



## **The Good ‘Ole Days**

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*2-minute read*

Imagine the good ole days of being 10 years old in the middle of the summer. You were bored, right? You and your siblings came up with a genius idea to make money—a lemonade stand! It was hot and thirsty people needed a beverage—easy, right?

Imagine this with me: *You wrangle your brother to get the table, your sister works on the signs, and you’re the lemonade maker. After a few minutes of drawing and pouring, the cups are filled, and everyone is ready to promote your product at the edge of the driveway.* Whether you know it or not, you’ve just developed a marketing strategy and planned the tactics to make it happen. You’ve identified an idea and the audience, then established a goal. Next you implemented the plan, gathered supplies, designed your setup, and took action to promote your sales.

***You’ve got your eye on the prize, ready to provide your customers with refreshing lemonade!***

It’s fair to say, the good ole days of lemonade stands have been instilling confidence in children and adults for decades, along with inspiring the entrepreneurial spirit and creative marketing strategies. Lemonade stands are a great foundation for innovation. According to Education Weekly, children who participate in the “[Lemonade Day](#)” program are more likely to start their own business, find innovative ways to solve problems, and believe they will invent something that will change the world.

In this world, there are three main types of inventors: the Growth Inventor, Steady Inventor, and the Fat and Happy Inventor. They all start at the same place but usually end at very different destinations.

- **The Growth Inventor:** This inventor has a childlike spirit with their eyes on the prize, ready to make their lemonade stand the most impactful. They find ways to solve problems and build relationships, always learning and passionate, they provide stability for the company to thrive on its own.
- **The Steady Inventor:** This inventor starts with the same spirit but often struggles along the way because they depend mostly on themselves. They often experience a few highs and many lows. Over time with an evaluation of their business and recognizing it takes a team, the trajectory of their business can change to success.
- **The Fat and Happy Inventor:** This inventor starts strong, but quickly loses focus after quick success. With solid sales and a reliable team in place, they can become complacent. Their absent leadership can turn the business into chaos, leaving the team to panic as the business starts to tank.

No matter which type of inventor you are, remember that you don't have to do it alone. It's amazing how much those lemonade stands taught us a child. We needed help then—siblings, parents, and friends, to be successful. Similarly, in business, having a growth marketer attached at the hip can make all the difference.

## **Bringing It Home**

You don't have to go it alone when starting a business (even lemonade stands). Yes, your motivation and tenacity are yours and your responsibility, but you're limited to your own personal expertise and knowledge. There are experts ready to help teach, inspire, and influence the direction of your business. Together, the best is possible.

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## **Co-Creating Your Success**

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