

# MAKING A LEMONADE STAND

## a step by step guide

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### SET YOUR GOALS

Define exactly why you want to start a lemonade stand. For your own benefit, for another cause? Make sure customers will know what they are supporting by buying your lemonade.

### CREATE A PLAN

Research local regulations regarding lemonade stands and make sure that you can carry it out without a permit. Outline your budget, including costs for ingredients, cups, and any decorations.

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### GATHER SUPPLIES

Fresh lemons  
Sugar  
Water  
Cups

Ice  
Pitcher  
Table and chairs  
Decorations (optional)

### CHOOSE A LOCATION

Select a high-traffic area with permission, such as your front yard, a local park, or during a community event. Ensure visibility for attracting customers.

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### PREPARE LEMONADE

Make a delicious batch of lemonade. Experiment with ratios of lemons, sugar, and water to find the perfect taste. Consider offering a unique twist, like flavored lemonades.

### SET UP

Arrange your table, chairs, and decorations attractively. Ensure all supplies are easily accessible. Make sure to have some cash available to give customers their change. Create a sign outlining your prices and cause that you are supporting.

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### INTERACT WITH CUSTOMERS

Engage potential customers by being friendly. Offer free samples, share your story, and explain the purpose of your stand. Encourage customers to spread the word.

### CLEAN UP

Leave the location as clean as you found it. Make sure you don't leave anything behind, and make sure to count your money! See if you met your goal, surpassed it, or can do better next time.

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