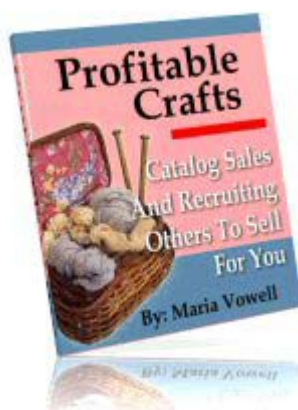


# Profitable Crafts

By Maria Vowell

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## **Note From The Author About Business Basics**

Thank you for your purchase. I sincerely hope that you enjoy this volume of Profitable Crafts. If you would like to maximize your craft profits even more, then please take a moment to visit the following URL so that you can obtain information about other volumes in the profitable crafts series:

<http://www.daintywork.com/crafts/>

This manual covers ways to profit through catalog sales and recruiting others to sell for you.

Before you begin, you will need to find out what legal requirements need to be met in your area, to ensure that you follow all applicable laws related to your new business.

When recruiting a sales force, there are regulations that you should be aware of to ensure that your business is conducted legally. Considering that laws vary from state to state, the best way to acquire this information is by contacting a local attorney, or by contacting your local small business administration.

Your local SBA can help guide you properly with your new business start-up. The SBA website is located at <http://www.sba.gov/>

Once more, thank you for your purchase, and I would like to wish you many prosperous days ahead as you begin your new business venture!

Take Care And Keep A Smile,  
**Maria Vowell**

# Product Decisions

When creating your first catalog, you will need to think carefully about what types of products you would like to include, because you most certainly want to ensure that your catalog is professional and accurate the first time before investing a lot of money and time into a catalog that proves to be unsuccessful.

Before creating your catalog, you would need to consider a few things like shipping costs, ease of packing, consumer desirability, pricing issues and ease of ordering.

You certainly do not want to create a catalog blindly and just start distributing it before considering costs and before you even know if your products are desirable enough to generate enough profits to justify the printing fees.

Cost for creating and printing catalogs can get quite expensive, so before investing even one minute of your time or even one cent of your money in creating one, you want to make sure that it's created properly and professionally.

The first step in creating your catalog would be to first decide how many pages you'd like for your catalog to have and then decide just how many products you would like to provide on each page.

Some people like to add just one product per page, while others find that listing three products per page is more profitable.

Based on past catalog sales experience, I have found that a combination of both has proven to be extremely successful for my own business.

When designing my catalogs, I usually devote the inside front page cover to one product, usually my best selling product at that particular time, then I will include a mixture of two and three products per page throughout the rest of the catalog.

With the first half of the catalog providing two products per page of my top sellers, and the later half providing three products per page of good selling items.

This gives me more room for product descriptions for my best selling items, while still allowing a bit of room for products that have sold in the past, but that haven't sold as well as others.

If you don't have a best selling product yet, or if you're just starting out and haven't had time to determine your top sellers, then you may want to consider initially using brochures instead of a full catalog so that you can get an idea of what types of products will do best in your catalog.

You can create a simple four-page brochure using just one sheet of folded paper, and print enough brochures to get a good determination of your best selling products, before deciding if that particular product should be included in your catalog.

You can easily fit 4 or 5 products in a simple brochure, while providing a simple order form on the back to make ordering easy for your customers.

Once you've decided which products you'd like to include in your catalog (or brochure) then you will want to consider the shipping problems you might encounter.

A lot of your catalog sales will probably require shipping, especially if you decide to take your catalog sales nationwide (which isn't that hard to do online), and you will want to make sure that your shipping process runs as smoothly as possible.

For example, if you sell a wooden doll bed for \$50.00 that weighs 25 pounds, then it may not be feasible to try and sell it through a catalog if it requires another \$25.00 just to ship it to your customer.

Your doll bed would not only cost a lot to ship, but you would also have to invest in expensive packing materials to guarantee its safe arrival as well, and this can become quite a burden if you have a lot of orders to fill.

Lightweight items that are easy to ship will do much better through catalog sales than heavy and bulky items, especially if you have a tight budget.

Some items you can even afford to offer free shipping on, if they are smaller items like bookmarks, scrapbook pages, or anything small enough to fit in an envelope for just the cost of a few stamps.

When selling glass or breakable items, you also must take into consideration costs for packing materials to make sure that your products arrive in mint condition.

Some good suggestions for products that would do well through catalog sales are:

**Bookmarks** : Sewn, crocheted, knitted, laminated etc. These can be resold for \$1.50 (basic laminated paper ones) to as high as \$15.00 for the fancier sewn and crocheted bookmarks.

Considering a bookmark will fit in a regular business size envelope then these are great selling items that can be shipped quickly and affordably.

Packing materials cost next to nothing, just fold a bookmark between light tissue wrapping paper; include a thank you for your order letter, seal and ship. Nothing could be simpler.

**Book covers:** These also do well, as these can be shipped in larger brown envelopes. Just wrap in tissue wrapping paper again and easily ship them on their way efficiently.

Most of the products offered in the [free scents and beauty business course](#) also make great products for catalogs that are extremely affordable and easy to create.

Other products I have found that do well with catalog sales are personalized products like custom candy wrappers.

Providing custom candy wrappers is extremely profitable, and the wrappers are easy to ship. Just ship the pre-printed and cut wrappers that you create on your computer, along with easy to follow instructions for wrapping the candies that the ordered wrappers are to be used for.

**[Click here for more information about starting your own custom candy business.](#)**

Ideally, the smaller and lighter the item is to ship, the better your sales will increase because when dealing with crafts, people won't want to pay high shipping fees.

Now if you have a product that's high priced and highly desirable, then of course the shipping fees will not matter much. Usually the only types of crafts I have seen that sell well through catalog sales that are heavy and priced high have been dollhouse kits where people can put together their own dollhouse.

Dollhouse collectors usually don't mind paying the shipping charges even though sometimes the more elaborate dollhouses can be quite heavy, and quite expensive.

You know your products best. These are just things you need to consider before investing a lot of time and money into your catalog creation.

As long as you remember a few key issues, then you'll do quite well with your catalog sales.

Keep it easy and affordable with products that are simple to ship, with prices that are still competitive, and your catalog sales will do well.

Also, you will want to remember the costs of packing materials so that you can adjust your products prices to reflect the additional charges.

Above all, keep it fun and enjoyable.

# Creating Your Catalogs

By now you should have a good idea of the types of products that you'd like to provide in your catalogs. Next, we'll want to cover creating your first catalog and/or brochure.

Now I'm sure you've seen how large companies create several different types of catalogs per year, but when you first start your new business venture you most certainly do not want to do this because it's not very cost efficient to do so.

Once your catalog sales pick up, then you may want to consider two different catalogs per year, but until then, one per year is quite sufficient.

You can always create brochures to send to your customers during holidays or on special occasions to promote your holiday and promotional related items.

With today's technology, you can create a professional looking catalog from your computer just as well as any expensive printer can.

With a few small investments made in programs you'll need to create your catalog, you'll find that the cost of catalog creation can be much cheaper by producing them at home than by paying some company hundreds (or thousands) to print them for you.

Of course, one day you may find the need for thousands of catalogs, if so, then you would of course want to hire a printer to print them for you, because you can usually obtain extremely good rates when you order a high number of catalogs in bulk.

This chapter deals mainly with catalog creation on your home computer, as I know most readers will be on a budget when first starting out and this is the most cost feasible method to get started quickly.

First you will need a good word processing or desktop publishing program to create your catalog.



If you don't already have a good desktop publishing or word processing program, then you may want to try [open office](#) as one of the most affordable and powerful alternatives available.

When using your program of choice, you will need to create your own template for your brochure or catalog, or you can save a lot of time and headache by using [Clickbook](#). [Clickbook](#) makes catalog and brochure creation a breeze.

With these two programs, a good printer, paper and a long arm stapler, you'll find that you can create professional looking brochures and catalogs in no time.

### **Formatting your brochure:**

If you're creating a brochure first, you will want to follow a few key design techniques.

On the cover of your brochure you will want a nice picture of your main product.

On the inside of your brochure you will want to have your main product, price, and product description on the first page.

On the second page you can place several more products, three or four is usually good if you have short product descriptions.

On the back cover, you should add one more product, then a small order form underneath the final product where others can easily fill in the order form, cut it out of the brochure and mail it to you.

This layout will make a professional and efficient brochure that can be printed easily, folded, and be ready for distribution within minutes. You can also print these as needed.

For your catalog, you'll want to follow the same layout, just instead of using one page, you will want to use 5 to 10 pages (which will make a 10 to 20 page catalog once folded in half and stapled).

When designing your catalog, you can provide your order form on the back cover of the catalog, or you can provide a full-page order form using the complete center page of the catalog.

A professional touch you can add to your catalog would be to print some envelopes with your address already printed on them, and stapling these to the middle of your catalog as well as making it easier for customers to order.

Just staple the envelope when you staple your catalog together, making sure that the staples go through the folded section of the flap on the envelope so that your order envelope and catalog will close and lay flat neatly.

You can print your cover on glossy photo stock for a professional look, but I have also found that regular cardstock makes wonderful covers as well.

Once you have your catalog designed, simply fold your pages together neatly, and use a long arm stapler to staple them together.

When first starting out I would recommend that you make 10 catalogs only, and give these to a few select friends and family members to use to help you gain sales.

Once your business picks up, then you can print your catalogs as needed, without investing a lot of money in printing a lot of catalogs that may never be used.

### **A few catalog tips:**

When designing your catalogs, on the pages that provide more than one product, alternate the products with one picture formatted on the left hand side of the page and the one beneath it on the right. This makes your catalog pages look much neater and less boring than if all of your pictures are all lined up in a row down the page.

You can include a coupon in your catalog where someone can redeem the coupon for a discounted price on one of your products.

Just design a coupon on the back cover of your page that can be easily clipped and provided with payment.

A nice way to make additional income from your catalogs would be to use one page for ads. You can sell advertising space to area businesses, or even use links to affiliate programs that you're an affiliate with to raise additional income.

**[Click here for a list of nice affiliate programs.](#)**

As you know, a lot of catalog companies provide samples to their customers as well.

Although you may not be able to afford to provide samples of your work, however, you can still provide a cheap, small gift with each catalog distributed, to help earn the trust of future customers.

A few items that would make nice, affordable gifts that you can include with your catalogs would be homemade paper bookmarks made from sturdy cardstock, **[delicious business recipe cards](#)**, **[vacation certificates](#)**, or anything that is cheap to provide that your customers may like.

Once your catalogs are created, and ready to distribute, then it's as simple as distributing them to where they will generate sales for your business.

## **Distributing Your Catalogs**

Now that you have your first few brochures or catalogs created and ready to distribute, then you will want to get them out to as many people as you possibly can.

The more catalogs and/or brochures that you distribute, the more orders (and increased profits) you'll receive in the long run.

Below I share with you an article I wrote that explains one of the quickest methods I have found to distribute brochures and catalogs alike.

This method is wonderful in itself because you're not just mailing your catalogs as a "stranger" but instead providing a personal touch that will also reflect well with those receiving your catalogs.

### **Mail Order Profits With Pizazz Copyright © 2003 Maria Vowell**

Mail order is still a wonderful way to make tremendous profits, but with the Internet taking over, most find that their classified ad placements don't pull results as they used to.

There's a simple way to make mail order profits, without spending a dime in advertising. For just the cost of printing, and stamps, you could reach literally hundreds of targeted prospects in a short amount of time.

This method can be adapted for virtually any product you promote. I myself use this method for my vacation certificates, and home party plans.

First you'll want to design what I call "refer a friend" cards. Have a short message on your cards, that ask the recipient to refer 5 (or 10) friends, that they think would be interested in your product. Include spaces for them to write in their friend's names, addresses and phone numbers.

Tell them that you'll give them a percentage off the price of a selected product of their choice (1 to 2 % so all lines filled in will save them 5% to 10%), for every friend referred as well as a free gift.

Your gift can be an ebook that you send the download link for, or a free vacation certificate. Something cheap yet appreciated.

You can also offer free vacation certificates, without it costing you a dime, by directing them to <http://www.svacation.com>. Just word your referral card to say "I will show you where you can get a free vacation certificate" so that that you won't mislead your contacts.

Now you have 5 or 10 new prospects to send your brochures to.

Now when you send the brochures to your new contacts, include one refer a friend card with them, offering them the same nice prize and a discount, if they return the completed card back to you.

Although this method may seem slow, the leads multiply quickly as you'll find that most people will return completed cards just to get the free gift.

By offering the discount, you're encouraging purchases because they feel as if they have "earned" the discount, therefore they don't want their earnings to go to waste.

Let's assume that you're asking for 5 new contacts per card. For every 5 passed out, expect 3 to be returned completed giving you 15 new contacts. Once you send your new contacts their brochures, expect 9 (or more) to be returned completed for 45 new contacts. Once you send those new contacts their brochures, expect 27 (or more) to be returned completed for 135 new contacts.

As you can see, with little effort, your contact database can grow extremely fast.

You can increase sales by also including a personal letter in your brochures, informing them that their friend recommended them for the free gift. This makes your offer seem less like junk mail, and they will not only thank their friend, but thank you as well.

Just make sure you include the friend's name that recommended them, so they will know which friend referred them for the free gift.

This is a great method for reaching targeted prospects, as well as for building your contact database, without placing a single classified ad. Just start with friends and family members, and let your refer a friend cards do all the work.

This method works great for home party representatives and is a great way to increase sales for virtually any online or offline business.

**© 2003 Maria Vowell**

As stated earlier, this is one of the quickest methods I have found to distribute catalogs and/or brochures quite efficiently.

Another simple method of distribution would be to hand your catalogs to family and friends and ask them to get sales for you. Although this method can turn a nice profit as well, I'm sure that you would much rather have your catalogs distributed to many more people than just a few close acquaintances.

If you're on a budget, I know that you cannot just print 100 catalogs and hand them to every person you meet on the street. It's not very cost efficient to do this only to have your catalogs tossed in the trash.

You will instead want to provide catalogs to those that are sincerely interested in your type of merchandise, so that the likelihood of an order is greater.

Previous customers would be the first set of people that you'd want to provide a catalog to. You already know they like your products, so

you most definitely want to make sure that all of your previous customers have a copy of your brochure or catalog on hand.

Another easy way to distribute your catalogs would be to visit area stores and gift shops in your area to see if they would mind placing one of your catalogs on their counters.

When distributing this way, make sure that the shops fit the theme of your products.

You wouldn't want your catalogs in an auto supply store if you're selling dollhouse miniatures, yet if you're selling homemade soaps and have a nice soap that removes grease well, then a brochure featuring your soap would be perfect for auto supply shops as mechanics hands do get extremely greasy.

Brochures are much cheaper to print than a full catalog, so you may find better success when distributing a lot of brochures.

Brochures can be handed out on the streets, mailed cheaply via regular mail, and your family and friends can also hand these out for you to help distribute them quickly.

Before concluding this section, I also wanted to share with you one tip that has also proven to be quite successful for me in the past.

A fun way to use one catalog, and get it in the hands of many, while allowing your customers to have a little fun, would be to play the "Crazy Catalog" game.

Now this may sound a bit childish, but believe me, your customers will love this, and it's a wonderful method that you can use by providing just one catalog while still getting it viewed by many people.

The more people that look in your catalog, the greater your chances are for obtaining multiple orders.

To start the "Crazy Catalog" game you will need some cardstock paper, some business size envelopes, and a nice prize.

When choosing your prize, make sure that you don't include a product already featured on your catalog as this could diminish sales of that particular product. Customers would probably hold out on ordering while hoping for the chance to win the prize.

Now this fun game accomplishes several things that you will want to take note of.

First, you will hopefully gain a lot of sales.

Second, your contact list database will grow.

Third, you will receive valuable feedback from consumers that you can use to help improve your catalog and sales.

Fourth, you and your customers will have a lot of fun, and of course we do want things to be fun.

To get started, first you want to decide how many people you would like to "pass the catalog" around.

When starting this game I usually choose 20 to 50 people, based on what sort of prize I offer.

The objective is to invest no more than 50 cents per name collected, so if the prize is valued at \$10.00 then I would want to collect at least 20 names.

If the prize is valued at less than \$10.00, then 20 is still the minimum that you'd want for your goal.

For a nice selection of affordable prizes that you can obtain at wholesale cost please visit [Sub-Wholesale.com](http://Sub-Wholesale.com)

Once you have your prize selected, and have decided how many people you'd like to pass the catalog on, then you will want to print your address on that number of business sized envelopes, as well as create that number of special order forms.

We'll say that we want 25 people to see the catalog, so we'll need 25 envelopes, and 25 order forms.



Now there is a certain way you will want to design your “special” order forms.

They will need to be printed on front and back of your cardstock, with 3 order forms per sheet of paper.

On the front of the order form, you will want to provide a section that your customers can fill in to place their orders, as well as a note about how to mail in payment.

Now on the back is where the fun begins. You will want to include on the back a small note about how they can enter your drawing to win your prize, then put details about the prize on the top section of the form.

Next, you will want to inform them that they can be entered into the drawing for the prize by answering a short quiz, then by passing the catalog on to a friend or family member.

Also make sure that you let them know their chances of winning the prize are 1 in 20 based on how many people you wanted the catalog passed around with.

Next, add your quiz. The quiz is to get them to open the catalog and actually look inside it to see what types of products you provide.

Your first question should ask a question related to a product in your catalog. For example “Which product on page 4 of the catalog is recommended for small children?”

This encourages others to actually open the catalog to view your products.

Your second question could be another catalog related questions like “Which product do you like most in our catalog”.

This question will give you a nice idea about which products others seem to like the most.

Your third question should be “Did you place an order today”? Place a section for them to check yes or no with this question.

Your fourth and final question should be “If you did not place an order today, could you share with us what prevented you from doing so”?

Now make sure you leave plenty of room for adequate replies for the fourth question, as this feedback will help you determine what areas you need to focus on improving with future catalogs.

Next you will want to cut out your order forms, and place them individually in your pre-printed envelopes, and place these along with a catalog and letter in a large brown manila envelope.

Your letter should explain how the “Crazy Catalog” game works and a sample letter that you are free to use is below.

**Dear friend,**

**Thank you for participating in the “Crazy Catalog” game where you have a chance to win a wonderful prize!**

**Playing the game is simple, just look through the provided catalog, grab one of the enclosed envelopes, fill out the short quiz and place your order if you see something that you would like to purchase (no purchase necessary to enter drawing).**

**Once you have your quiz completed, please mail it with the provided envelope to YOUR ADDRESS HERE and your name will then be placed in the drawing for ENTER PRIZE INFORMATION HERE.**

**Next, pass the manila envelope, this letter and the remaining quiz envelopes on to a friend that you think would be interested in playing the “Crazy Catalog” game, so that he or she can enter for a chance to win as well!**

**Encourage your friend to pass the catalog on, as we cannot hold the drawing until all 20 entries (or however many entries you are trying to obtain for this game) are submitted.**

**I hope you have fun, and happy playing to you!**

**Sincerely,**

So as you can see, this is a wonderful method that you can use to not only gain new customers and contacts, but also to receive valuable feedback concerning your products and catalogs that you can then use to improve both.

Now sometimes you won't receive 20 replies (or number of quizzes you choose for the promotion) but that's okay, too.

If you distribute several catalogs using this method at one time, then you can just hold your drawings as every 20<sup>th</sup> entry arrives in the mail, regardless of which line of friends the entry originated from.

So why not give this a try and see how much fun it can be.

When I play this game, I usually send out 5 packets at once with various family members and friends.

I have had many people contact me for information on how they can play as well, when the quiz slips run out. I have never had a problem finding new people to play this game with.

It's so much fun that word of mouth advertising alone will have you using one catalog to reach many people in no time.

This is truly a cost efficient method that everyone should try when promoting any product through catalogs.

# The Perfect One-Dollar Catalog

Although this section is short, sweet and to the point, it can still prove to be quite profitable if you decide to create a one-dollar catalog.

Every item in the one-dollar catalog costs just \$1.00 to order, and is extremely light and easy to ship. You don't even have to make a single product to profit from your one-dollar catalog sales yet you can still provide wonderful craft related products.

This is perfect for those of you that don't have time to make crafts like you would like too, or for those of you that really would rather just make money using the methods in this manual without having to make a lot of products.

You can create catalogs for "Craft Kits" that are extremely affordable, and that are loved by adults and children everywhere.

I'm not sure if you have ever heard of the [Oriental Trading Company](#), but if you haven't then you most certainly want to check out their merchandise.

[Oriental Trading Company](#) offers over 300 craft related kits, many of them for less than \$1.00 each.

You can easily double or triple your money, by purchasing these affordable kits and reselling for as little as one dollar each.

## **A few examples of the types of kits you can purchase from Oriental Trading Company:**

Sun thermometers, 12 kits for \$4.95, resell for \$1.00 each for \$7.05 profit.

Photo frame backpack tags, 12 kits for \$2.95, resell for \$1.00 each for \$9.05 profit.

Princess diary craft kit, 12 kits for \$4.95, resell for \$1.00 each for \$7.05 profit.

Handbag craft kit, 12 kits for \$7.95, resell for \$1.00 each for \$4.05 profit.

Ladybug note clip kit, 12 kits for \$3.95, resell for \$1.00 each for \$8.05 profit.

Stacking candle kit, 12 kits for \$7.95, resell for \$1.00 each for \$4.05 profit.

You can create catalogs to sell these kits, and truly make a nice profit by providing affordable and fun gifts that everyone is sure to love.

These kits also make nice affordable items to provide with your main products catalog, to help increase profits.

[Click here to visit the Oriental Trading Company's craft kit page](#), and have fun creating wonderful catalogs that will prove to be extremely profitable for you and your business.

## **Recruiting Made Fun**

A wonderful way to make your sales skyrocket would be to start your own recruitment program, where you recruit others to sell your products for you.

Many large national companies (Like Avon™ and Mary Kay™) have become a huge success by using this method, and you can practice this same technique to expand your business beyond your wildest dreams.

Before starting, you will first need to determine what percentage of the sales you can afford to offer to members of your sales team. A nice figure would be at least 25% of sales, to give your recruits enough incentive to sell for you.

Now some of your products may take too long to create, or the profit margin may not be large enough to offer this high of a percentage. If this is the case, then create a catalog for your recruits that offer only the products that you can affordably offer a nice percentage of the profits with.

Once you determine the price you would like to offer your sales team members, you will then need to draft a basic contract that lists the fees they will receive on sales.

You will need the help of an attorney when drafting your contract, as this is something that should be done by a legal professional. Without a proper contract, you could put your business in jeopardy if miscommunication problems arise between you and your recruits.

Aside from paying a percentage of the sales to your recruits, you can also offer incentives for best sales, most recruits, etc. as additional bonuses to encourage your consultants to do the best they can do.

If you decide to offer incentives, make sure these are covered in your contract as well.

Once you have your contract ready, then you will want to develop recruitment kits for your new recruits.

Now sometimes these kits can be expensive to produce, so its best to charge a small refundable fee for the kits to ensure that only those serious about selling for you become a consultant.

If you offered free kits to every person that wanted try your business opportunity, then you'll find that a major percentage of those that receive the free kits never bother to put forth any effort in selling for you, thus wasting your precious time, money and materials.

By charging a small fee, you will know that those that order your kit will be more encouraged to sell because they would not want the money invested in their kit to go to waste.

**A nice kit package should include:**

At least one catalog

A welcome letter

Their contract, which you will need to get them to sign and return to you before they can start selling. Usually contracts are signed the moment they pay for and receive their kit.

A variety of brochures if you've created any brochures

**Some additional items that you could provide to help consultants increase sales:**

A small letter explaining about your incentives and bonuses if you provide those.

A brochure explaining how they can host home parties, generate sales with their catalog, etc.

Order form where they can order more supplies if needed.

Of course you can also provide various other sales tools that you may think of in the course of running your business, to help your sales team increase sales.

Sometimes companies also offer one or more of their products that consultants can use to show potential customers so that they can see the quality of the merchandise.

When creating your kits, make sure that you provide as much material as you possibly can to help your sales members make the most sales possible for themselves yet do not try to make a profit off your kits.

The basic fee you should charge for the kits would be cost in creating the kits themselves, and not much more because your objective is not to make profits on kit sales but instead to locate recruits that are serious about selling your products.

If your kit costs are too high, you will not add many new members to your sales team.

Once you have your kits created, then you can start recruiting others to become salesmen/saleswomen for you. This is where the fun begins!

To get off to a successful start, you will first want to locate 2 or 3 family members or friends that are supportive of your new business venture. Make sure that these are people are close to you, that support what you are doing and who will be happy to help you get started.

Also you will probably want to give them their kits free, considering these are close relatives and friends who will be helping you get started successfully.

They can become your first recruits, and also help you in your recruiting efforts.



Once you have selected several trusted family members and friends, invite them over for coffee one day and brainstorm together to think of ways to advertise your new business opportunity.

Some helpful ways to advertise would be to provide business cards and flyers to your new recruits, as well as a brochure to help explain the business opportunity.

These they can then pass out to others they may think would be interested in your business opportunity.

When providing recruitment tools to your sales team, always make sure that you include an area where they can write in their names, so that they will get credit for new recruits that contact you.

When first starting, make sure that you set a goal and try to meet your goal each and every week.

An easy goal to obtain would be to try and recruit one new sales member per week. Although it may be slow getting your sales force built up to where you want it, over time you will eventually have so many serious sales people helping you promote your products that you may have to hire extra help just to keep up with orders.

### **Some helpful tips to motivate your sales team members:**

Hold monthly meetings where you and your sales force discuss ways to recruit others and increase sales.

Provide as many different sales tools as you can feasibly afford. The more tools you provide your sales team members with, the more sales you'll profit from.

Occasionally you may want to hold sales contests to help keep your force motivated and encouraged.

Above all, make everything fun, and treat your sales force like you would want to be treated, and before long you'll have so many people promoting your products that you won't have to do anything but fill your orders and motivate your team members.

# Hosting Home Parties

Home parties have always been a fun and profitable way for others to make money from home, while having the time of their life.

This is something you may want to share with your sales force also, because it makes an easy way for them to generate sales.

First I would like to share with you a fun home party game that has proven to be successful for me in the past, and then we will cover the perfect home party plan.

## **Home Party Treasure Hunt Copyright © 2003 Maria Vowell**

If you host dull and boring home parties, your guests are most likely to leave before the party is anywhere near completed.

Some nifty ways to spice up your home parties would be to include fun games, have guests help with the food to prevent boredom, and of course my personal favorite...providing fun treasure hunts.

By providing a treasure hunt, you eliminate boredom, and one or more of your guests will leave with a surprise treasure.

Treasure hunts are fun, simple, and most of all cheap. You can pick up surprise treasures at any dollar shop. You will also want to grab a box of cheap envelopes and paper to make your maps.

First, you will want to hide one or more treasures in secret places in your home. You can hide them under your bed (if you don't mind guests in your bedroom), behind the sofa, in a coat pocket in the hall closet, etc.

I'm sure that there are dozens of places you can hide your little treasures in your home. Only make sure that the areas are safe to walk in, and somewhere the treasures will not get broken.

Once your treasures are hid, you will want to cut your paper into 8 squares (use regular sized notebook or typing paper).

Next, write a hint on one piece of paper that hints at where one of the treasures is hid, seal it in an envelope, and hide it under a cushion somewhere.

Now write a hint telling where to find the last hint you hid, seal it in an envelope and hide it as well.

Continue doing this until you have several hints hidden, with each one telling where the next hint is hid.

Now to make your treasure "maps", you will want to draw a rough layout of your home, and place a big red X in the area where the first hint is located.

Make a copy of your map for each guest, and place them folded in your guest's catalogs somewhere near the back.

Now grab a book of stickers (I like to use Sponge Bob stickers) and place a sticker on a random page in each catalog. This is important for the final part of the treasure hunt.

Guests won't get their maps if they don't look in their catalogs, and to prevent guests from cheating you can staple them to a page so that they won't fall out when shaken.

Now your treasure hunt is set up and ready for when your guests arrive.

Conduct your party as usual, serve your refreshments, and then present your catalogs (usually when the catalogs come out, the guests are ready to leave).

While presenting the catalog, explain that there are one or more prizes hidden, and that guests can locate these prizes by starting in their catalogs. This will encourage your guests to stay for the hunt, and this will also get them paying better attention to their catalogs.

When the first guest finds their treasure map, explain that that guest gets to look for the first hint.

Encourage your other guests to continue looking in their catalogs while the guest with the map hunts for the first hint. Explain that the next hint hunt will be offered to the first person that can answer a catalog related question, when the guest with the map comes back to the group.

Once the first hint is found, place the sealed envelope in the middle of the group and ask your guests to close their catalogs. Ask a catalog related question such as "What product have you found so far that you like the best"? The first person that can reply without looking back in their catalog, will get to open the sealed envelope and look for the next hint.

Continue in this way until most hints have been found. Sometime during the hunt, you will want to provide order forms and pens for your guest's orders.

When the last hint arrives, ask the following question, as it will be the hardest question and will show who has paid the most attention to their catalog. "Did any of you notice a sticker in your catalog, and if so, please describe the sticker".

You may want to ask your guests to raise their hands with questions, to prevent bickering, but hopefully your guests are fun loving and don't argue over petty things like who answered first.

Provide the last guest with the last hint, and let your guest find the treasure. Now to make the game fun and fair for all, the last envelope could have hints leading to several hidden prizes. Simply hand out a slip to each guest so that they all can locate a treasure. [Sub-Wholesale.com](http://Sub-Wholesale.com) offers cheap products like dolphin pens, candles and mini Bibles that do wonderfully for your treasure hunts.

Above all, keep your parties fun, and happy hunting to you and your guests!

Now although the main idea behind home parties is to have fun, you will still want to make sure that your fun is as profitable as it can be.

The perfect home party should accomplish several things, to ensure its success.

First and foremost it should stay fun.

Second it should generate sales.

Third it should generate new recruits for your business.

Fourth it should generate new customers

And finally it should generate new referrals.

Now, I've already shared with you one home party plan, the treasure hunt game, to help you get started having fun parties. Of course you can always get creative and come up with your own home party plans that are more suited to your business as well.

As with the treasure hunt game, always make sure your party plans provide a fun method for generating sales as well. After the fun is over, you will want to make sure that your sales force asks if any others would be interested in hosting a home party of their own where they invite their own family and friends.

The goal is to gain 2 new hostesses per home party, so that your sales person will be booked every weekend they have the time to host home parties.

Once everyone has eaten, and once all orders have been placed, right before everyone says their goodbyes, you will also want to ask if anyone would be interested in becoming a member of the sales force team as well.

By following each of these steps, you have fun, generate sales, and recruit new hostesses and hopefully members of your sales force.

To help your sales force and hostesses, you can always create a brochure explaining how the perfect home party should be conducted, using the following steps:

Guests arrive

Serve coffee

Talk and laugh a bit

Play a fun game or games

Show the catalog

Place orders

Have snacks

Present hostess a gift and ask if anyone would like to host their own party

Ask if anyone would like to join your sales force

Thank everyone for coming and say your goodbyes

Stay and talk to those interested in hosting parties or other business opportunities as the other guests leave.

Before concluding this section, I want to mention the hostess gift. Each hostess should be provided a nice gift for hosting the party, because she's the one that is taking time out of her busy schedule to help you.

She is also the one that will have to clean up after the party (good sales people stay and help the hostess) and also the one that provides the snacks. Make sure you treat your hostesses well and you'll find many will host additional parties for you in the future. If you don't treat them well, then you've lost no telling how much money in future sales.

## Online Distributors

Before concluding this manual I would like to mention using the Internet to gain new sales people for your sales team.

The Internet makes it extremely easy to get sales people all across the nation selling your products for you, and recruiting online can be quite easy if you know how to do this properly.

By building an online presence, your business can grow with leaps and bounds without you ever needing to leave your home except to ship your orders.

Now before you panic thinking that building a website is too difficult, it doesn't have to be.

With today's technology there are literally hundreds of programs available to make web creation and promoting it much easier than in the days when HTML was programmed from scratch.

There are three things you will need to get your business online. A professional domain name, a web-hosting provider and knowledge.

With these three things, you're business can expand beyond your wildest dreams.

You can register a domain name affordably at [000domains](http://000domains.com).

A wonderful hosting provider that I highly recommend is [host4profit](http://host4profit.com). This is the hosting provider that I use because they provide top-notch customer care, wonderful service, and many features and tools to help a business become a success.

Now to gain knowledge, you can look for free HTML tutorials online and spend many months learning to build and market your website from scratch, or you can visit [17Steps](http://17Steps.com) and find everything you need on one website to help you learn to build your site quickly and efficiently.

You can build a simple one page website to promote your new business opportunity that not only will be easy to maintain and operate, but that will prove to be much more effective than if you build a huge site that could get confusing for people.

You can fit all the information you need on one page along with order links for your kits, within a day, once you go over the HTML tutorial provided to [17steps](#) members area.

Once you get your one page site ready to promote, then you can market your new site (also covered at [17steps](#)) and sit back and smile as your sales force grows.

Now before investing any time or money in your site, you must realize one important thing. It is possible for you to get your site ready to promote within a few days, BUT it's not going to do you any good if you do not tell others about it.

You will need visitors to gain new members of your sales force, and in order to get these visitors, you will have to market your site. If you don't want to invest time in marketing your new site, then it will be a total waste of your time in even considering creating one.

You can invest your money and time in printing business cards and flyers to distribute offline locally, and then spend hours each day handing out your flyers and cards.

Or you can invest in your hosting fee, and spend those hours promoting your business online where you have the potential of gaining literally hundreds of new recruits within a year.

The choice is yours, and only you can determine which sounds more feasible to you.

I have found that I have had much more success by promoting online, but I will still use the convenience of business cards (actually, I use [business recipe cards](#) instead of regular business cards) to promote my business locally.



Before concluding, I would also like to point out that you can also use your new site to sell other products besides using it just to promote your business opportunity.

[Host4Profit](#) offers a wonderful sub-domain feature, that you can use to sell multiply products, while still using your main URL for your business opportunity.

Take this manual for instance. When you purchased this manual you received resell rights as well, so you can resell this manual from your site and keep 100% of all sales generated from this manual.

Considering it comes with a ready made sales page as well, then setting your sales page up is as easy as putting in your order link, and uploading your files.

Now, let's say that you have registered <http://www.mybiz.com> to promote your new business opportunity.

You would have your main page promoting your business opportunity at that URL, and can use [Host4Profits](#) sub-domain feature to create a URL like <http://ebooks.mybiz.com> to resell this manual from, as well as other manuals from the profitable crafts series.

So, in essence, you will have the features of two separate sites, for the price of one domain name and hosting account.

You can create as many sub-domains as you like using the sub-domain feature without messing up your main page that promotes your main business opportunity.

Once you take your business to the next level, and start promoting it online, you will be quite surprised at how much more successful your business will be once you focus on national sales instead of just local sales.

