

PRINTING PROFITS

Your Complete Guide To Making
Six-Figures A Year
With
Your Very Own
Full Service Printing Business!

100% SATISFACTION GUARANTEE

If any imprinted merchandise is unacceptable, we will replace it free of charge or refund the money!

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IMPORTANT INFORMATION:

Right above your name on the mailing label on the outside of the envelope that was used to ship this program to you, is a 2 to 9 digit "ID Number" which has been issued especially for you. You should use this number in all your correspondence with us.

ID#1234

JOHN DOE
456 SUNSET RD
HAPPY, FL 12345

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CUSTOMER SERVICE NUMBERS

We've established certain support centers with trained personnel to answer any and all types of customer service questions in a professional and efficient manner.

Please Note: In order to improve customer service, **ALL** questions, inquiries, and support must be submitted and answered in writing. There is a reason for this policy. Over the years we've learned that it is much better for you to have a written response to your questions so that you always have a reference to go back to in the future if you need to refresh your memory.

We have 3 different ways you can Place Orders or Receive Customer Service and Support in a written format. Either by:

Mail: **YOUR COMPANY INFORMATION**

Fax (24 hrs) : **YOUR COMPANY INFORMATION**

Email: **YOUR COMPANY INFORMATION**

Dear Friend,

Congratulations on your decision to put this incredible business to work for you. I know it will benefit you and your family in many, many ways.

The printing business in general has created fortunes for those lucky enough to own the company. In addition, many of those very lucrative printing companies couldn't even come close to offering the products and services that your new company has at its disposal.

A countless number (not just a handful) of Ordinary people just like you from all walks of life, without any "printing" experience whatsoever, have become very wealthy in this business.

You'll find this to be the ideal business for a variety of reasons. You can easily run it from the comfort of your own home. There are no expensive start-up costs such as equipment, office furniture, inventory, etc. There are no expensive ongoing overhead costs such as employees, rent, utilities, supplies, etc. You'll never even get a drop of ink on your fingers, even though you'll be pocketing one of the highest profit margins in the industry!

As a result, you can start making money immediately and benefit tremendously, regardless of how good or bad your current financial situation is at the moment.

Your new business can be pulling in money extremely fast. It takes very little time, effort, and can be done without any face to face conversation because the sales catalogs do all the work/selling for you.

It can provide you and your family with economical protection available only in a small number of industries. Printing is not a fad, trend, or luxury - it's a necessity for both business and personal needs. As a result, you can earn a tremendous amount of money in both "good" and "bad" economies because printing has a very high appeal and demand. Businesses still need to advertise, restaurants still need to print menus, people still get married and need invitations ... regardless of the economy.

To get the most out of your new business, please read this manual in its entirety. It only takes a short time, and you'll be making money before you know it.

Sincerely,

YOUR NAME

YOUR COMPANY NAME

What's Included:

This package contains everything you'll need to get your new full service printing business up and running - and most importantly making money for you.

YOUR STEP-BY-STEP GUIDE: This manual will tell you everything you need to know about operating and marketing your business. Marketing is very important, but at the same time, it can be quite easy and inexpensive/free. The instructions you'll receive are not simply ideas or concepts - they are tried and true actions that produce real results.

YOUR SALES CATALOGS: The enclosed sales catalogs will explain the vast array of products and services that are available for sale to your customers. These are some of the most profitable items available to today. They are the items that have the highest demand and easily sell which means more money for you.

It may be hard to believe that these two simple items can generate such above average incomes, but making money in the printing business is easy, especially when you own the company. Don't make it harder than it is by thinking "it can't be this easy?" It's a very, very simple business to run and profit from at the very start.

Operating Your New Printing Business:

Two words sum it up; Simple & Easy! In addition, one of the key benefits of your business is that you can make money without the normal expenses, burdens, and headaches normally associated with a traditional printing business.

There is absolutely no need for costly office/warehouse space; you won't need to buy and/or maintain any high priced printing equipment. Did you know that it can run over \$100,000 each just for large, commercial copiers! By the way, your new company has several of these at its disposal ready to bang out jobs for your customers at no cost to you.

Furthermore, you won't need to mess with hiring or training employees. There's no complicated payroll taxes, no expensive utilities, supplies, etc. to worry about so put your mind at ease because you can forget about all these "normal" expenses that can really cut into a business owner's profit.

This means that you have little to no risk involved. There's no high "break-even" so you don't have to worry about the first \$10,000 or \$15,000 of business each month going to "pay the bills." Instead, this money can go strait into your pocket.

Every business, and most individuals, need some kind of printing service several times over the course of a single

year. This means a lot of repeat customers for your business and increased profits for you.

You won't necessarily be concerned about the customer that needs 40 or 50 business cards or flyers made up for an occasional garage sale or one time event that they can easily do on a home computer. Your company will focus on the needs of those people and businesses that require quantities starting at 500 and 1,000 (which is too time consuming and expensive to do on a home computer) and up. Quantities of 25,000 to 100,000 and more, much more, are quite common for business needs.

Even though you'll be receiving one of the highest profit margins in the printing industry from your new business, you be able to offer discount printing services to the public at prices that are below the national average. This makes it very easy for you to generate business and be successful.

As you'll see from the enclosed sales catalogs, you'll be making money from both General Products such as Business Cards, Envelopes, Letter Head, Stationery, Flyers, Invitations, Newsletters, Brochures, Postcards, Carbonless Paper, Booklets, Manuals, Shipping Labels, Business Forms, Invoices, Etc., as well as Specialty & Advertising products such as Pens, Letter Openers, Calendars, Key Chains, T-shirts, Jackets, Baseball Caps, Cups, Mugs, Visors, Stickers, Decals, Labels, Bumper Stickers, Signs, Rubber Stamps, Rulers, Real Estate Signs, Bags, Etc. That's a full service and profitable printing company!

Setting Up Your New Business:

There's really only 3 things to setting up your new business, and all are quick and easy. Choosing a Name for your business; Choosing the Address for your business; and choosing the structure (entity) for your new business.

CHOOSING A NAME:

Choosing a name is simply a personal preference. You can come up with a regular business name (some can be quite clever) or just use your personal name. Something like "Anderson's Wholesale Printing" or "Anderson's Full Service Printing" is just fine.

If you do use a company name, you'll most likely need to set up a separate bank account in the company name. You can always simply add the words, "& Associates" to the end of your name so it looks like a company and the checks can be deposited into your personal bank account. This would allow you to have a "company" name but not require you to set up a separate bank account to deposit checks made out to "your name & associates."

CHOOSING AN ADDRESS:

Again, this is a personal preference. Many orders will be sent to you through the mail. You can simply use your Home Address which doesn't cost anything or go to you can rent a PO Box from the US Postal Service or a Suite Number from UPS. Either one is fine.

CHOOSING A BUSINESS STRUCTURE (ENTITY):

There are several different types of entities you can choose for your new business. Below is a brief description of 4 of the most popular. Our recommendation is to start as a Sole Proprietorship which is the easiest and usually free to start. If you choose to change to one of the others (which are all more expensive) you can easily do so at any time in the future when your business is supplying you with plenty of money.

SOLE PROPRIETORSHIP:

A Sole Proprietorship is a type of business entity which is owned and run by one individual and where there is no legal distinction between the owner and the business. The owner has unlimited liability. A sole proprietor may do business with a name other than his or her legal name. This also allow the proprietor to open a business account with banking institutions.

PARTNERSHIP:

A Partnership is a type of business entity in which partners (owners) share with each other the profits or loses of the business. The partnership structure does not generally incur a tax on profits before it's distributed to the partners.

LIMITED LIABILITY COMPANY or LLC:

A LLC is a flexible form of a business enterprise that blends elements of partnership and corporate structures. The primary characteristic that a LLC shares with a corporation is limited liability, and the primary characteristic it shares with a partnership is the

availability of pass-through income taxation. It is often more flexible than a corporation and it is well suited for companies with a single owner. An LLC can elect to be taxed as a sole proprietor, partnership, S corporation, or C corporation. Limited liability meaning the owners of the LLC are protected from some or all liability for acts and debts.

S CORPORATIONS:

An S Corporation is a business entity that does not pay income taxes. Instead, the corporation's income or losses are divided among and passed through to its shareholders. The shareholders must then report the income or loss of their own individual income tax returns-the concept is called single taxation.

Using Your Sales Catalogs:

Using the enclosed sales catalogs to secure customer orders is as easy as it gets. The retail price that your customers pay for the printing products/services is shown in all your catalogs. All the different possibilities for a particular product/service such as quantity, color(s), special features or design, etc. are clearly listed in the catalogs as well - all this makes it very easy for customers to order from you without you ever having to talk to them.

To figure out your profit margin (the wholesale cost) of your customers order is just as easy. Our company will quite often change the catalogs to maximize your profits. When making these changes, a variety of ways will be used to where you can easily figure your profit on any customer's order. Below is a few of the ways this will be done.

COLOR CODING:

Sometimes catalogs will have a certain color associated with different products. The color associated with a particular product instantly tells you what your profit margin is on the sale. For example: Blue might equal 20%, Green equals 25%, Red equals 30%, and so on. This means if a customer orders a "Red" item out of the catalog for \$100.00 then you keep 30% or \$30.00 for yourself while we print the item and ship it directly to your customer - your hands never get dirty.

PROFIT CODE:

A profit code is very similar to the "Color Code" except a number or letter is used. Everything is the same, but for example #1 might equal 20%, #2 equals 25%, #3 equals 30%, and so on. Or For example: the letter "A" might equal 20%, "B" equals 25%, "C" equals 30%, and so on.

Similarly, if a customer places an order for a "#3" or a letter "C" item out your catalog for \$100.00 then you again keep 30% or \$30.00 for yourself while we print the item and ship it directly to your customer at absolutely no cost to you.

PROFIT SHEET:

A profit sheet is simply a loose sheet of paper (for your eyes only) that gives you the profit margin for each product (or group of products) listed in the catalog. When the customer orders out of the catalog listing the retail price, you simply look the product up on the profit sheet which gives you the percentage (20%, 25%, 30% etc.) that you keep for yourself while all the work and delivery of the product is handled for you.

SET PROFIT MARGIN:

Some catalogs may have one (and only one) profit margin and it's the same for every item in it. Simply put, for example, any order out of this catalog pays you a 30% profit regardless of what item is ordered.

CALL FOR PROFIT MARGIN:

Some catalogs will not have any kind of coding system placed in it (in advance) for one reason or another. If a customer orders a product out of such a catalog, simply use any of the customer service numbers listed on page 5 (Phone, Fax, or email) and we will let you know what profit margin to keep for yourself.

Different items can have different profit margins depending on how expensive the item is to produce, print, and ship. However, your profit margins will be some of the highest in the industry, and without any overhead costs, your practically guaranteed to make more money off every single order than any other high dollar printing business in your area.

Processing Your Customer's Orders:

Processing your customer's order is just as easy as it is for them to place their order, except you'll be on the receiving end of the money.

When the customer orders out of your catalog, they simply give the order to you along with payment for the retail price of the item.

Afterwards, you'll simply forward the order to us (after deducting your profit) for fulfillment and your done.

.....

VERY IMPORTANT:

You'll want to forward the order to us within 24 hours so we can fulfill it in a timely manner. This will ensure "happy" customers which will result in repeat business and more profits for you!

.....

For example, a customer/business places a retail printing order for \$1,000.00 out of your catalog. The profit margin on it is 25%. You keep \$250.00 and forward the order and balance of \$750.00 to us using the address listed on page 5 in the Customer Service Numbers. We then print the order and ship it directly to your customers. Easy, Clean, and Profitable!

Customers will pay for their orders in several different ways, and you'll want to accept as many as you can to make it easy for them to give you money. Below is a brief

explanation of the most common ones you'll run into and how to process them.

CASH:

Obviously, you'll always want to accept cash. Many individuals choose to pay cash for everything and it's the most easiest form a payment to deal with so no special instructions need to be given.

PERSONAL/BUSINESS CHECK:

When a customer pays you with a personal/business check made out to either you personally or to your company name, there is the very, very slight chance that the check could bounce. Generally, we find that holding an order for several days waiting for it to clear can cause more problems than it solves. The percentage of bad checks is very small and good customers can get irritated with the delay and may simply cancel their order.

Another safe guard to receiving a bad check is that due to the fact that orders are all custom printing, enough time lapses so the customer knows if they pay with a bad check, they won't get their order. If you do get a bad check, simply notify us and usually the order can be stopped and cancelled in time so no money is lost. Your wholesale payment for such an order would be returned to you.

Of course, it is your business so you can process personal/business checks however you desire. Our recommendation is to set a limit that you're comfortable with in regards to the checks amount. For example, any check over \$1,000.00 will be held for clearance. You can

also inform customers with large orders about your "large check" policy if you choose to have one. Of course, it's also very easy to call the bank listed on the check, give them the account number and amount, and they can tell you if the check is good.

MONEY ORDER/CASHIERS CHECK:

Both forms of these payments are guaranteed so they are just like cash. You can process the orders within 24 hours as normal.

CREDIT/DEBIT CARDS:

You may want to consider opening a "Merchant Account" through us or at your local bank so you can accept payments from customers using a Credit/Debit Card. Fees for a Merchant Account can be as low as \$100 and makes it very easy for customers to order.

You can still accept Credit/Debit cards by establishing an account with PayPal®. I would recommend this even if you do have a merchant account. Simply go to [paypal.com](https://www.paypal.com) and follow the directions.

It is very simple and only requires you to have a checking or savings account. People can use their Credit/Debit Cards with PayPal®, which in turn pays you. It is a safe easy way for people to use their cards, and for you not to have the expense of a merchant account.

PayPal® has become such a large company, and so well known throughout the Internet, that almost all people feel comfortable using their services.

Marketing Your New Business:

Advertising and marketing your new business doesn't have to cost a lot of money, in fact, there are many profitable marketing strategies that are very inexpensive and some are even available for free.

However, as your business starts making money, we recommend that you set aside a small portion of your profits for a "Marketing Budget." The money accumulated can be used to help advertise and grow your business to higher profits without your having to pay for it out of your own pocket. If and when you need additional Sales Catalogs, please contact us using the customer service numbers on page 5.

PERSONAL NETWORKING:

Personal networking is a very common practice these days with most businesses. Many people even use some of the online "social" networking sites to help secure customers, although there are many traditional avenues that can be used very successfully.

Don't confuse "personal networking" with "cold calling" because there is a very big difference for both you and your potential customers. Cold calling is where a business initiates a conversation with a stranger for the sole purpose of trying to sell them something. We've all had those calls that always come just as you're sitting down for dinner with your family. Out of 10 calls, 9 people will hang up and 1 will become a customer. It works, but it's hard, frustrating work and I don't recommend that you do any "cold calling" when acquiring new customers.

Personal networking, on the other hand, is very easy and pleasant. As you strike up conversations with people you meet through your normal daily routine can quickly become customers. People love to talk about and tell others about events that are coming up in their lives, and many of these events require some kind of printing in one form or another. When this happens, simply tell them that you own a printing company and would be happy to help them. It would be good to carry business cards (maybe even some catalogs) with you to give to them so they can easily place their order when the time comes.

How many times have you heard people talk about an upcoming wedding or family reunion (big business for specialty items) or some kind of advertising promotion their business is planning. It's also very easy to get the conversation headed in the right direction simply by asking questions. Again, people love to talk about themselves. Businesses are also very easy as you simply ask them "who does your printing?" Regardless of the answer, whether it's "ABC Printing" or "Nobody in particular", you simply offer your services for their future needs.

Some of the following places are just a few examples to give you an idea of where potential customers can be found; your place of business, health clubs, hair salons, restaurants, banks, shopping malls, retail stores, grocery stores, sporting events, social activities, parties, churches, banks, schools, while traveling, etc. Don't forget about the network of contacts you have through the following people; co-workers, friends, relatives, spouse,

children, neighbors, etc.

WORD OF MOUTH:

Word of mouth can be some of the best kind of advertising for any business, and your new printing company is no different. Word of mouth advertising is when a satisfied customer recommends you to someone they know. People are always asking friends and associates if they know a good place to get Business Cards, or a wedding is coming up and can they recommend someone, etc.

You can increase this kind of advertising by giving your current customers incentives to either purchase from you again and/or refer someone to you.

We've all seen the big phone companies do this by their "refer a friend and get \$X of dollars!" You can do the same by offering incentives such as:

A discount on their next purchase.

A percentage off on their next purchase.

A coupon that expires by a certain date.

Purchase a certain quantity and get something free.

Refer someone and get a percentage of their order, either in the form of cash or a discount.

This is by no means a complete list of incentives (they are limited only by your imagination) and Any of these can easily be done by simply using a small portion of your profit to generate the extra business. It costs nothing up front and produces excellent results.

BUSINESS NETWORKS:

Networking with other businesses is an excellent source of new customers as well. You can contact many forms of local businesses to handle the printing needs of their customer's. Just one example, you can quickly and easily contact Wedding Planners to handle the invitation needs of their customers. It benefits them because they can quickly take better care of their customers, and again, this type of networking is limited only by your imagination.

Most all businesses need printing so it's very beneficial to contact them directly. Realtors, Insurance Agents, and most all other sales people have a very high demand for Business Cards, Letter Head, and Envelopes. This can also provide you with good word of mouth advertising through the network of these business professionals.

COMMISSION SALESPeOPLE:

Hiring other people to do additional selling for you is easy and it costs you absolutely nothing up front. You simply give them a percentage of your profit every time they bring money into your business.

For example, you may decide to split the profits with your sales people 50/50. They benefit by being able to easily produce another stream of income which becomes critical in a bad economy. You benefit because 50% of something is better than 100% of nothing. You can have 5, 10, even a 100 commission sales people out there generating business (and additional income) for you.

The above methods are an excellent source of free local marketing methods that start your business making money right away. Below are additional methods that all you to get customers, both local and nationwide, because they utilize the mail.

CARD DECKS:

Card decks are nothing more than a packet of coupons and other special promotions from local companies. There are usually 50+ post card size cards in the packet which is mailed out to various neighborhood residents.

They usually mail to a very large number of people (circulations of 10,000 and up is normal). Card decks can allow you to advertise to entire neighborhoods at a fraction of the cost it would require to reach this many potential customers on your own.

Many card deck companies will even design a card for you which is very helpful. They deal with these types of promotions on a daily basis and are very good at designing cards that have a good response and produce results.

If you decide to use this marketing approach for your business, we recommend using funds out of your "marketing budget" to pay for it so it won't cost you any money out of your pocket or require an upfront advertising investment.

DIRECT MAIL:

One of the most important things about direct mail is your Mailing List. List companies that sell these can be found in your local Yellow Pages or online.

You can mail either a normal size postcard, jumbo postcard (which is a little larger the normal size postcard) or a letter size brochure. The jumbo postcard and brochure give you more room to put more information, but both are more expensive to mail then a normal size postcard. Direct mail is good when you want to run special discounts or sales on popular items. You can also promote a specific discount on any item a customer needs.

These mailings can produce excellent sales volumes in low quantities. Small mailings of 100 pieces can be easy and inexpensive. It's recommended to start small and increase the quantity of your direct mail advertising as money comes in by using your marketing budget to pay for everything.

It's a good ideas to keep records of your customers so as your budget increases, you can also mail out complete catalogs to all your past customers to increase your companies sales. Many customers will share these catalogs with people they know who are in need of some kind of printing services.

CLASSIFIED AND DISPLAY ADVERTISING:

This is referred to as a "2 - step" method of advertising because your initall ad is to simply get the customer interested enough to contact you for further information,

usually to receive a catalog. It can be a very lucrative way to promote the printing business.

Your ads should generate curiosity by highlighting the variety of services you provide as well as let the customer know these services are available at wholesale prices. The customer will then contact you for a catalog in order to view details of what is available and to place orders.

You can look in your local Yellow Pages under the heading of "Advertising" for companies who can easily and inexpensively place your ads in hundreds of newspapers, magazines, etc. across the nation. You can also find these companies on the Internet.

Classified/display ads are generally a little less expensive than starting with direct mail. Both methods are recommended to be paid for out of your marketing budget so you can let the company pay for it and you don't have to use any of your own money.

INTERNET ADVERTISING:

It's quite easy to produce a simple website to keep customers informed of any specials or sales you want to run to increase your income. Most computers come with programs to assist you in building your site. There are also many free programs you can get directly from the Internet.

Your page does not need to have any special bells or whistles on it which greatly reduces the cost if you decide to hire a professional to design your website.

When using the Internet, it is also advisable to get your customers email address when they order. Emails can be a great tool to easily keep in contact with your customers at absolutely no cost.

Summmary:

Again, the guidelines set out in this manual are complete, tried and true steps to owning a successful and very profitable full service business. As you can see by the leangth of this manual, owning a lucrative printing company is quite easy.

Although this manual provides complete and detailed information, please contact us using the customer service numbers on page 5 if you have any questions or need any help at all. Your success is our success so we are here to help you in any way.

Simply cut out the coupons below as use them just like CASH. These \$30.00 worth of coupons are to be used to reimburse you for the intitial \$29.95 investment for your start-up materials so it costs you absolutely nothing to start your new business.

ID# _____	Authorization Number: <u>480284</u>
 \$10.00 Additional Profit on any order of \$100.00 or more! 	
<p>Please use this coupon just as you would a \$10 bill. When submitting a printing order of \$100.00 or more send this coupon and keep an additional \$10.00 profit for yourself.</p> <p style="text-align: center;">This is to be used to reimburse you for your part of your \$29.95 deposit for the materials needed to start your new printing business.</p>	

ID# _____	Authorization Number: <u>480285</u>
 \$10.00 Additional Profit on any order of \$100.00 or more! 	
<p>Please use this coupon just as you would a \$10 bill. When submitting a printing order of \$100.00 or more send this coupon and keep an additional \$10.00 profit for yourself.</p> <p style="text-align: center;">This is to be used to reimburse you for your part of your \$29.95 deposit for the materials needed to start your new printing business.</p>	

ID# _____	Authorization Number: <u>480286</u>
 \$10.00 Additional Profit on any order of \$100.00 or more! 	
<p>Please use this coupon just as you would a \$10 bill. When submitting a printing order of \$100.00 or more send this coupon and keep an additional \$10.00 profit for yourself.</p> <p style="text-align: center;">This is to be used to reimburse you for your part of your \$29.95 deposit for the materials needed to start your new printing business.</p>	