



# **”Scrapbook For Others and Make Money with the Passion You Love”**

# Introduction

Did you know that scrapbooking is a \$2.5 billion dollar industry?

It's true!

According to CK Media Scrapbooking:

- 25% of all households participate in scrapbooking each month
- 73% of scrapbookers spend more than 10 hours a month on this hobby
- 75% of scrapbookers spend at least \$25 a month on scrapbooking supplies
- 83% of scrapbookers shop at specialty stores for their supplies
- 2/3 scrapbookers look to magazines as the best source of scrapbooking information

## Here's the proof . . .

Last month alone 24,261 to 220,928 people used Yahoo! to search for "scrapbook supply."

That means that 75% of those same people are going to be spending \$25 a month on scrapbooking supplies.

Okay, so people love to scrapbook, *but what does this have to do with you?*

Well, let me ask you this:

How would you like to have a slice of that \$454,893.75 to \$4,142,400 pie each month?

Related Keywords	Estimated Monthly Searches**
scrapbook supply	24,261 - 220,928
scrapbooking idea	2,142 - 24,260
scrapbooking paper	2,142 - 24,260
scrapbooking store	2,142 - 24,260
scrapbooking layout	2,142 - 24,260
scrapbook paper	2,142 - 24,260
scrapbooking product	134 - 2,141
scrapbook album	2,142 - 24,260
scrapbook kit	2,142 - 24,260
scrapbook store	2,142 - 24,260

You see, by becoming someone that those people searching for scrapbook supplies turn to, statistics say that 75% of them will spend \$25 a month.

**Despite what you may have heard . . .**

## **If There's A Market There's A Way!**

By now you're probably wondering how there can possibly be room for one more person in an industry as large as this one. But the truth is, you have to take several factors into consideration:

1. Every geographical location is different. Perhaps you live in a small town where you don't know of anyone who is in the scrapbooking business, but statistics show that 25% of households in your area participate in scrapbooking every month. There is a market waiting to be tapped into!
2. Not every person who decides to go into the scrapbooking business will take their business seriously enough to even be considered competition. Besides, everyone brings something different to the table in terms of business, so what you offer could be entirely different from the next person.
3. You have to be passionate about what you do. A lot of people choose a business for the sake of making money, not because it's something they love to do. Passion and business go hand in hand. When Donald Trump was asked, "What's the most important real-life advice you can give to an entrepreneur?"

He answered, " You have to love what you do. Without passion, great success is hard to come by. An entrepreneur will have tough times if he or she isn't passionate about what they're doing. People who love what they're doing don't give up. It's never even a consideration. It's a pretty simple formula."

Now that I've shown you that there's a market for scrapbooking, and now I'm telling you that you CAN successfully create a business through your love of scrapbooking.

**But that's only half the story . . .**

## **You Don't Have to Sell Supplies To Get A Piece Of Billion Dollar Pie!**

Yes, a large part of the scrapbooking industry consists of supplies, but it's so much more than that. I'm talking about sitting down and actually scrapbooking!

The truth is, **more people are buying supplies than they are scrapbooking.** Let me ask you this . . . how many times have you bought a gorgeous new dress, but then never get around to actually wearing it?

The same goes for scrapbooking:

- ➔ Mom wants to preserve all those precious photos of her family, so she buys bags of supplies and tucks them away for later. But between work, household chores, meals, kids, errands and on and on, she never quite seems to find the time to put those supplies to use.
- ➔ A busy professional loves the idea of having beautiful scrapbooks to share with family and friends, and though they've purchased a few things, they never get around to doing anything with them.
- ➔ Someone who is new to scrapbooking is really excited to get going, and with visions of creating professional scrapbooks out of all those pictures, they make the time to sit down and scrapbook. Unfortunately, they quickly realize that it's not as easy as it looks and frustration prevents them from finishing anything.

All those people bought supplies, and as much as they want to put together scrapbooks that will be cherished forever, they lack the time and skill to actually pull it off. That's where you come in!

**You can create a business offering your time and scrapbooking talents to those who don't have them.**

How?

By becoming a **custom scrapbook artist**. Trust me, this is nothing new. In fact, a Google search brings up 2,180,000 listings for "custom scrapbook artist."

Results 1 - 10 of about 2,180,000 for [custom scrapbook artist](#)

Those results show that there's a market for custom scrapbook artists.

People are looking for you to protect their memories for future generations by doing their scrapbooking for them.

**But let's take a closer look so you can. . .**

## **Get Started With Your Scrapbook Business**

People love the look of scrapbooks, but some do not have the time or skill required to make their own. Scrapbooking can be somewhat time-consuming, especially to novices. But you can easily turn your scrapbooking talents into a lucrative and fun business by designing beautiful scrapbooks for others.

**First I'd like to take you through some questions...**

## **Question #1: Are You Passionate About Scrapbooking?**

What is your passion? First, it may be helpful to define passion. The dictionary defines it as “the emotion as distinguished from reason and a strong liking or a desire for or devotion to some activity, object, or concept.” Let’s take it a step further and define it as something a little more.

**Passion is what gets you up in the morning. It’s your sense of purpose, your joy, and your motivation. It is at the core of who you are and it has been with you always.**

To find your passion, find a quiet location away from distractions. Close your eyes and imagine yourself working in your perfect job.

What are you doing? Write it down. Write it down as if you are already doing it right -I am currently living my best life working as a (fill in the blank with your dream job, your passion).

## **Question #2: What are you afraid of?**

Maybe you had trouble with the first exercise. Maybe nothing came to mind. If not then answer the following questions. Don’t answer them in your head; answer them by writing them down. Writing them down makes them concrete, more than just abstract thoughts.

- What would you do if you knew that you would not fail?
- What would you do if money weren’t a concern?
- Who do you think you are – how do you label yourself?
- What would you regret not doing before you die?
- Lastly, what did you enjoy doing when you were a child?

Maybe too many answers have come to mind. Maybe you’re one of those fortunate people who have many passions. What now? Write them down -all of them. Write them down and rank them in the order that you find most enjoyable.

Any that you can't see yourself doing 50 hours a week, or more, for the rest of your life? Cross them off. What's left? Still too many? Well you're a fortunate person! Hold on to that list and see how your answers fit into the next question.

**Question #3:** Is there a type of customer you'd find it easy to sell to?

Maybe you like people who:

- Are in a particular occupation or industry?
- Are in a certain hobby mindset (scrapbooking, rubber stamping, etc.)?
- Are in a certain income bracket?
- Are of a specific age, gender, or background?

For example, maybe you're an avid scrapbooker and would love to spend your days scrapboking but just can't see a business in selling being a scrapbook instructor. Maybe you could see yourself connecting with other scrapbookers and creating albums for them because you enjoy speaking, and selling, to other scrapbookers.

**Question #4:** What is your current job?

Is there a need that you can solve there? What do your customers or colleagues complain most about when it comes to memory keeping? Could you start a business that solves that problem?

**Question #5:** What part of the scrapbooking hobby do you take personal interest in that could be turned into a home based business?

For example, maybe you're an expert in rubber stamping and card making. You could become a consultant in the scrapbooking industry. You could help people by providing your service to them since they are new to scrapbooking and have no idea where to start. They love the albums but don't want to take the time to complete them.

**Question #6:** Do you believe in a product or service that you might like to sell?

Do you love scrapbooking? I mean really love it to want to take the time that it takes to create these albums? Are you quick with your hands and can move at a pace that could be profitable for you?

**Question #7:** What is your personality?

Do you like working alone, or with people? Do you prefer face-to-face contact, or phone and e-mail? Are you an early morning person? Are you self-motivated? Are you organized? Do you prefer to work hands-on, or delegate? Are you confident by nature? Are you patient? All of these questions, and your answers, directly affect the type of scrapbooking business you are suited for. No matter how dedicated you are, if your personality clashes with the core needs of your proposed venture, chances are you will not succeed.

For example, if you decide that you want to be a custom scrapbook artist but you don't like sitting for too long, then it may be time to reassess your business idea.

**Question #8:** What is your lifestyle?

Do you have children? Are you married? Do you volunteer or have other activities that take up a large amount of your time? Do you have health problems that may limit you in some way? These too will affect your potential business. If your potential business will require a lot of travel or time away from home and you have a family, you may want to reevaluate your business idea to see if there is an alternative that allows you to work from home.

**Question #9:** How much will it cost?

Will your new business require you to get an office or can you work from home? What form would you like your company to take (sole proprietorship, corporation, partnership, etc.)? Will you keep your job and work part time at first? How will you finance the necessary start-up expenses?

**Question #10:** Are you willing to work for free?

Are you willing to offer generic albums to your customers? You create the album and if the customer likes it, they buy it if they don't well...you at least have a new piece for your portfolio or to sell one day to someone else. If your new business requires you to ease your way into it to gain experience, are you willing to work for free?

## **Researching Your New Business**

### **Focus on filling a niche.**

A niche is a specialized segment of people that are looking for your specialized product. For example a craft store is a broad market but a store that caters to scrapbook supplies or rubber stamping is a niche market.

Create a unique selling position (USP).

Study your competition to find out what they emphasize about their finished product that makes them stand out from the crowd. Then find something that will make your custom scrapbook business unique from the others. It could be something unique about the product or you could choose a more highly defined target market.

### **Brainstorm with friends and family.**

You'd be surprised what interesting and new perspectives people can give you when it isn't their money or future on the line! You can use friends and family to generate business ideas or you can ask for their input on your ideas. Ask them how you can improve your idea and who might be interested in your products or services.

### **Research your competition both locally and online.**

Look for ways you can gain an advantage over your competitors. Determine how your business will be better and different. Evaluate their websites. How can you position yourself online?

### **Define the operation of your business.**

Here are some key questions to answer:

- What skills and experience do you bring into the business?
- What are your fixed costs and expenses?
- How long will it take to make a profit?
- What laws do you need to comply with?
- If you need financing where will you get it?
- Do you need insurance coverage specific to your business?
- What will be the legal structure of your business?

The small business association and the IRS web site are both excellent tools to help you answer these questions. Remember that with many online businesses, the startup cost is minimal, some only requiring a website.

## **How To Generate Start Up Cash For Your Business**

The first step to obtaining the cash you need to get your business off the ground is to establish how much you're going to need. Start out by making a list of everything you're going to need and write an estimate of the cost beside it. For example: scrapbook albums, supplies, a website, domain name, website hosting, etc. Be realistic!

It's not necessary for you to purchase 50 scrapbook albums when you don't yet have a client, instead choose a couple to get you started.

If you're not sure what you're going to need, talk to an expert in the scrapbooking field or talk to a friend who owns a business. She can likely give you some insight into what you're going to need to start your business off on the right foot.

Now that you have a rough idea of what you need and how much it's going to cost you, figure out where you're going to get the money. There are various options for generating start up cash and depending on the amount you need, you may not have to do a whole lot to accomplish it.

**Here are just a few suggestions of ways to help generate start up cash for your business.**

- Have a yard sale.
- Sell items on eBay or other auction type sites.
- Research and apply for federal and local grants.
- Take out a loan.
- Borrow the money from a family member or friend with the agreement you will pay the amount back at an agreed upon rate and time frame.
- Offer to do small jobs, such as run errands for neighbors.
- Search online for ways to generate business start up cash.
- Talk with others you know have started their own business to get ideas.
- Cut back on unnecessary expenses. Do you really need that Starbucks coffee EVERY morning?
- Visit the small business administration at [www.sba.gov](http://www.sba.gov)
- Barter services or products with other business owners to get the things you need to get your business off the ground.
- Find someone to partner with to help cut down expenses.

The possibilities are endless, so do some research, talk to people and finding a way to generate start up cash for your business, might not be as hard as you think. With so many possibilities for getting your business started, money really shouldn't be the only thing stopping you. Here's to making your dream of owning your own business a reality!

## **Evaluating The Risks**

### **Financial risk**

What level of financial risk are you willing to incur? Some businesses will have more risk than others. Some are little to no risk, whereas opening an online store means that you will have inventory.

In the event that the business doesn't work out, you will have unsold inventory. An easy remedy is to establish an investment cap. How much are you willing to invest, and potentially lose? Set that number and stick to it.

Self-employment can be a financially scary endeavor, but there are ways to minimize your anxiety. Almost every book or article that I've ever read on starting your own business recommends establishing some kind of financial cushion.

This is, of course, sound advice. The cushion, whether 2 month, 6 month or 12 month is up to you, but knowing that you have enough in savings to get by for a while is a valuable stress avoidance method.

### **Personal risk**

Be careful who you give your information to when you're opening an online business. Identity theft is a real issue and once you become an online business owner your fraudulent emails can, and likely will, increase. Take extra precautions to safeguard your identity and be smart. This risk is a risk that you can manage. Don't use your personal information, instead register your business with your local government and use that information for your business identity.

**Don't wait.  
Get started living your best life today.**

Starting your own business can be a dream come true. Find your passion, your special skill and knowledge that is unique to you, and find those people out there that are looking for your product or service. Many businesses are virtually risk free and come with an abundance of rewards.

Owning your own business, doing what you love to do, will likely be the best and most exciting decision you'll ever make. Don't wait. Start answering these questions, researching your ideas, and finding the perfect business for you.

## **Don't Waste Your Time**

It's easy to get caught up in the excitement of your ideas, and you should, but you also have to step back and look at them from a business perspective.

**Can you answer "YES" to any of these questions?**

- ✓ I love to scrapbook
- ✓ I have time to scrapbook and do it frequently
- ✓ I love meeting and talking to new people
- ✓ I see scrapbooking as more than a hobby, it's my passion
- ✓ When I scrapbook I am capable of creating beautiful, and professional pieces
- ✓ Friends and family are always asking for my help in putting their scrapbooks together
- ✓ You are organized, resourceful, and always accomplish what you set out to do

If you answered yes to 2 or more of these questions, then I can safely say that you have what it takes to start a custom scrapbook artist business.

But the big question is . . . **how do you get started?**

## You Can Learn How To Make Money As A Custom Scrapbook Artist

Of course you want to **start your own business to make money**, and it can be done, but if you've been online for any length of time then you know that you are constantly bombarded by people who are trying to get you involved in the "latest and greatest," I'm not one of those people!

I have been where you are now-wondering if I could really turn my passion into a profitable scrapbook business. I've spent countless hours studying, absorbing, not trying for fear of failure, then trying and failing. I've been overwhelmed with all the information available, yet didn't take any action on that information either.

Now I'm taking action, implementing what I've learned and have a successful scrapbook business. You can too!

Of course if you'd rather you can head over to Google and do a search for "how to start a scrapbooking business," but let me tell you, searching through 2,290,000 listings is no walk in the park.

Results 1 - 10 of about 2,290,000 for [how to start a scrapbooking business](#).

You're going to have to sort through an awful lot of garbage to get to the good stuff, and so I ask, is it really worth your time and energy to find those few tidbits of useful information out of millions of pages?

I didn't think so!

**Needless to say . . .**

## There IS An Easier & Faster Way

### Introducing ScrapVenture Pro...

Why waste your time, and possibly dollars, fumbling through unfamiliar territory, when you can just follow the lead of someone who's already cleared the path and proven her ability to create a successful home business.

If you have the right resources, you can easily sidestep the mistakes and avoid the costly errors that are common to new business owners. You don't have to struggle through the process of getting your business off the ground when you can **learn how to become a professional scrapbooker through my step-by-step system showing you exactly what you need to do!**

*ScrapVenturePro* is a 12 month program providing you with weekly *detailed lessons* for every aspect of your scrapbook business from getting started all the way to advanced marketing strategies. Each weekly lesson is designed to be "*to the point*" and immediately actionable. If you want to be successful, you have to take action. ScrapVenture Pro is here to help you do just that.

If you are looking for step-by-step guidance specifically geared towards **scrapbooking for others** complete with what to do, why you should do it and most importantly, *how to do it*, then ScrapVenture Pro is for you! For more details, visit [Scrapventure Pro](#) today!

### But wait...

**How would you like to try out ScrapventurePro for only \$4.95?**

That's right! Try out ScrapVenturePro for the for first month, that is the first **four** lessons. If you decide you aren't satisfied, simply cancel. Otherwise continue with the weekly lessons. For the trial offer, click [here](#).

To your success,

