

R1.002

We're now organizing HUNTER's CARDSSET using the letters M.A.T.R.I.X. Each letter has four rows—M1, M2, M3, M4—and each row contains seven sub-cards, labeled M1.001, M1.002, M1.003, and so on up to M1.007. This card arrangement is inspired by Niklas Luhmann's note-taking method, and we encourage you to create your own cards in each row. Download the 7 cards from the link below, and let's build them together!

R1.002: "Who Really Wants My Cool Stuff?"

Objective:

Help children understand the concept of finding the right audience (or buyers) for what they create. Not everyone who likes something will buy it—only those who need or truly want it will.

Part 1: HUNTER's Story and Imaginative Interaction

Story Example (HUNTER's Experience):

After his conversation with Uncle Joe, HUNTER keeps thinking about why people don't always buy things. Later that day, HUNTER meets up with Sage again.

Sage:

"So, HUNTER, have you figured it out? Who really wants your painting?"

HUNTER:

"Well, Uncle Joe liked it, but he didn't need it. Maybe I should ask someone who actually needs a painting for their house!"

Sage:

"That's a great idea! You see, not everyone is the right person to buy your stuff, even if they like it. You have to find people who need it or really, really want it. Just like when you're trading toys at school—you need to find someone who wants what you have!"



Explaining the Situation:

HUNTER is learning that it's not about whether someone likes his painting, but whether they need it or want it enough to buy it.

Sometimes, you have to find the right person, not just anyone.

"Selling things is like trading toys. You wouldn't trade your favorite toy for something you don't want, right? It's the same for people buying things. They need to really want or need it."

Key Concept - Finding Your Buyer:

"Not everyone who likes something will buy it. You have to find people who need it or who really, really want it. These are your buyers."

Fun Activity - Let's Find Our Buyers:

Sage:

"Let's play a little game! Think of something you made or something you love, like a drawing or a toy. Now, who do you think would really want it? Is it your mom, your best friend, or maybe someone else? Ask them if they would trade for it or if they need it. See what they say!"

- **Space for Kids to Write/Draw:** Provide space for kids to think about what they've made and who might want it. They can draw their creation and list people who might be interested in trading for it or buying it.

Part 2: Real-Life Examples and Q&A Discussion

Let's think about real-life situations where people buy things because they need them, not just because they like them. Here are some examples:

Examples from Real Life:

Example 1: The Winter Coat

It's winter, and you see a really warm coat in the store. Your parents might say, "That coat is so nice!" but they don't buy it because you already have a winter coat. Even though the coat is great, they don't need another one.

Example 2: The Birthday Present

Your friend has a birthday, and you buy them a cool present. They might really love it, but if they already have something similar, they don't need another one. You have to find something they really want!

Example 3: The New Toy at the Store

You're at a toy store, and you see an awesome toy. You think it's so cool, but then you remember you already have a similar toy at home. Even though you like it, you don't need to buy it.



Q&A Discussion:

Let's talk about how people decide what to buy. Can you think of other times when someone liked something but didn't buy it? Let's answer some questions:

1. Why don't people buy things just because they like them?

- Answer: People buy things when they need them or really want them. If they already have something similar, they might not buy it.

2. How do you know if someone really wants what you made?

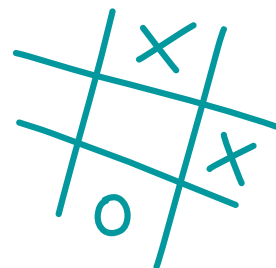
- Answer: You can ask them if they need it or want it enough to trade or buy it. If they really need it, they'll want to have it!

3. Have you ever wanted something, but didn't buy it? Why?

- Answer: Maybe you didn't need it right then or already had something similar.

Activity Reflection:

- **Think About It:** Have you ever really wanted something, but didn't need it? Draw or write about a time when you liked something but didn't buy it because you didn't need it.
- **Space for Reflection:** Provide space for children to write their thoughts or draw an example.



Conclusion:

Wrap up the card with a friendly message from Sage:

Sage:

"So, just like HUNTER learned, you have to find people who really need what you made. It's not about whether they like it—it's about whether they really want or need it! Keep thinking about what people need, and you'll find the right buyer!"

Optional Business Principle Section:

At the end, a small note for parents or curious children:

Business Principle:

"In business, it's important to find your target audience—the people who need what you're selling. These are your buyers!"

Suggested Reading:

"Want to learn more about selling things and finding the right buyers? Ask your parents to help you find a book about business or selling at the library!"

