crates labeled MAKE / SELL / STAND BEHIND IT. First customers come. One doesn't like the lemonade — Forge hands a dollar back, says 'on the house — let's fix it.' Refund + remake. Sugar added, customer returns, brings two friends. Week 1 is empty; week 12 has a line. Variants: car wash, dog walking, craft fair, online store. Same builder loop.

Key Words

MAKE - Build the thing with care. Doing it well is what makes people want it. SELL - Trade the thing honestly. Set a fair price and tell the truth about it. STAND BEHIND IT - If a customer is unhappy, fix it or give the money back. That builds trust. REVENUE - The money customers pay you when they buy your thing. COST - What you spent to make and sell it - supplies, time, and help. PROFIT - The money left after costs are paid. That part is yours to keep, save, or share.

Coloring & Activity (K-G3)

Color the story! On the next page, you'll find big bold shapes that tell this story. Use crayons, markers, or pencils - make it yours.

Activity 1 - Trace the Path Trace the path the story takes. Start at the MAKE crate. End at the STAND BEHIND IT crate.

Activity 2 - Draw Your Own Draw what YOUR story looks like. Use the same simple shapes (arrows, jars, mountains, signs). No words needed - just shapes and colors.

Show your drawing to a grown-up tonight. Tell them the story in your own words. That's how you know you got it.

Citations & Sources

This Pillar's content is anchored to the K-12 financial literacy canon. Primary sources:

Drucker, Peter. Innovation and Entrepreneurship (HarperCollins, 1985).

Lechter, Sharon. Rich Kid Smart Kid — kidpreneur mechanics.

Reichheld, Frederick. The Loyalty Effect (HBR Press, 1996) — refund + remake = customer lifetime value.

NGPF. Career & Entrepreneurship unit.

Jump\$tart. K-G12 Entrepreneurship Standards.

Cross-Links

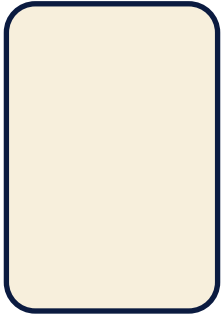
Paywall deepening. Business World (BW) tract — 12 episodes per grade K-G12 (Build It, Serve It, Price It, Cost It, Profit It, Loss It, Work It, Lead It, Brand It, Deal It, Partner It, Tool Up).

Capstone ladder. K-G4 lemonade stand → G5-G8 service businesses (car wash, dog walking) → G9-G12 real LLC + revenue + payroll → G12 capstone (pitch deck + LLC paperwork signing).

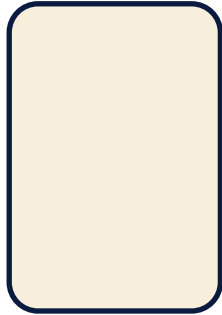
Narrative arc. Pillar 5 of 6. Prior: Pillar 4 (Taxes). Next: Pillar 6 (Quest Map — orient + decide).

Color the Story

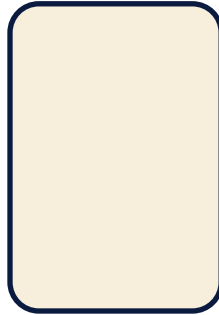
Use the shapes below to color the scenario in your own way.



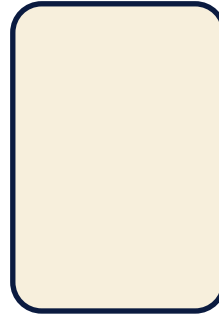
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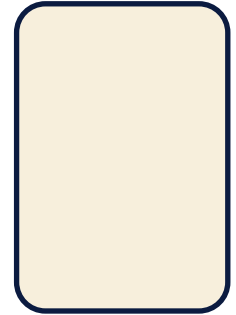
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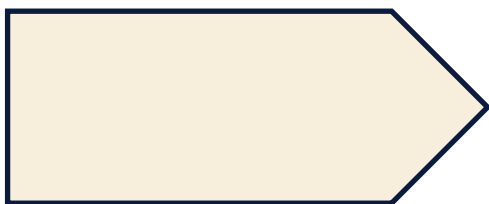
(3)



(4)



(5)



(Color the arrow with your favorite color — that's the direction the story is going.)