

# Develop A KODIP™

## Kid's Online Digital Information Product

Here are recommended steps for you to take, in order to develop your, KODIP™

Your product is "information only" or a "digital file". By "information only", we mean your product is made up of words only, which can be viewed on-line or e-mailed. This means, you don't have to invent a product that needs to be manufactured and shipped. Your idea, whatever it is, becomes a "digital product" of information that other kids will be interested in reading about. Use your imagination and think of something really great. This is your chance to create something of your own. You never know where this will lead you to in business!

Your product can be as simple as a little advice you may want to give to other kids or just tell them about something you like to do. You will discover many ideas for your product, from reviewing items you currently use, reading information in a book or magazine, considering interests or hobbies you may have, brainstorming (thinking of ideas) with other kids and anything else you can think of. Create something that interests you or something that you would like to learn more about.

Some examples of possible products are; your favorite chocolate chip cookie recipe, something you imagine, crafts, book reviews, stories told by your grandparents, ways to increase your allowance, opinions on things that are important to you, cool things to do, a speech you wrote, experiments, advice, recommendations on music, jokes, school projects, a trip or whatever interests you etc. You will probably see many product ideas that already exist, that you could plan to improve and market.

Select a product that you have an interest and expertise in or one that you just want to explore. Don't be afraid to experiment and explore a number of opportunities. You can also try and determine the need for new products that you feel there is a market for or that kids would be interested in reading about.

Write out your product idea and try to keep it under 1,000 words.

### Rough Draft – Product Development

**Here is a framework to help you develop a product. Grab some paper or type away on a computer and have some fun!**

#### 1. Category Ideas

**1.1 List some categories of products that interest you or that you feel will interest other kids.**  
(Examples - sports, music, cooking, movies, games)

**1.2 List product ideas for the categories that interest you.**  
(Sports – opinion on why golf is a great game. Music – opinion of a popular song. Movies – do a review. Games – do a game review or create a game) [www.teachingkidsbusiness.com/kidse-marketplace.com-product-tips.htm](http://www.teachingkidsbusiness.com/kidse-marketplace.com-product-tips.htm)

#### 2. Choose a product idea and develop it – write it out. (Under 1,000 words)

### **3. Name your product.**

What is important in a product name? What sells? What will attract people's attention? What would interest other kids? Parents and friends will enjoy having this conversation with you. Be creative and have fun! Check out "Product Name and Branding Tips" [www.teachingkidsbusiness.com/kidse-marketplace.com-branding-tips.htm](http://www.teachingkidsbusiness.com/kidse-marketplace.com-branding-tips.htm)

### **4. Create an advertisement for your product.**

Come up with a printed commercial that would help to market your product. You have probably seen a few commercials on TV or ads printed in magazines or signs that will help you with some ideas. You can have lots of fun, thinking of ways to describe your product, so that it "rocks" with kids. In addition to your advertisement, you should be thinking of many other ways to promote your product and "Kid's Business Name™". Check out "Print Advertising Tips". [www.teachingkidsbusiness.com/kidse-marketplace.com-advertising-tips.htm](http://www.teachingkidsbusiness.com/kidse-marketplace.com-advertising-tips.htm)