



Dirt Cheap by Mark Hoffman

This book introduces the basic concepts and decisions of budgeting. This exercise provides the opportunity to:

1. Share examples of how entrepreneurs identify and address needs;
2. Introduce the concepts of supply and demand; and
3. Differentiate between goods and services;

Time Limit: 40 minutes

Supplies Needed:

- *Dirt Cheap* by Mark Hoffman
- Crayons or colored pencils
- Worksheet copies for all students



Online Read Along:

You can find many readalongs online for books. This YouTube video is a great option as you read along with *Dirt Cheap*:

<https://youtu.be/DwVPewZuSAM>

What is Supply and Demand?

(1) Have you ever walked through a store and wondered how people come up with everything that is for sale? *Discuss. Ask for an example of an item you might see on a store shelf.* These are called “goods.” A good is a product that is sold. They’re usually a material item (**give examples**). Today we’re going to read a story about one creative person who brainstormed ways she could sell a good to reach her goal of saving to buy a soccer ball.

Read the story.

(2) Turn to Page 1. Birdie wants to buy a soccer ball for \$24.95. Is a soccer ball a good? **Answer: Yes. A soccer ball is a material item.**

(3) Go to page 2. Birdie says she “needs” a soccer ball. Do you think Birdie needs it, or wants it? **Answer: She wants it.** Wants and needs are different. “Wants” are things that a person enjoys, but could live without. “Needs” are the things needed to survive, like food and water.



(4) Go to pages 5 and 6. Realizing she needs to make money if she wants to buy the soccer ball, Birdie holds a yard sale. People aren't interested in what she's selling. In order to make money, she needs to make "profit." What's profit? Answer: **The money gained from sales after expenses or costs are paid.** Birdie needs to sell something that people want so she can make a profit and save to buy the soccer ball.

(5) Go to pages 7 and 8. Birdie begins to think creatively about what she could sell that people need. What "good" does Birdie decide to sell? Answer: **Dirt.**

(6) Go to pages 9 and 10. How much money does it cost Birdie to dig up the dirt? Answer: **The dirt is free, other than the time she takes to dig it up.** At first, Birdie asks \$25 for a bag of dirt. How much does she decide to charge the first person who wants to buy her dirt? Answer: **25 cents.**

(7) Go to page 14. Birdie's business is instantly successful because she sells her dirt for the low cost of 25 cents. What do you call it when buyers want to buy goods? Answer: **Demand. "Demand" is how much of something people want.**

(8) Go to page 23 and 24 before skipping ahead to 25 and 26. Birdie was able to sell enough dirt to buy her ball, but she dug up so much dirt that there was no yard left over! Birdie couldn't supply enough dirt without running out. What's supply? Answer: **How much of something is available.**

(9) Go to page 29. What does Birdie do to earn the money to repair her yard? Answer: **She starts a business doing yard work for neighbors.** Birdie is an "entrepreneur," a person who starts or runs a business for the purpose of making a profit.

(10) Go to pages 31 and 32. How is Birdie able to do enough yard work to save money and repair her yard? Answer: **Birdie's work is in demand. And, as we know, "demand" is how much of something people want, and in this case, they have a lot of yard work for Birdie to do!**

For Younger Students share the coloring page and Help Birdie Count to 25 Cents worksheet. The counting worksheet corresponds to page 13 of the book, where Birdie counts change.

For Older Students have them complete the Birdie's Dirt Supply and Demand worksheet. You can elaborate by discussing the concept of supply and demand, applying it to other examples.