

Business or Pleasure

Your hobbies, talents, and skills today could be your career tomorrow!

When you think of work, you may think of something the adults in your life dislike doing every day. Work is just something they do for a paycheck, right? Do not limit yourself when it comes to making money. Think of something you like to do or are really good at and start doing it today, so that you are ready to make money from it tomorrow.

**FINANCIAL FLAIR
ACTIVITY 4**

WORKSHEET

A Good Hair Day

Fourteen-year-old Sontaki spends a lot of her time after school and on the weekends styling hair for friends and neighbors. An eighth-grader in Mobile, Alabama, Sontaki had always been good at styling her own hair. “I was just doing my friends’ hair,” Sontaki says about how she first gained notoriety in her neighborhood for her styling skills. “But then someone asked me to do her hair and offered to pay for it [once],” Sontaki explains. “I would’ve done it for free.”

The Best Advertising (That Money Can’t Buy)

Sontaki estimates that she styles hair for about four people per week. (“Well, five—mine, too.”) Word of mouth is the best and least expensive kind of advertising, and Sontaki knows that firsthand. “I’ll just be hanging out in my neighborhood and someone will ask me my name and say, ‘Oh, I heard you do hair.’ A lot of people get my number from friends and call me to do their hair.”

Talk about the Benjamins

Sontaki’s love of doing hair for friends and people in her neighborhood have some aspects of a really profitable business. She uses her customers’ own brushes, bobby pins, and hair clips when doing their hair—in other words, she has no overhead or up front costs—and she has free advertising. Pretty cool, right?

Hair Today, Gone Tomorrow?

Hairstyling keeps Sontaki pretty busy now. “Mostly, I’ll style hair whenever and not just on the weekends anymore (like I used to when I first started). When I started doing hair, sometimes people didn’t like their hair afterwards, but now that I do it all the time, I’m better and people always like what I do.” Sontaki’s not really sure she wants to make a career of hairstyling. “Everyone tells me that I have a talent for it,” says Sontaki. “I could be a beautician because I do have the capability for it. But I want to be a singer...maybe I could do both.”

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