

EPISODE 05 · KIDS ADVENTURE WORKBOOK

Make It. Sell It. Stand Behind It.

The entrepreneur cheat code, in seven words.



The most expensive lesson many adults learn is that entrepreneurship is a habit, not a personality. FORGE teaches the seven-word loop in two minutes: Make it. Sell it. Stand behind it. The kid who runs the loop five times before age 16 is unstoppable. The kid who never runs it once thinks money is something other people get.

Squire (6-9): sticker the jars. Match the words. Try one quiz square.

Knight (10-13): finish the workbook. Take the 7-question quiz. Earn the Champion seal.

Champion (14-16): finish everything plus the family chat plus the extension question.

Tagline: *The Money Lessons Schools Skip. Taught as an Adventure, Not a Lecture.*

THE HOOK

What is one thing you could MAKE this weekend that someone would actually pay for?

Write your answer in the box. There is no wrong answer here. We just want your first guess.

Why this question matters: *The most expensive lesson many adults learn is that entrepreneurship is a habit, not a personality. FORGE teaches the seven-word loop in two minutes: Make it. Sell it. Stand behind it. The kid who runs the loop five times before age 16 is unstoppable. The kid who never runs it once thinks money is something other people get.*

THE FIVE-PANEL COMIC

Watch FORGE walk through the five steps. Read each panel out loud.

Panel	Mentor	What happens
1. MAKE IT	FORGE	Build something real — fast, small, learnable.
2. PRICE IT	FORGE	Cost plus margin equals price. No magic.
3. SELL IT	FORGE	A sale is a question answered. Ask better.
4. STAND BEHIND IT	FORGE	Refund, repair, restock — keep the trust.
5. LOOP IT	FORGE	Five small loops beat one big launch.

Squire challenge: Circle the panel that surprised you most.

Knight challenge: Rewrite Panel 3 in one sentence using your own words.

Champion challenge: Add a sixth panel of your own. What would it say?

VOCAB MATCH-UP

Draw a line from each word to its plain-English meaning.

Word	Meaning
Make	Create or produce
Sell	Trade for money
Stand behind	Stay accountable
Cost	What you spend per unit
Price	What the customer pays
Margin	Price minus cost

Bonus: Pick TWO words and use them in a sentence about your own money.

GLOSSARY OF MONEY WORDS

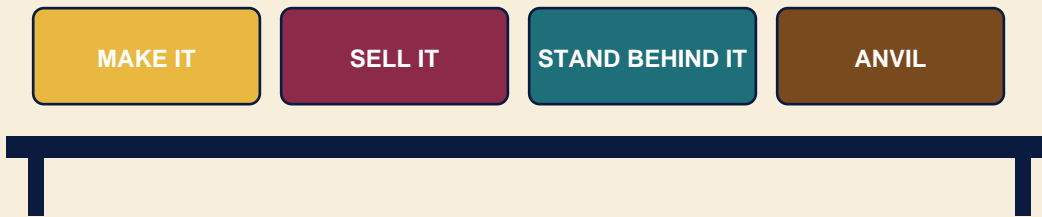
Bookmark this page. Adults pretend to know all of these. You will actually know them.

Word	Plain meaning
Make	Create or produce — a thing, a service, an experience.
Sell	Trade what you made for money or value.
Stand behind	Stay accountable when something goes wrong. Fix it. Refund it. Improve it.
Cost	What you spend to make one unit.
Price	What the customer pays for one unit.
Margin	Price minus cost — what's left for you.
Customer	The person who pays for what you made.
Reputation	What people say about you when you are not in the room.

THE BIG PICTURE

Here is the one drawing that captures the whole episode. Stare at it for ten seconds.

FORGE'S WORKBENCH — Make it. Sell it. Stand behind it.



Your turn: Re-draw this picture in your own notebook tonight. If you can draw it from memory, you own the idea.

WORKED EXAMPLE — PICK YOUR LEVEL

Three versions of the same problem. Pick the one that matches your age band. Show your work.

Band	Problem	Hint
Squire (6-9)	Each lemonade cup costs 25 cents to make. You sell each for 1 dollar.	75 cents margin per cup after 1 cup?
Knight (10-13)	Same lemonade. You sell 20 cups in a weekend. What is your total margin?	20 cups x 75 cents = 15 dollars.
Champion (14-16)	You scale to 100 cups. Cost per cup falls to 20 cents because you buy in bulk. 80 cents per cup. Total 80 dollar margin.	Margin 80 cents per cup, total 80 dollar margin.

Show your work in the box. Bring it to the dinner table tonight.

TRY THIS AT HOME — 7-DAY MISSION

Pick ONE mission. Do it for seven days. Bring back what you noticed.

- Run the loop ONCE. Make something. Sell it. Refund / repair if there's an issue. Report back.
- Calculate cost, price, and margin for ONE thing you sell. Write the math on paper.
- Ask one customer what they actually wanted. Compare to what you sold them.

Mission journal: Each day, jot down ONE sentence about what happened. Use the box below.

Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	
Day 7	

THE 7-QUESTION QUIZ

Pick the best answer. Check it against the explanation at the bottom.

#	Question	Choose
1	What does 'stand behind it' mean?	(A) Hide from problems / (B) Stay accountable when something goes wrong
2	Margin equals...	(A) Price plus cost / (B) Price minus cost / (C) Cost minus price / (D) Price minus cost
3	If a lemonade cost is 25 cents per cup and the price is 1 dollar, what's the margin?	(A) 25 cents / (B) 75 cents / (C) 1 dollar / (D) 1.25 dollars
4	Reputation is...	(A) A type of price / (B) What people say about you when you're not in the room
5	FORGE's catchphrase is...	(A) Get rich quick / (B) Make it. Sell it. Stand behind it. / (C) Sell first, make money second
6	Five small loops are better than...	(A) No loops / (B) One big launch / (C) A perfect plan / (D) A free price
7	If you make 10 cups at 25 cents cost and sell at 1 dollar each, how much profit?	(A) \$5.00 / (B) \$7.50 / (C) \$10.00 / (D) \$0.75

ANSWER KEY + EXPLANATIONS

#	Answer	Why
1	(B) Stay accountable when something goes wrong	Standing behind it means stay accountable. Fix it. Refund it. Improve it.
2	(B) Price minus cost	Margin equals price minus cost. That's what's left for you.
3	(B) 75 cents	\$1.00 minus \$0.25 equals \$0.75 margin per cup.
4	(B) What people say about you when you're not in the room	Reputation is what people say about you when you are not in the room. Build it on every transaction.
5	(B) Make it. Sell it. Stand behind it.	Make it. Sell it. Stand behind it.
6	(B) One big launch	Five small loops let you learn five times. One big launch only lets you learn once.
7	(B) \$7.50	75 cents margin times 10 cups equals \$7.50.

PAUSE AND PREDICT

Three predictions. Make them BEFORE you finish the workbook. Check them at the end.

Predict	Your guess	After you finish — were you close?
What could I MAKE this weekend that would sell?		
What price would I pay for what I made?		
What is the FIRST customer-question I would ask?		

Predictions you write down stick 4x better than predictions you only think about. Real research, real result.

SELF-CHECK — DID I GET IT?

Tick each box honestly. There is no test, no grade. Just an honest read on yourself.

I can name the 5 pillars from this episode.

I can use 3 vocab words in a sentence without looking.

I drew the big-picture visual from memory.

I picked one mission and started it.

I told a family member ONE thing I learned.

I have a question I still want to answer.

One question I still want to answer:

WORD SEARCH

Find every vocab word from this episode. Words go across, down, and diagonally.

M	A	K	E	Z	W	X	U	Q	A	O	Y
S	E	L	L	D	L	P	H	M	R	D	S
S	T	A	N	D	B	E	H	I	N	D	Z
C	O	S	T	O	E	E	A	A	G	Y	G
P	R	I	C	E	R	V	U	G	F	W	G
M	A	R	G	I	N	E	I	C	K	J	T
S	A	T	V	W	K	C	J	L	J	P	W
K	F	P	P	W	F	B	I	A	X	L	M
A	R	Z	N	L	M	S	A	O	B	W	F
T	G	D	Y	H	O	L	Q	L	Q	I	Y
O	D	S	X	Y	Z	L	J	B	N	C	G
K	Q	T	L	E	K	I	W	R	C	J	V

Find these words: **MAKE, SELL, STANDBEHIND, COST, PRICE, MARGIN**

MINI-COMIC DIALOGUE

Read this mini-comic out loud with one parent or sibling. Take turns being FORGE and being the kid.

Speaker	Line
FORGE	Make it. Sell it. Stand behind it. That's the loop.
Kid	What if no one buys it?
FORGE	Then the loop taught you something about price, product, or customer. Run it again.
Kid	What if they want a refund?
FORGE	Refund cheerfully. The reputation is worth more than the cup of lemonade.
Kid	How do I know what to make?
FORGE	Pick something a real customer is already asking for. Five small loops beat one big plan.

Director's note: Whichever person plays the mentor — keep your voice STEADY. The mentor is never panicked. That is part of the lesson.

REFLECTION JOURNAL

After you watch the video AND finish this workbook, answer these three questions in your own words.

What is ONE word from the glossary I'd never heard before?

What is ONE thing I did NOT believe before but I do now?

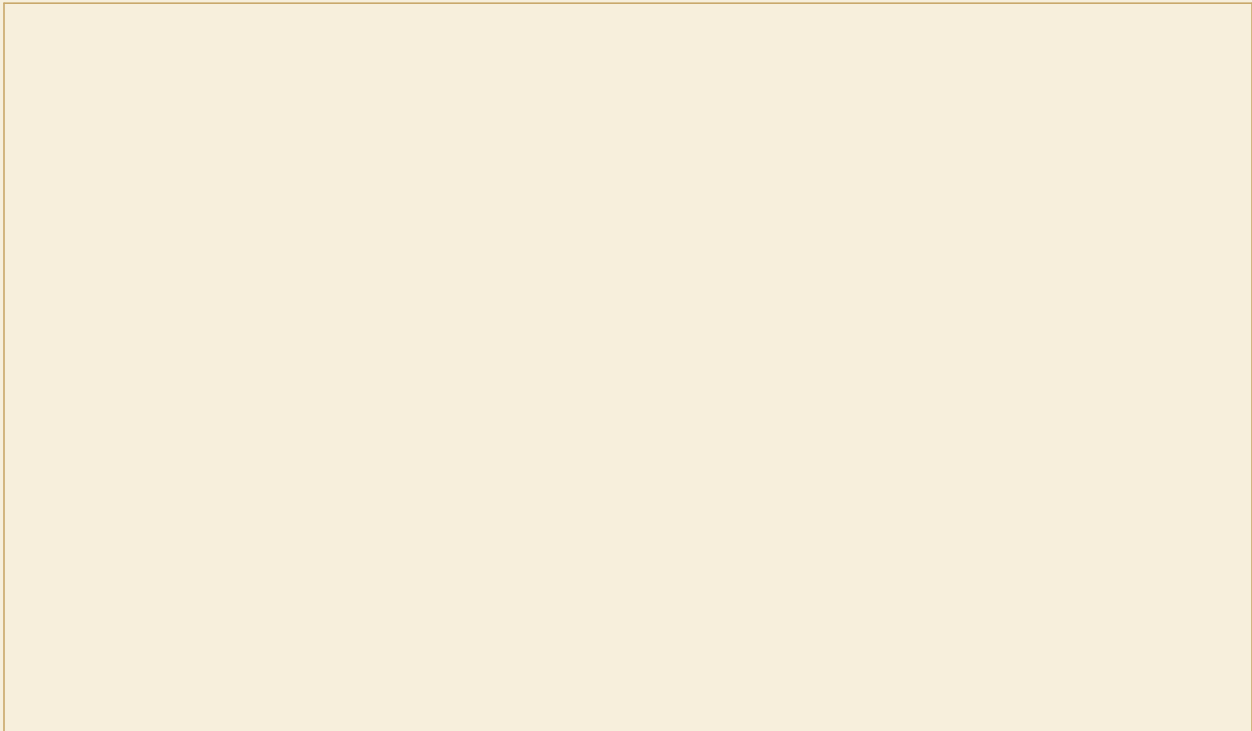
What is ONE habit I want to start by next Monday?

SHOW WHAT YOU KNOW

Pick ONE of these. Make it the way you make best.

- Draw a poster that teaches the 5 pillars to a first-grader in your school.
- Record a 60-second voice memo explaining the lesson to your future self at age 25.
- Write a 4-line rap or song with the key vocabulary words.
- Sketch a comic where the mentor shows up at YOUR dinner table.
- Build a simple chart with 3 columns: I knew, I sort-of knew, I learned today.

Sketch box:



FAMILY CHAT

Take this home tonight. Pick ONE prompt and share at dinner.

- What is one micro-business each of us could run for one weekend?
- What is one thing we bought recently where the seller did NOT stand behind it? What did that teach us?
- If we ran a family loop this month, who would do MAKE, who would do SELL, and who would do STAND-BEHIND?

Champion-band only: Want the full builder track? Business World (12 episodes with FORGE) lives inside the master pass at flexlifefi.com/cashquest-kids — \$149/year.

CERTIFICATE OF COMPLETION

This certifies that

*completed PILLARS_EP05 — Make It. Sell It. Stand Behind It.
learned with mentor FORGE and the Money Pillars series.*



Date: _____ Signed: _____

The Money Lessons Schools Skip. Taught as an Adventure, Not a Lecture.

RESOURCES + WHAT'S NEXT

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Enroll: <https://www.flexlifefi.com/cashquest-kids>

Other tracts you can pick from inside the pass:

Money Smarts (5 Jars). Insurance Genius (SHIELD). Investor Lab (IVY). What's a Tax (LEDGER). Business World (FORGE).

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