



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

Start a Painted Rocks & Garden Art Business!

Turn rocks, paint, and creativity into a colorful little business that sells itself at every front yard.

Ages 6 - 12

Best for: THE MAKER entrepreneur type

The Business Hiding in Your Backyard 🌿

Here's something wild: **painting rocks are one of the biggest craft trends in America**. There are Facebook groups with hundreds of thousands of members dedicated to painting and hiding rocks. People put them in gardens, on porches, along walkways, and even buy them as gifts. A kid in Oregon started selling painted rocks at a farmers market and made over \$200 in a single weekend. The best part? Your supplies cost almost nothing — the rocks are literally free from your yard, a creek, or a home improvement store's landscaping section.

< \$10

STARTUP COST

\$3-15

PER ROCK/ART PIECE

90%+

PROFIT MARGIN

🌿 The Eco Advantage

This might be the most Earth-friendly business a kid can start. You're using **natural materials** (rocks, driftwood, pinecones), non-toxic acrylic paint, and a clear sealant — that's it. No plastic packaging, no shipping boxes, no factory needed. Your customers love that they're buying handmade, eco-friendly art that lasts forever outdoors. In a world of cheap, disposable stuff, your garden art is the opposite — and people pay more for that.

✅ Why This Business Rocks (Pun Intended)

- ✓ You can start TODAY with supplies from around your house — rocks, paint, brushes
- ✓ Kids as young as 6 can make beautiful painted rocks (this is one of the youngest-friendly businesses)
- ✓ Every rock is unique — no two are the same, making each piece a collectible
- ✓ Perfect for craft fairs, farmers markets, neighborhood stands, and gift shops
- ✓ Seasonal themes = repeat customers (holiday rocks, spring garden art, fall decor)
- ✓ Neighbors see your art in someone's garden and ask "Where did you get THOSE?"

🧐 What You Can Create & Sell



Garden Critters (ladybugs, bees, frogs)



Inspirational Quote Rocks



Address & Welcome Stones



Garden Markers (herbs & veggies)

👁️ Sneak Peek: From the Full Guide

"The 'Garden Set' strategy is how you turn a \$5 sale into a \$25 sale. Instead of selling individual rocks, create themed sets: a 'Vegetable Garden Marker Set' (6 rocks labeled tomato, basil, pepper, etc.) for \$15, a 'Fairy Garden Collection' (5 whimsical creatures) for \$20, or a 'Welcome Set' (large welcome rock + 4 decorative border rocks) for \$25. Sets feel like a better deal to customers, and your average sale triples overnight."

The Full Startup Guide Covers:

- ✓ The best types of rocks and where to find them for free
- ✓ Exactly which paints and sealants work outdoors (and which ones fade)
- ✓ 10 best-selling designs kids can learn in one afternoon
- ✓ The "Garden Set" strategy that triples your average sale
- ✓ How to price by size, detail level, and set vs. individual
- ✓ Setting up at craft fairs, farmers markets, and neighborhood stands
- ✓ Custom orders: how to take personalized requests (names, addresses, pets)
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

Unlock the Full Guide →

Ready to Rock Your First Business? 🌈

Your backyard is full of inventory. Your imagination is the factory. Time to start creating.

NEXT STEP

Painted Rocks & Garden Art Complete Startup Guide

8 pages covering rock sourcing, best paints, 10 designs, the Garden Set strategy, pricing, display tips, custom orders, and your first-week plan with printable worksheets.

\$5.99

instant download

Get the Full Guide →

THE FULL ADVENTURE

Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

\$24.99

on Amazon

Get the Book on Amazon →

Parents: Painted rocks and garden art is one of the safest, most age-appropriate businesses in our entire series. All materials are non-toxic when using standard acrylic craft paints and water-based sealants. We recommend supervising younger children (ages 6-8) during painting and sealing, and helping them set up any outdoor selling stands. For craft fairs and farmers markets, a parent should always be present. This business builds fine motor skills, creativity, and basic math — all while having fun outdoors.