



How To Ask a Company to Use Their Store Front to Sell Lemonade

Step 1 – Find the store you want to ask. Examples would be:

- Grocery stores
- Convenience Stores
- Dessert Shops
- Clothing stores

Step 2 – Have your caring adult help you find a phone number for the store or take you to the store to speak to a manager

Step 3 – Make “the ask”. Below is a script for you to use:

Hello Mr. or Ms. Name,

My name is _____ and I am participating in an educational event called Lemonade Day Detroit. Are you familiar with the event?

If you are going to the store, you can bring a Lemonade Flier with you.

If Yes: Great! I am starting my own small business of a Lemonade Stand. Would you be interested in allowing me to have my lemonade stand in front of your store on Saturday, June 8, 2013? This would bring more traffic to your store, because my caring adult and myself will be telling all of our friends and family where I will be stationed on June 8.

- **If Yes:** Thank you so much for your generosity! Please let me know what time I am allowed to set up and what time I need to breakdown my stand.
- **If No:** Thank you for your time. Have a great day.

● If No:

- Lemonade Day is a free, fun, experiential learning program that teaches youth how to start, own and operate their own business – a lemonade stand.
- Each child that registers receives a backpack with an Entrepreneur Workbook that teaches them the 14 lessons of Lemonade Day like creating budgets, setting profit-making goals, serving customers, repaying investors and giving back to the community.
- Along the way, they acquire skills in goal-setting, problem solving, and gain self-esteem critical for future success.
- Would you be interested in allowing me to have my lemonade stand in front of your store on June 8, 2013?
- This would bring more traffic to your store, because my caring adult and myself will be telling all of our friends and family where I will be stationed on June 9.
- **If Yes:** Thank you so much for your generosity! Please let me know what time I am allowed to set up and what time I need to breakdown my stand.
- **If No:** Thank you for your time. Have a great day.