1

See where you're allowed to set up a stand. Did you know there are laws about where you can set up a stand? Before you start setting up, make sure it isn't against the rules in your area. To find out if you're allowed to set up a stand, see if you need to get a permit or comply with any laws

Ask your parents to find out whether you can set up a stand. Let them know that you need a permit in many states.

Or find out yourself by calling your local Better Business Bureau to get more information.

2

Choose a popular spot. If you live on a dead-end street, you might want to try one that gets more foot traffic. Intersections are also good spots, since you have people passing from more than one direction. Make sure the spot you choose is safe. Don't set up too close to the street.

You could always set up in your front yard. This works especially well if you live on a busy street.

Be careful about setting up in public parks or outside sporting events. Many states have passed laws against letting people sell lemonade in these areas

3

See if other kids want to get involved. Have someone help you so you can take turns doing different jobs. It's also more fun to have someone else there, especially when you need a break. If you are planning a long day of selling, set up shifts so that no one has to be on duty more than two hours without some time off. Make sure you trust the person taking shifts not to steal money; an untrustworthy business-partner can ruin your stand.

4

Think of a price. If you're using fresh lemons, fresh ice and large cups, you could probably charge $1.00 per cup. If you're using a powdered mix and serving up small cups, people probably won't pay more than $0.25 to $0.50. Often, lemonade stands are either under or over priced, and the kids running them don't earn much money. Be sure to start out with some coins and bills for change.

5

Make a sign. Get some poster board and markers so you can make a big, colorful sign to hang on your stand. The sign should say what you're selling and how much it costs. Use cheerful hand lettering that's neatly done. You might want to draw a picture of lemons or lemonade to make your sign more attractive.

You can also make signs to post around the neighborhood. Tell people where to go to buy lemonade.

If you do this, make sure you take down the signs when you take down your stand.

SET UP

Set up a card table and chairs. A small card table should be big enough to fit your lemonade pitcher, cups, napkins and any treats you're offering. Get a chair for each person who will be running the stand with you. To attract more customers, use a pretty (but not distracting) tablecloth, and tape your sign to the front. Bright colors will get people to look at your table, and ponder whether or not they want to buy something.

Make lemonade. Not all lemonade is created equal. It's worth coming up with a tasty recipe so you don't disappoint your customers. Be sure to sample each batch to make sure it has just the right amount of sweet and sour flavors before you try to sell it. Always serve your lemonade with ice to keep it cold. Here are three ways to make lemonade:[4]

2

Make it from scratch with fresh-squeezed lemons. For one gallon of lemonade, you need 2 cups of fresh lemon juice and 2 cups of white sugar. Mix well so the sugar dissolves.

Make it from concentrate. You can buy a can of frozen lemonade concentrate in the freezer aisle of your grocery store. Mix it with water according to the instructions on the package.

Make it from powder. Get a can of powdered lemonade. Follow the instructions to dissolve the powder in cold water

3

Get disposable cups and napkins. Small paper cups are a popular choice, but you can use larger plastic cups if you'd like. One package of cups usually comes with enough to sell a days' worth of lemonade. Get a package of napkins, too.

4

Sell other treats if you want. Why stop at lemonade? Since you're setting up a stand, you might as well offer other treats, too. Cookies, brownies and other baked goods are fun to sell. You could also offer a bigger variety of drinks. Strawberry lemonade, iced tea or fruit punch are refreshing drinks customers might enjoy.

HOW TO SELL

Talk to people who pass by. If you sit quietly, they may not feel encouraged to come to your table and buy lemonade. Smile and say, "would you like a cup of lemonade?" That way people will notice your table and be more likely to buy something. Be prepared to answer questions if they ask. Talk loudly so that the customer doesn't have to keep saying "WHAT?" when they ask you a question.

2

Be polite. Potential customers won't want to buy anything if you get irritated with them. If they have kids, talk to them and pay them a compliment. If there are just adults, act happy and bubbly and just be yourself. If they decide not to buy anything, just smile and move on to the next customer.

3

Use good manners when you make a sale. When customers want to buy some lemonade, carefully pour a cup and hand it to them with a napkin. Once they have the lemonade in their hands, take their money and place it in your money jar or pouch. Don't forget to tell them thank you! With luck they'll tell their friends to visit your stand.

WARNING

Have an adult around to help with slicing the lemons.

Never leave your stand unattended. Someone could steal all your money or lemonade!

Keep the money at your side or behind the table. Don't make it easy for a thief to grab.

Make sure you have permission to set up your stand on privately owned property.

Wear sunscreen to make sure you don't get sunburned.