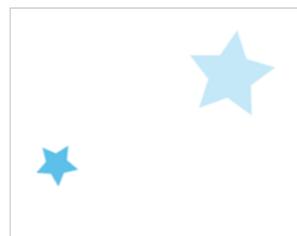
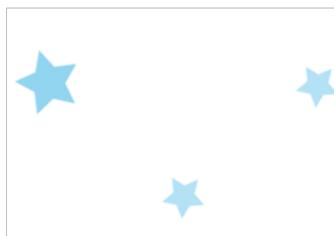




Financial Literacy: Glossary of Financial Terms

Be on the lookout for these concepts as you read your *Financial Literacy Title* together. See how many you can find!

1. **Advertising** – Posters, signs, television commercials, radio spots, and other media that businesses use to promote products or services
2. **Budget** – A plan that outlines what money you expect to earn or receive (your income) and how you will save it or spend it (your expenses) for a given period of time; also called a spending plan
3. **Business** – The activity of making, buying, or selling goods or providing services in exchange for money
4. **Career** – A profession that may span your lifetime and includes your education, training, professional memberships, volunteering, and full history of paid work
5. **Commercial** – A television or radio advertisement
6. **Commission** – The amount of money someone earns for selling something
7. **Comparison shopping** – The practice of comparing prices, features, benefits, risks, and other characteristics of two or more similar products or services
8. **Consumer** – A person who buys or receives goods or services for personal needs or use
9. **Cost** – The amount of money that is needed to pay for or buy something
10. **Currency** – Paper or coin money
11. **Debt** – Money you owe another person or a business
12. **Earn** – To receive money in exchange for goods or services
13. **Entrepreneur** – Someone who organizes, manages, and assumes the risks of a business
14. **Goods** – Objects people want that they can touch or hold, such as toys, clothes, and food
15. **Income** – Money earned or received such as wages or salaries, tips, and commissions
16. **Innovation** – A new way of making a good or providing a service
17. **Interest** – A fee charged by a lender, and paid by a borrower, for the use of money
18. **Invent** – To come up with a whole new idea for a good or service



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19. **Job** – A specific arrangement where you do tasks, work, and projects for an employer
20. **Merchandise** – Goods to be bought and sold
21. **Money** – What is used to buy goods or services
22. **Needs** – Basic things people must have to survive
23. **Philanthropy** – Giving money or time to a good cause
24. **Price** – The amount of money a business charges for a good or service
25. **Profit** – The amount of money that a business makes, after all the costs and expenses have been paid
26. **Propaganda** – Information, often self-serving, used to promote or publicize a good or service
27. **Revenue** – The amount of money a business makes from selling a good or service
28. **Salary** – Amount of money received by an employee for services performed. A salary is a fixed sum paid for a specific period of time worked, such as weekly or monthly.
29. **Save** – Setting something, like money, aside to use in the future
30. **Savings** – Money you have set aside in a secure place, such as in a bank account, that can be used in the future, e.g. to make specific purchases
31. **Services** – Actions that a person does for someone else, such as cutting hair, giving a medical checkup, or fixing a car
32. **Shoplifting** – Stealing from a business
33. **Skills and Talents** – Abilities and interests, things you are good at and like to do
34. **Slogan** – A short and memorable phrase used in advertising
35. **Wage** – Payment received by employees for services performed. Usually, wages are computed by multiplying an hourly pay rate by the number of hours worked.
36. **Wants** – Goods or services that people would like to have, but do not need

