



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

Become a Social Media Manager for Local Businesses!

Adults are TERRIBLE at social media. You've been doing it since you were 8. Turn that into monthly income.

Ages 13 - 16

Best for: **THE STORYTELLER** entrepreneur type

The Skill Gap That Puts Money in Your Pocket

Walk into any local business — a pizza shop, a hair salon, a dentist's office, a dog groomer — and look at their Instagram or Facebook page. Chances are it's one of three things: abandoned (last post was 8 months ago), boring (nothing but stock photos and "We're open!"), or nonexistent.

Now look at YOUR Instagram or TikTok feed. You instinctively know what makes a good post, what gets engagement, what's trending, and what looks cringe. You've been learning social media your entire life without even realizing it. That knowledge — the stuff that feels obvious to you — is INCREDIBLY valuable to business owners who grew up before the internet existed.

\$0

Startup cost

\$50-200

Per month per client

3

Clients = \$150-\$600/mo

Why Businesses Will Hire a Teenager

This seems crazy, right? Why would an adult business owner pay a 14-year-old? Because professional social media managers charge \$500-\$3,000/month. Most small businesses can't afford that. But they CAN afford \$75-\$200/month for someone who actually understands the platforms, creates content that doesn't look like it was made in 2012, and posts consistently. You're not competing with agencies. You're filling a gap that agencies are too expensive to fill. And your age is actually an ADVANTAGE — you're a native speaker of the platforms these businesses are trying to use.

Why This Business Is Exceptional

- ✓ \$0 startup — you need a phone, Canva (free), and social media knowledge you already have
- ✓ MONTHLY RECURRING income — clients pay you every month, not per job. This is the holy grail of business models.
- ✓ Work from anywhere — create posts from your couch, the bus, your bedroom. No physical labor.
- ✓ Builds a portfolio of REAL business work — this goes on resumes and college applications
- ✓ Demand is enormous — millions of small businesses need social media help and can't afford agencies
- ✓ Directly teaches marketing, branding, analytics, and client management — real career skills
- ✓ Scales easily — go from 1 client to 5 clients without any additional costs or equipment

Sneak Peek: From the Full Guide

"The pitch that works every time: Walk into a local business with your phone. Show them their own Instagram page. Then show them a competitor's page that looks better. Then say: 'I can make your page look like THAT for \$100 a month. I'll create 12 posts, schedule them, and you don't have to think about it.' You've just shown them the problem, the solution, and the price in under 60 seconds. Most business owners will say 'when can you start?'"

The Full Startup Guide Covers:

- ✓ What social media management actually involves (it's more strategic than you think)
- ✓ Which platforms to focus on for local businesses (spoiler: it's not TikTok for most)
- ✓ How to create a month of content in one afternoon using Canva and batch creation
- ✓ The exact pitch script that lands clients — tested and proven
- ✓ Pricing: what to charge for different service levels (basic, standard, premium)
- ✓ The "Free Audit" client acquisition strategy that converts at 60%+
- ✓ Tools for scheduling posts so you're not glued to your phone (free options)
- ✓ Managing client expectations and delivering monthly reports
- ✓ The parent's role in client contracts and payments
- ✓ First-month action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

Ready to Turn Screen Time Into Income?

You already know social media better than most adults. Time to get paid for it.

NEXT STEP

Social Media Manager Complete Startup Guide

10 pages covering platforms, content creation, the pitch script, pricing tiers, the Free Audit strategy, scheduling tools, client management, monthly reports, and your first-month plan with printable worksheets.

\$9.99 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: This guide is designed for teens ages 13-16 and requires significant parental involvement. Parents should co-sign any client agreements, manage payment processing (invoicing and receiving funds), accompany teens on initial client meetings, and review all content before it's posted on a business's accounts. The guide includes a parent-friendly overview of the business model and specific guidance on appropriate professional boundaries between teen service providers and adult business clients. We recommend parents meet every client in person before work begins.