

THE TUTTLE TWINS PRESENT:

TEN TIPS FOR RAISING AN ENTREPRENEUR



Entrepreneurship Means Preparing Our Children For Their Future

Parents: we need to take a step back and remind ourselves that the world our children will inherit is not the one we grew up in.

Of course it isn't! We never wanted it to be. Wasn't the whole goal to leave the world better than we found it? And surely things are better in nearly every measurable aspect.

People are living longer, healthier lives. We have the technology available to move around the globe, and when that can't connect us quickly enough, we can instantly connect to almost every inhabited location on the planet through the internet or satellite signals.



Even those living in the most abject poverty are living better than in decades past, as the percentage of people living in extreme poverty has been reduced by more than 75% in the last three decades. This is fantastic news!

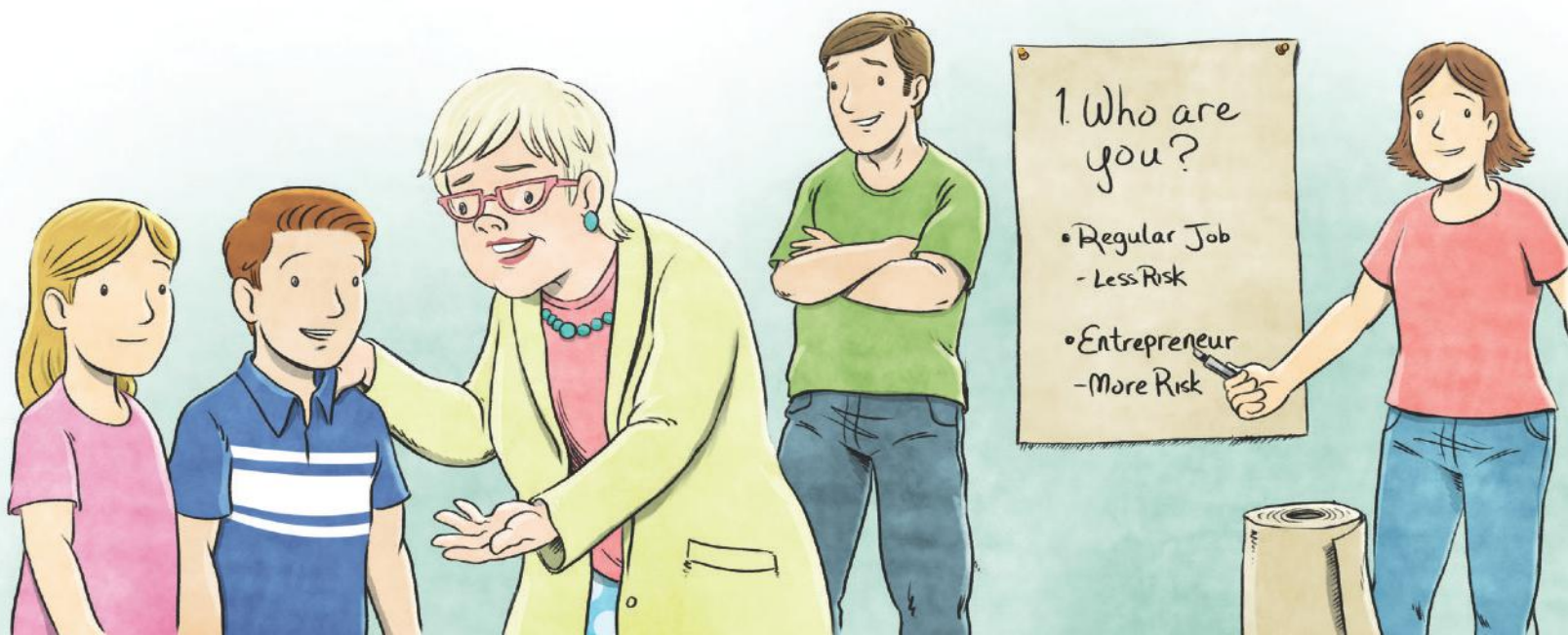
With these advancements in society and technology comes a whole new set of challenges. As markets open up to the world, raising millions in China and India out of extreme poverty, manufacturing jobs move to where labor costs are lower. This is a critical part of advancement in a dynamic marketplace, but it means that **the jobs we've had simply won't be available to our children**. It also means that the jobs they will be doing may not even exist yet.

So how do we prepare children for an uncertain future? As technology advances and artificial intelligence improves, how do we keep our youth competitive and productive?

The answer really is simple: **we teach them to be entrepreneurs.** Not just mean small business owners, but innovators, problem solvers, tinkerers, makers. We teach them to be able to adapt to a changing world.

This short e-book offers you ten tips for raising your children to be an entrepreneur.

At the end, you'll see how the Tuttle Twins can help make that happen!



1. Let your children attempt the impossible

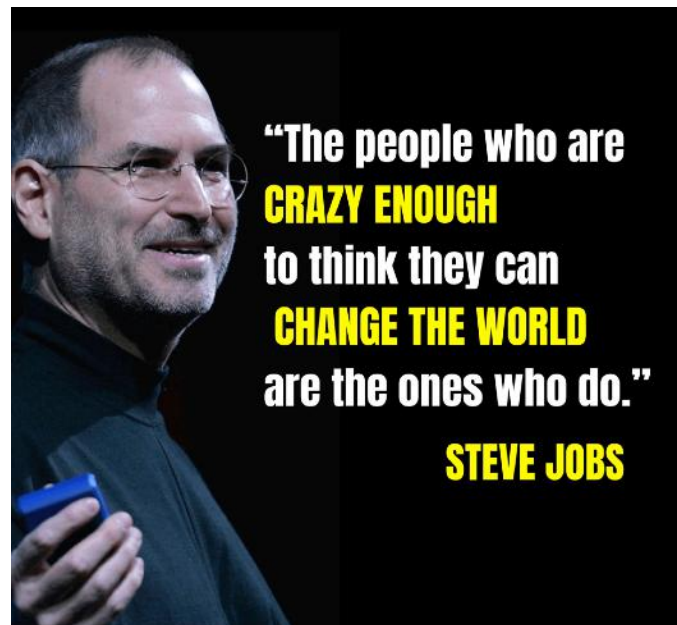
Too often, we are the greatest obstacle to our children being able to realize their full potential. They approach us with grandiose ideas of something they'd like to do, be, or build, and without much thought at all, we shut it down.

We aren't trying to crush their dreams, but we believe, based on our life experience, that it won't work. And if it won't succeed, why even try?

Because “the people who are crazy enough to think they can change the world are the ones who do.”

This resonated with us deeply when we heard it on that old Apple commercial, but then we talk our kids out of believing that they can change the world.

There will be plenty of naysayers along the way. We need to be our children's best supporters.



Supporting them does not mean we should be blind to the challenges of the task. We can be honest with our children about the risks associated with their vision, while still helping them navigate through possible solutions.

But let them shoot for the fences—and try big things. Failing to do so might mean that they won't find and fulfill their potential in life.



2. Normalize learning from mistakes and failures

So what do you do when their efforts do fall short? Point out how you were right and they should have listened to you in the first place? No!

You help them identify where things went wrong. Reflect with them to see if the problem was foreseeable and preventable. Turn each and every perceived ‘failure’ into an opportunity to learn.

Just like money, knowledge has value associated with it. Money now is worth more than the prospect of future money. This is why banks charge interest on a loan. Knowledge now is less costly to obtain than knowledge in the future. While children are young, learning from a mistake is less costly than when they’re older.



A great way to practice this exercise is by playing the game Mastermind. Remember that game where one player would select four different colored pegs as the “code” and the other player would try to guess the code? Of course you would get it wrong the first time, but there was a feedback mechanism where you could figure out if you got the right color, possibly even in the correct spot. You had to try, fail, then gather information to try again. The first guess was typically a failure, but the point was not to win on the first try, but to get better information by making mistakes early while you still have many attempts left.

Entrepreneurship is a lot like that. So let them experiment. Let them try. Let them fail and help them learn from that experience.



3. Instill in them a sense of purpose

The world our children live in is pretty simple, small, and safe. As parents, we like to keep things that way.

But the world they will grow into is just the opposite. Without a sense of purpose, the apparent chaos and confusion of the world will pull them around from one empty promise to another.

Having a sense of purpose, in the world or in their own little community, will help them learn how to tune out the many distractions that will barrage them and focus their efforts towards their goals.



Keep in mind that their sense of purpose may not look how we think it ought. Sometimes community is to be had in niche hobbies that are meaningless to us. With the exception of those things that put our children in obvious danger, rather than telling them where their passions should lie, we help them foster their interests—whether in BMX racing, collecting Pokémon cards, or whatever else it might be.

While it may seem like a trivial hobby to us, pursuing these passions will help young people learn how to find and connect with a community dedicated to a common purpose. We can build on that and help them apply these same skills to more ambitious ends as they mature.



4. Seek opportunities to serve in your community

While we do work hard to protect our children, we can often fall into the trap of insulating them from the problems and challenges that others, including their own peers, face every day. When we break outside of our social bubbles and find ways to serve others in our community, we can help our children understand that problems exist, whether or not we experience them first hand. Where others might see these problems as weak points in our social fabric, the entrepreneur sees them as opportunities to improve lives.

Entrepreneurship is all about solving problems for others.

Ash Maurya reminds us that entrepreneurs need to fall in love with the problems they are trying to solve, not just our proposed solution to that problem. In order to really understand the issue, we need to connect with the people who experience these problems first-hand and understand things from their perspective. Effective entrepreneurship is empathetic, and the only way to develop empathy is to connect with people on a personal level.



5. Develop habits of creativity

Children are full of imagination. Our task is to empower them to see how the ideas in their head can be brought to life through habits of creative action. Any act of creation, when done regularly, will develop these skills. Writing, drawing, woodworking, playing a musical instrument—it doesn't matter so much what they are making, but that they are continually making something come into existence that started as an idea in their head. It doesn't even need to be an original work. Just get them in the habit of starting a creative task and seeing it through to completion.

This type of learning is radically different from what takes place in a typical classroom. In school, knowledge is compartmentalized into different subjects, each given separate attention at a certain time of the day. These acts of creation give kids the opportunity to draw on many subjects for knowledge and inspiration, connecting and synthesizing information in useful and meaningful ways. This is one area where artificial intelligence still falls radically short and humans excel, if we allow ourselves to develop these skills.

The creative process can be broken down as follows:



EXAMINE

Dig into the problem. Look at the history, the context, the objects, and (most importantly) the people involved.



UNDERSTAND

Go deeper and find patterns. Establish open questions to build on.



IDEATE

Have lots of ideas, good and bad. Don't stop at the obvious or the impossible.



EXPERIMENT

Try some things out. Make some things. Fail cheap and fast.



DISTILL

Strip your solution down to the essentials and tell the story to others.



TEN TIPS FOR RAISING AN ENTREPRENEUR

6. Focus on systems and habits over objectives

It is important to have goals and ambitions, but what most successful people will tell you is that it is more important to adopt habits and systems that make accomplishing those goals a natural part of your life.

It is one thing to set a goal to lose 20 pounds, but without a system in place to work towards that goal it will likely never be realized. However, adopting a system of exercise and healthy eating will not only carry you to that goal, but will help you to maintain your desired weight.

The same is true of most any other goal our children may have. If they want to be a concert violinist, they need to be able to develop a system for making progress every single day. Practice—even repetitive skills-based drills—will not be as challenging when youth have established this system for themselves.

This still requires discipline, but self-imposed discipline towards a specific goal will be one of the most valuable skills they can carry with them in life, no matter their chosen path.



7. Make them earn it!

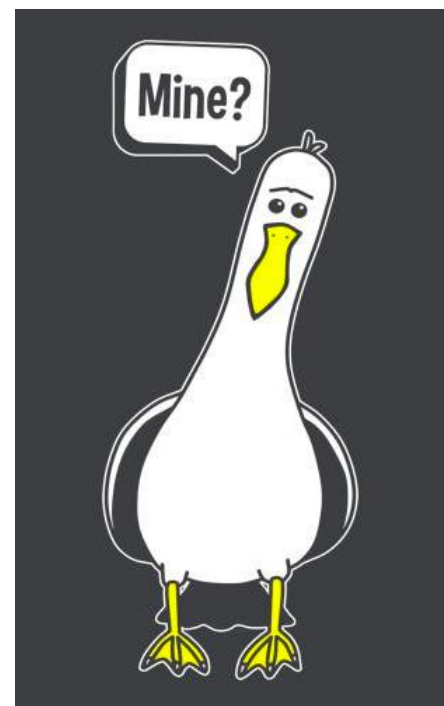
Have you ever read Ayn Rand's *Atlas Shrugged*? Perhaps you remember the scene play out between the fictional steel magnate Henry Reardon and a representative from the State Science Institute who is attempting to buy the rights to Reardon's proprietary metal. The government agent incredulously asks why Mr Reardon is not willing to sell out his metal or his principles.

"Because it's mine," Reardon responds. "Do you understand the word?"

The principle of private ownership is at the very heart of free enterprise and entrepreneurship and we must allow children to experience the benefits first hand as early as possible. That means we need to allow them the privilege of working hard to earn their own money to purchase things they want. A child who is given a toy will generally not appreciate it as much as a child who worked for the same toy.

The challenging part of this, for most parents, is continuing to respect the child's rights of ownership. Do we really want to raise children who bow to any authority who claims a higher right to their property, even though they worked hard and earned it for themselves? Or do we want to raise children who understand the nature of property rights as an underlying foundation to social order? Yes, it certainly makes our jobs as parents more daunting, but your children will not learn to live free as adults if they are forced to be docile as children.

Make them earn it for themselves, then respect their ownership.



8. School is a means to an end, but whose end...?

We've got to be brutally honest here. School is not going to teach your child to think or act like an entrepreneur.

The way school works—everything from the compartmentalization of knowledge to the deference for authority—runs counter to the mindset of an entrepreneur. The typical school prepares children for a workplace that may have existed decades years ago, but certainly will not prepare them for the future.

As American futurist Alvin Toffler famously declared, “The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

And what incentive exists for the public education system to change and adapt? An entire nation of innovators and entrepreneurial problem solvers renders the vast majority of public officials entirely obsolete. While a typical education may still be sufficient for some aspects of life, it is increasingly obvious that school serves the needs, not of parents or students, but of politicians and bureaucrats.

So use school as one tool in your educational toolbox, but don't rely on it to teach your kids the entrepreneurial skills they will need to be successful later in life. Prepare for the day when school gets in the way of their education and have a plan to adapt.



9. Identify entrepreneurial heroes

Whether your child admires athletes, rock stars, or other public figures, you can help them identify the entrepreneurial traits employed to help that person rise to the top; the entrepreneurial spirit can be found in successful people in a variety of industries and walks of life.

Even the online gamer Tyler Blevins (better known as Ninja) is an excellent case study in how thinking like an entrepreneur can help you turn your passion into your profession. (In his case, he now has eight million online followers who watch his video game streaming, generating millions of dollars a year in income.)

History is full of unsung heroes who have created the world in which we now live. In a very real sense, we stand on the shoulders of unknown giants. Whether learning about heroes of the past, such as Madam C.J. Walker, or looking at innovators of the future, giving them role models and exploring the way they overcame their challenges will inspire them with the hope needed to build a better world.



10. Teach them economics!

The economic way of thinking is an incredibly powerful tool for helping people understand the world around them. People act to accomplish their different goals. The resources we use to accomplish these goals are scarce and have alternative uses.

This creates real challenges for humanity as we figure out how to go about this most effectively and efficiently. Through specialization, we are able to access more resources at a lower cost as we trade with others through markets. Prices act as signals to both producers and consumers about our relative values.

Entrepreneurs are the heroes who see opportunities for constant improvement in this process —people who see the signals and find ways to serve those in need using the market.

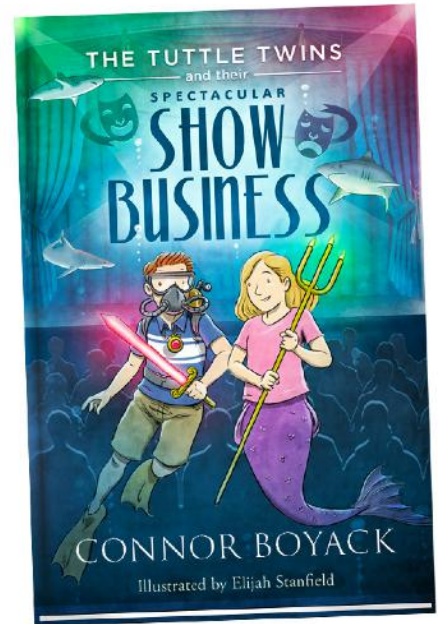
Children who understand basic free market economics will be able to pay attention to opportunities in a way few others can, opening the door for entrepreneurial endeavors throughout their life.



Ready to begin? We can help...

While most people prefer the relative safety of working at a job for somebody else, others are more interested in the independence, excitement, and creative problem solving that are all part of starting your own business and being an entrepreneur.

But as Ethan and Emily Tuttle learn in *The Tuttle Twins and their Spectacular Show Business*, being an entrepreneur isn't easy—especially when you're up against some tough competition. Join the twins as they dive into the ins and outs of becoming business owners, solving the many problems that pop up along the way!



The entire series will benefit your child



Why stop with one book? Many parents struggle to teach important ideas like entrepreneurship and free market economics to their children. The Tuttle Twins are here to help!

Nearly half a million copies have been sold, showing how strongly parents recognize the support these books provide to teach their children ideas that matter.

Visit TuttleTwins.com!