

# Free Enterprise — A Digital Primer

Born Between Generals, LLC · americasdreamproject

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## THE AMERICAN DREAM PROJECT · FREE PRIMER

### FREE ENTERPRISE PRIMER

A Free, Self-Paced Module Series

*Five short lessons. Go deeper at your own pace.*

## How It Works

Five short modules, each a five-minute read with one key idea, a few plain-English terms, one action step, and a quick check. Free, on the America's Future site. Finish all five and you'll be ready to apply for the Founder's Circle.

Module	You'll learn
<b>1. What Is Free Enterprise?</b>	The basic idea and why it matters
<b>2. How Markets Work</b>	Price, competition, profit — in plain English
<b>3. Why Build?</b>	Entrepreneurship as citizenship
<b>4. Idea to First Customer</b>	The four practical steps
<b>5. Your Next Step</b>	How to begin — and join the cohort

## Module 1 · What Is Free Enterprise?

Free enterprise is the freedom to own, to trade, and to keep what you earn. People — not planners — decide what to make, what to buy, and what it's worth. Every sale is a voluntary trade where both sides expect to gain. Multiply that by millions and you have an economy that rewards serving others well.

### Key Terms

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- **Voluntary exchange:** A trade both sides agree to because both benefit

- **Free enterprise:** Freedom to own, trade, and keep your earnings

## Your Action Step

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Trace one purchase you made today: who built it, who chose to sell, who chose to buy.

## Quick Check

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1. Why is “voluntary” the key word in free enterprise?
2. Name one everyday voluntary exchange you took part in this week.

## Module 2 • How Markets Work

A market is just people trading freely. Prices carry information: high when something is wanted and scarce, low when it's plentiful. That guides producers without any central command. Competition keeps businesses honest — if one serves poorly, you can choose another. Profit is what's left after costs: the sign that real value was created.

## Key Terms

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- **Supply & demand:** Available vs. wanted; where they meet sets price
- **Competition:** Rival sellers, which improves quality and keeps prices fair
- **Profit:** What remains after costs — the measure of value created

## Your Action Step

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Pick a product whose price recently changed. Was it more wanted, or more scarce? Why might the price have moved?

## Quick Check

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1. What does a rising price tell producers to do?
2. Why is profit a sign of service, not theft?

## Module 3 • Why Build?

Entrepreneurship is a quiet form of citizenship. When you start something that serves neighbors and stands on its own, you add to your community's independence and strength. A nation of owners is harder to push around. You don't need a degree or wealth — just a real problem to solve and the will to try.

## Key Terms

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- **Entrepreneur:** One who organizes effort and accepts risk to serve others
- **Ownership:** Taking responsibility for your outcomes — so you can change them

## Your Action Step

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Write one sentence: “I could help [who] with [what].” Don’t overthink it.

## Quick Check

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1. In what sense is starting a business an act of citizenship?
2. What’s one assumption that stops people from ever starting?

## Module 4 • Idea to First Customer

Four steps, in order. Idea: a problem you can solve for someone who’ll pay. Validate: talk to five real potential customers before building anything. Register: choose a simple, lawful structure (rules vary by state). First customer: make a clear offer, ask directly, deliver well — then do it again.

## Key Terms

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- **Validate:** Test demand by talking to real buyers before you build
- **Business structure:** Your legal form — affects taxes and liability; varies by state

## Your Action Step

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Have one of your five conversations this week. Ask what they do now and what they’d pay for something better.

## Quick Check

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1. Why talk to customers before building?
2. What single event turns your idea into a real business?

## Module 5 • Your Next Step

You now know what free enterprise is, how markets work, why building matters, and the four steps to start. The last step is the most important: begin. America’s Future’s Founder’s Circle is a

free mentorship cohort that walks you from idea to first customer alongside real business owners.

## Key Terms

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- **Founder's Circle:** AF's free mentorship cohort for aspiring owners

## Your Action Step

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Add your name to the Founder's Circle interest list — and bring the one-sentence idea you wrote in Module 3.

## Quick Check

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1. What are the four steps from idea to first customer?
2. What's the one thing only you can do next?

## Finished?

**You're ready.** Join the Founder's Circle and start building. The engine of the American dream runs on people exactly like you.