

MY FIRST NEST EGG YOUTH CORNER | 2026 JULY



Experts are calling this one of the toughest teen summer job markets in decades. That makes it the perfect time to help kids think creatively about earning money, solving problems, and building confidence through entrepreneurship.

3 WAYS TO ENCOURAGE ENTREPRENEURIAL THINKING:

1. Help Kids Look for Problems to Solve.

Neighbors need help with pet sitting, yard work, tutoring, organizing, tech support, and more. Sometimes the best business ideas start with simply being helpful.

2. **Teach Kids to Think Creatively.** A summer job doesn't always have to come from an application. Small business ideas and side hustles can teach just as many valuable lessons.

3. **Focus on Confidence, Not Perfection.** The goal isn't building a huge business. It's helping kids practice responsibility, communication, problem solving, and initiative.



FEATURED OPPORTUNITY: MY FIRST BUSINESS CHALLENGE



This summer, kids can take their ideas one step further through the My First Business Challenge — a fun opportunity to submit a business idea and compete for real cash prizes.

Whether it's a product, service, side hustle, or creative idea, the challenge helps kids build real-world money skills while encouraging entrepreneurship and confidence.

Cash Prizes:  \$300  \$200  \$100

Enter here: <https://myfirstnestegg.com/my-first-business/>

BONUS ACTIVITY: SUMMER CEO BOOKLET

Families can also use the Summer CEO booklet to help kids brainstorm ideas, set goals, track earnings, and build confidence throughout the summer.

Download the activity [HERE](#)



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