

# Lesson Plan: The Pamphlet Pro - Mastering Your First Delivery Job

## Materials Needed:

- Computer with internet access and basic design software (Canva, Google Docs, or even MS Paint)
- Printer (optional, for printing the pamphlet and map)
- Paper and colored pencils/markers (if designing by hand)
- Access to Google Maps or a physical map of your local neighborhood
- Highlighters or colored pens
- Calculator (or spreadsheet software like Google Sheets/Excel)
- Notebook and pen

Component	Details
<b>Subject &amp; Topic</b>	Career Skills, Financial Literacy, and Graphic Design: Preparing for a Pamphlet Delivery Job
<b>Age/Grade Level</b>	16-Year-Old Homeschool Student
<b>Time Allotment</b>	90 minutes
<b>Learning Objectives</b>	<p>By the end of this lesson, the student will be able to:</p> <ul style="list-style-type: none"><li>• Design a clear, persuasive, and visually appealing pamphlet for a fictional local business.</li><li>• Strategize and map an efficient and safe delivery route for a designated neighborhood area.</li><li>• Calculate potential earnings, track time, and project basic expenses for the job.</li><li>• Articulate key principles of professionalism and safety relevant to this type of work.</li></ul>
<b>Hook / Introduction (10 minutes)</b>	<p><b>Scenario Prompt:</b> "Imagine a new local business—a gourmet donut shop called 'The Dapper Donut'—wants to hire you to deliver 500 pamphlets in your neighborhood. They're offering you \$0.15 per pamphlet. This sounds like a great opportunity! But being a 'Pamphlet Pro' is about more than just walking around. It's about being smart, efficient, and creative."</p> <p><b>Discussion Questions:</b></p> <ul style="list-style-type: none"><li>• What makes a pamphlet something you'd actually read versus one you'd throw away immediately?</li><li>• What's the difference between just wandering around and having an efficient delivery plan?</li><li>• Besides getting paid, what are the goals? (e.g., representing the business well, being safe, finishing quickly).</li></ul>

<b>Instructional Activities (60 minutes)</b>	<p>This lesson is structured around three "roles" the student will play.</p> <p><b>Activity 1: The Creative Director (25 minutes)</b></p> <ol style="list-style-type: none"> <li><b>Choose Your Client:</b> The student chooses a fictional local business they want to "work" for. Examples: a mobile dog groomer, a custom video game controller artist, a vintage clothing pop-up shop, or a student tutoring service. This allows for personal interest to drive creativity.</li> <li><b>Design the Pamphlet:</b> Using Canva, Google Docs, or paper and markers, the student will design a simple, one-page, tri-fold pamphlet for their chosen business.</li> </ol> <p><b>Design Checklist:</b></p> <ul style="list-style-type: none"> <li>◦ Does it have a catchy headline?</li> <li>◦ Does it clearly state what the business offers?</li> <li>◦ Is there a "call to action"? (e.g., "Call today!", "Visit our website!", "10% off with this flyer!")</li> <li>◦ Are contact details easy to find?</li> <li>◦ Is the design uncluttered and easy to read?</li> </ul> <p><b>Activity 2: The Logistics Manager (20 minutes)</b></p> <ol style="list-style-type: none"> <li><b>Define the Territory:</b> Open Google Maps (or use a physical map) and identify a familiar neighborhood section with about 100-150 homes. Print or screenshot this map.</li> <li><b>Map the Route:</b> Using a highlighter or digital drawing tool, the student will draw the most efficient path to deliver pamphlets to every house in their selected territory.</li> </ol> <p><b>Strategic Questions to Consider:</b></p> <ul style="list-style-type: none"> <li>◦ Should you do one side of the street at a time, or a zig-zag pattern? Why?</li> <li>◦ How will you handle cul-de-sacs or dead-end streets to avoid backtracking?</li> <li>◦ Where is a logical start and end point?</li> <li>◦ What are some potential safety issues to be aware of? (e.g., busy streets, "Beware of Dog" signs, poorly lit areas).</li> </ul> <p><b>3. Safety Briefing:</b> Discuss and list 3-5 key safety rules for delivering pamphlets (e.g., be aware of your surroundings, don't enter private property beyond the mailbox/doorstep, wear visible clothing).</p> <p><b>Activity 3: The Financial Planner (15 minutes)</b></p> <ol style="list-style-type: none"> <li><b>Calculate Earnings:</b> Based on the 150 homes in their territory and a pay rate of \$0.12 per pamphlet, calculate the total potential earnings for the route.</li> <li><b>Time &amp; Rate Analysis:</b> Estimate how long the route will take (e.g., 2 hours). Calculate the effective hourly wage (Total Earnings ÷ Hours Worked). Discuss if this is a good rate.</li> <li><b>Create a Mini-Ledger:</b> Using a notebook or a simple spreadsheet, create two columns: "Potential Income" and "Job Expenses." Under expenses, list items they might need to buy or use (e.g., comfortable shoes, a water bottle, a small bag, printing costs if applicable). This introduces the concept of net vs. gross profit.</li> </ol>
<b>Differentiation / Extension</b>	<ul style="list-style-type: none"> <li>• <b>For Support:</b> Provide a pre-made pamphlet template with labeled sections ("Headline Here," "Image Here"). Use a pre-selected, simple map area with a clear grid layout.</li> <li>• <b>For a Challenge (Extension):</b> <ul style="list-style-type: none"> <li>◦ Write a one-paragraph professional email to the fictional business owner pitching their delivery services.</li> <li>◦ Research local city ordinances about unsolicited flyer distribution. Are there any rules or restrictions?</li> <li>◦ Create a second version of the pamphlet (an A/B test) to see which might be more effective.</li> </ul> </li> </ul>

**Assessment / Closure  
(20 minutes)**

**Show & Tell:** The student presents their three completed products:

1. **The Pamphlet:** Explains their design choices. "I used this bold font to grab attention, and the call to action is right here..."
2. **The Route Map:** Explains their route strategy. "I decided to go up one side of the street and down the other because..."
3. **The Financial Plan:** Explains their earnings calculation and estimated hourly wage.

**Wrap-up & Reflection (Exit Ticket):**

The student answers the following questions in their notebook or verbally:

- What was the most challenging part of this simulation: the design, the route planning, or the financial math? Why?
- What is one skill you practiced today (like planning, design, or math) that could help you in another type of job?
- What are the three most important things to remember if you get a real pamphlet delivery job?