



High School
Hustle



MENTOR PLAYBOOK



WHERE THE FUTURE
BUSINESS TITANS ARE MADE

2025

HEAD MENTOR PLAYBOOK

As **Head Mentor**, your mission is to inspire bold action, challenge assumptions, and focus on results. At **High School Hustle**, we skip outdated ideas like business plans or LLCs—none of that matters without sales. **The goal is for students to secure pre-sales—at least three**, ideally five to ten. Pre-sales prove demand; if there's none, we pivot. **Students start with scrappy MVPs**, borrowing supplies for their first sales to show they can achieve results without funding. Real entrepreneurs are relentlessly resourceful, and this program instills that mindset.

Keep meetings fun, high-energy, and student-led. Limit adult lecturing to 5-10 minutes, then engage students with activities and competitions. Celebrate milestones with \$20 cash rewards for first sales, best failures, or top referrals. Track progress weekly with scoreboards for sales, referrals, and \$400 hustles. Students who earn \$400 receive \$100 bonuses and can advance to the Fast Track Path, learning ways to scale like door-knocking, signs, or online profiles. Encourage students to share progress with #HighSchoolHustle for recognition and rewards.

We emphasize self-reliance, not full funding—10% or fewer students will receive up to \$100 for supplies. Instead, students cover gaps by pre-collecting payments and borrowing from friends or family with loan scripts, repaying quickly from sales. For students already earning \$400+, offer two paths: start over with a new hustle or scale their current one using advanced strategies—all self-funded through profits.

Your role is to guide students to learn by doing, not planning. **Ask questions like “Why?” and “Does this step matter?”** to help them find solutions. Celebrate resourcefulness, customer focus, and validated ideas. Need support? Reach out to the Executive Director—you're shaping the next generation of relentless entrepreneurs.

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Roadmap Overview

The journey of a Head Mentor revolves around three essential steps. These steps are designed to provide clarity and flexibility, allowing you to adapt as needed.

Decide on a Co-President (Optional)

Deciding whether to have a co-president is your first action. While optional, having a co-leader can help share responsibilities and bring new ideas to the table. Consider:

- **Who has the passion and dedication to support your vision?**
- **Who complements your strengths and addresses your weaknesses?**

Build the Mentor Team

Mentors are the backbone of the program, guiding students to success. Start early and aim to recruit double the number of mentors you think you need (if your goal is 10, aim for 20).

Focus on:

- **Alumni from your school who have entrepreneurial experience.**
- **Community members or parents with strong networks.**
- **Use the Mentor Recruitment Guide (see Section 4) to streamline this process.**

Open the High School Program

The final step is securing school access and launching the program. This involves:

- **Finding a champion, such as a teacher or staff member, who can advocate for HSH within the school.**
- **Scheduling 6–10 meetings, ensuring they align with school schedules.**
- **Completing the Memorandum of Understanding (MOU) and submitting the Certificate of Insurance (COI).**

Flexible Steps: Customize Your Path

The roadmap is a starting point, but every school and community is unique. Consider these variations:

- **If you already have mentors: Leverage their connections to alumni or school staff to gain access.**
- **If school access is secured first: Use that momentum to recruit mentors with ties to the school or community.**

Think strategically and adapt as needed to achieve your goals faster.

Getting Into Schools

Securing access to schools is one of the most critical tasks. Here's how to do it effectively:

Finding a Champion

A champion is your gateway to the school. This could be a teacher, advisor, or staff member who sees the value of HSH and wants to help. To find one:

- **Look for DECA advisors, business teachers, or enthusiastic staff.**
- **Share materials like flyers, posters, and the \$100K Hustle Award video to spark interest.**
- **Emphasize the impact HSH has on students—building skills, earning income, and creating a path to success.**

Engaging Schools

Once you find your champion, work together to:

- **Organize a lunch meeting or call-out session to introduce HSH to students.**
- **Present the roadmap, mentor roles, and the vision of HSH.**
- **Secure administrative approval through an MOU and COI.**

Pro Tip: Alumni mentors with ties to the school can often help you make connections with key staff or administrators.

Mentor Recruitment

Mentors are essential for guiding students and ensuring the program's success. Here's how to recruit effectively:

Ideal Mentor Profile

- Alumni or community members who are entrepreneurs or professionals.
- Individuals passionate about giving back and supporting youth development.
- People with strong networks who can open doors and provide opportunities.

Mentor Recruitment Strategies

- Use personal outreach, social media, and school events to identify potential mentors.
- Share the benefits of mentorship, such as:
 - Grow your network: Connect with other business-minded mentors and leaders.
 - Refine your skills: Mentoring students can sharpen your own strategies.
 - Make an impact: Guide students in launching simple, real-world businesses.

Mentor Expectations

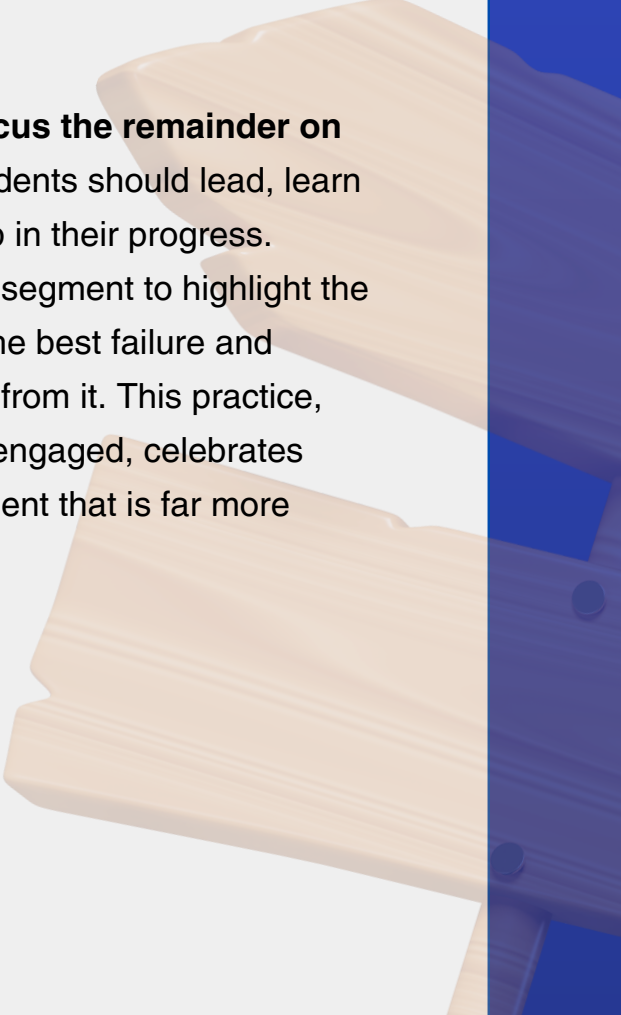
- Attend at least 6–10 sessions (1 hour each).
- Provide additional remote support every two weeks via text or calls.
- Help students achieve a \$400 revenue milestone.



Guiding Principles

1. **Faith Over Fear:** Embrace a fearless mindset, fueled by action.
2. **Now, Not How:** Start immediately; refine the process later.
3. **Fail, Learn, Iterate, Repeat:** Treat failures as stepping stones.
4. **Relationships Run the World:** Build and leverage social capital.
5. **Do Hard Things:** Challenge students to grow through grit and resilience.

Session Goals

1. The primary goal of each meeting is to create an environment that is:
 - **Fun**
 - **Engaging**
 - **High-Energy**
 - **Interactive**
 2. **Limit adult lecturing to 5-10 minutes and focus the remainder on student-led and collaborative activities.** Students should lead, learn from each other, and feel a sense of ownership in their progress.
 3. Each meeting should also include a 10-minute segment to highlight the **"Best Failure of the Week."** **Award \$100** to the best failure and collaboratively break down 10 lessons learned from it. This practice, inspired by the MFM podcast, keeps students engaged, celebrates resilience, and fosters a learning-rich environment that is far more dynamic and fun than traditional approaches.
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How Do Students Get Funds?

Get Presales as Much as You Can

- **What It Means:** Sell your product or service before it's ready. Presales help you gauge interest, validate your idea, and generate upfront funds.
- **How To Do It:**
 - Create a compelling offer that highlights the value of your idea.
 - Use social media, local networks, or events to spread the word.
 - Offer incentives like discounts, exclusive access, or bonuses for early supporters.
- **Example:** If you're starting a custom T-shirt hustle, showcase designs on Instagram and take preorders before producing the shirts.
- **Pitch Idea:** "Hey everyone! I'm launching a custom T-shirt line with unique designs inspired by our community. I'm offering a 20% discount for those who preorder this week—be the first to rock these styles and support a local creator!"

Leverage Parent/Friend Loans

- **What It Means:** Approach your parents or guardians for a loan to kickstart your hustle.
- **How To Do It:**
 - Prepare a short pitch explaining your hustle, why it's a good idea, and how you'll use the money.
 - Offer to pay them back with interest or other incentives.
 - Keep communication open and update them on your progress.
- **Example:** If you need \$400 for lawn care equipment, outline how you'll use the tools to generate revenue and pay them back within three months.
- **Pitch Idea:** "I've been making great progress with my _____ business through High School Hustle. I've done my research, and I know that my lowest possible cost for supplies for the first version of my business are only _____. This is after borrowing _____ supplies and starting with the very minimum. I've also made 3 presales to _____ and I've pre-collected \$_____. That means that gap between what I need for supplies and what I've already collected is only \$_____."

Would you consider loaning me \$_____ to buy these items on Amazon today? I promise to pay you back over the next few months as I make sales. For every sale I make I will agree to pay you 50% of everything I earn until it's fully repaid.



Borrow MVPs (Minimum Viable Products)

- **What It Means:** Use or borrow existing tools, equipment, or resources to start your hustle with minimal cost.
- **How To Do It:**
 - Identify what you truly need to get started.
 - Borrow from family, friends, neighbors, or community groups.
 - Return items in excellent condition or offer a small thank-you gift.
- **Example:** Need a pressure washer for a cleaning service? Borrow one from a neighbor for a weekend to test your business idea.
- **Pitch Idea:** "Hi [Neighbor/Friend], I'm starting a weekend cleaning service and need a pressure washer to test it out. Could I borrow yours for a day or two? I'll return it in perfect condition and even clean your driveway as a thank-you!"

- Research and understand your **MVP (minimum viable product)**. MVP should only be \$200 and the full-service product will be closer to \$500. You should also be able to borrow 50% or greater of your supplies from parents, neighbors, relatives, friends.
- You have already made **3 pre-sales and collected 100% of the pre-sale money**.
- You still have a gap between your pre-sale money and your MVP supplies which should be **approx. \$100-200**

My Projected Sales and Income:

This month: 3 sales = already pre-collected

Next month: 5 sales = \$500 collected and the loan provider will get 50% or \$250

Third month: 7 sales = \$700 collected and I will use \$400 to buy all my nicer supplies and no longer borrow.

Pitch High School Hustle: Why You Need Help

- **What It Means:** As a last resort, pitch your idea to High School Hustle for funding support.
- **How To Do It:**
 - Prepare a strong pitch that explains:
 - The problem you're solving and why it matters.
 - Your plan and the specific amount of funding you need.
 - How you'll use the funds to grow your hustle.
 - Be honest, confident, and specific.
- **Example:** "I need \$500 to purchase supplies for my nail art business. I have 20 presales and a plan to reinvest profits to expand. Here's how I'll use the funds..."
- **Pitch Idea:** "High School Hustle team, I'm launching a nail art business and have already secured 20 presales. I need \$500 to buy materials and start production. This funding will help me meet demand, reinvest in my business, and eventually train others. I'm committed to making this a success and giving back to the program once I scale."



How Student Hustles Get Funded

80% of hustles can be funded directly through Amazon. Unique hustles (thrifting, groceries, lawn care, etc.) will be handled case-by-case.

What You Need to Do

1. Create Your Campus Funding Email

- **Format:** [YourSchool].hsh@gmail.com
- **Example:** fishers.hsh@gmail.com
- Email us once created so we can connect it to your Amazon Business account.

2. Manage Your Campus Funds

- Each school has its own Amazon Business account.
- Funding is provided only when necessary.

Payback Model: Sustainability Over Handouts

Funding isn't free money. Students must pay it back once they start making sales.

- **Example:** We fund a \$150 lawnmower → Student profits over \$500 → They repay \$150 so we can reinvest in future students.
- **No profit for us**—100% reinvested into more hustles.

Before Asking for Funds, Students Must Try This First:

- **Pre-Sales:** Secure 3+ pre-orders with 100% upfront payment.
- **Parent/Friend Loan:** Borrow and repay a small cut of profits.
- **Borrow Supplies:** Many hustles don't need new equipment—use what's available.
 - **Example:** A student needed a shop vac for car detailing. His dad already had one. Problem solved.
- **Funding is a last resort.**
 - Max funding: \$100-\$150 preferred, up to \$500 in rare cases.
 - Students don't need high-end tools—MVP first!

Real Example: The Right Way to Get Funded

A student at Short Ridge High School flips furniture. He hand-sanded dressers for 3 days before selling them on Facebook Marketplace.

- **Solution:** We funded a \$35 electric sander for him—after he proved sales.
- How he pays back? He'll donate \$40 to the campus funding page on HighSchoolHustle.org.

That's the model: Prove the hustle, get the funding, reinvest for the next student.




Action Steps

- ✓ Create your campus email & send it to us.
- ✓ Track student funding carefully—help them secure pre-sales first.
- ✓ Make sure students understand: This is funding, not free money.

Resources

 Watch the Loom video guide: [Loom Video](#)



 Submit funding details via the Campus Funding Tracker: [Google Form](#)





TIPS AND TRICKS

Pre-Sales Requirement

- Every student must secure **3-10 pre-sales** before funding approval.
- Encourage students to **collect 100% of the payment upfront** as proof of demand.

Minimum Viable Product (MVP)

- Students start by creating an **MVP**, borrowing or using minimal supplies for their **first 5 sales**.
- Initial supplies should represent only **50%** of what's needed for a full launch.

Small Loan Strategy

- Students unable to cover the gap between MVP costs and pre-sale revenue must:
 - **Ask 5 relatives or friends for a small loan (\$100-\$200).**
 - **Repay the loan within 1-2 months from sales revenue.**

Paths for Advanced Students

- **Path 1:** Start a new hustle and test different markets.
- **Path 2:** Enter the \$400 Fast Track Path, focusing on scaling with advanced techniques like:
 - Door knocking
 - Door hangers
 - Yard signs
 - A-Frame signs
 - Setting up a Google My Business profile

Weekly Engagement and Rewards

- **Cash Prizes (\$20 bills):** Reward achievements such as:
 - First sale
 - Best failure
 - Highest weekly sales
 - Google 5-star reviews
- **Social Media Challenges:**
 - Students post weekly updates with #HighSchoolHustle.
 - Share videos in class and reward standout content with cash prizes.

Scoreboard and Metrics

- Track progress weekly using scoreboards:
 - Sales figures
 - Referrals
 - 5-star reviews
 - Number of \$400+ hustles
- Celebrate every \$400 milestone with a \$100 cash prize. The more, the better!

Airtable

Use the **AIRTABLE** to manage curriculum, mentor assignments, and student progress.



Milestone Tracker

Document key actions, including:

- **Mentor recruitment and engagement.**
- **School access and champion involvement.**
- **Meeting schedules and attendance.**

Optional Cut Strategy

- If desired, implement a “**Cut Strategy**” to focus on A-players:
- Announce in Week 1 that underperformers may be cut by Week 3.
- Minimum requirements to avoid cuts:
 - **Pick a hustle**
 - **Secure a partner (optional)**
 - **Achieve 3 pre-sales**



CAMPUS BEST PRACTICES AND PROVEN MODELS

Delegated Mentorship Model

- Assign student teams to each mentor.
- Use tools like Doodle to determine the best meeting format (in-person or Zoom).
- Provide scripts for mentors to engage students effectively.
- Develop strategies for pulling in students who haven't yet participated.

Structured Small Group Meetings

- Each CP organizes students into small accountability groups (approximately 15 per group, with half having attended the callout meeting).
- **Communication Strategy:**
 - Email and text outreach to students.
 - Personalized follow-ups for those who didn't attend the initial callout.
 - Use templates to streamline initial contact.
- **Meeting Structure:**
 - Two meetings per month, 1 hour each.
 - Students come prepared with: their "why," existing assets, business partner (if applicable), and their business idea.
 - Assign homework between meetings, such as market research and profit planning.

Flexible Meeting Options

- CPs can choose the structure that works best for their campus.
- Encourage hybrid models where students can opt for virtual or in-person engagement.
- Leverage student preferences to increase participation.

Open Source Collaboration

- CPs should share their successful strategies and feedback with other CPs.
- Use a centralized platform (e.g., Google Drive, Slack, or a shared document) to document best practices.
- Encourage iteration—CPs should adapt models to fit their specific campus dynamics.

Ongoing Support & Development

- Regular check-ins with mentors to assess student progress.
- CPs should act as facilitators, ensuring student teams are supported and have access to the right resources.
- Capture and share insights from each cohort to refine future strategies.

Supporting Documents

Lunchtime Campaigns

- Email templates for Mentor Recruitment.....Page 3

- Student Playbook (ready for print).....



- MOU Samples.....



- HSH Materials Google Drive.....



- Student Cash Tracking Form.....



How to create a 30-second pitch video:

Creating your 30-second pitch for customers-



CLICK/SCAN HERE



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