
HOW TO START AND SUCCESSFULLY OPERATE YOUR OWN PERSONALIZED CANDY BAR BUSINESS

The Operational Manual

By
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Introduction

Before we begin, I just want to remind you that in your hands lays the successful tools and information needed to become a true success story in your own business. In the following pages are the necessary operating and marketing plan needed to finally achieve that goal everyone once to achieve. The ability to work at home, create independence while enjoying what you do

You have taken the first step, which is the purchase of this course. The second step is to study, takes notes, practice, read over and finally takes action. With that said, I wish you the best in your new enterprise and please e-mail me and let me know how you are doing

Sincerely

Terrance Smith

Welcome

First, I would like to first welcome you to an exciting business that is not only easy and fun but also profitable. In fact you will find that unlike other business, it offers you the flexibility to set your own work schedule while at the same time let's you do the things you most enjoy. Because this is brand new industry, when you tell people exactly what you do, they won't have any idea. That's what makes this is so exciting. It's unique, creative and something everyone will want

Once you show them what you can do, everyone will seek you out for all of their special occasions and ceremonies. It's what I call one of the best home based businesses you can run that won't cost you an arm and a leg to start up. It utilizes a very small amount of inventory plus you can choose your own work hours.

If you are like many others, who have been searching for business to either supplement your present, add to another business or maybe doing something full time then you won't be disappointed. I'm telling you, I was really sick and tired of reading about all those high priced franchises, the numerous business opportunity seminars that come to town, the envelope stuffing scheme, and of course the ever popular MLM that seem to have sprouted out like weeds during the past couple of years.

Before we get to the nitty-gritty, I want give some details and comparisons on what makes this business the best type of business to run.

Before I ever started, in the back of my mind, this is what I hungered for: I wanted a business to fit my criteria (which I thought would be impossible).

1. You should have the choice to work full or part time.
2. You should be able to work out of your home
3. It should be extremely easy to make money
4. Very profitable.(makes you a nice sized income)
5. Very easy set up. (no special skills needed)
6. Offered no competition (Do you know anyone else selling personalized candy bars in your area?)
7. Low investment cost (under \$50.00 to get started)
8. No fancy equipment needed.
9. A business you could be proud to tell others about
10. **Most Important** – The product had to sell itself

I'm sure you get the picture by now. At first, when I thought about that...I assumed I was wasting time....but I kept searching and searching and finally...the golden opportunity arose.

Selling personalized candy bars.

I.) WHAT ARE PERSONALIZED CANDY BARS

Personalized candy bars are actually personalized wrappers with a message imprinted on the outside of the bar that can be used for a wide range of occasions. Here is how it works: You take your favorite candy bar (exampleHershey or Nestle) and create a new wrapper for it. Then you actually take a small amount of glide on glue (details later) and glue the new wrapper over the old one. You have to keep the old wrapper on to escape legal problems

The uses for this type of business are so endless:

1. Weddings
2. Birthdays
3. Birth Announcements
4. Graduations
5. Proms
6. Homecomings
7. Fund-raisers
8. Christmas Gifts
9. Trade Shows
10. Business Cards
11. Employee Appreciation
12. Corporation Meetings
13. Reunions
14. Anniversaries

II.) HOW MUCH CAN YOU EXPECT TO MAKE?

It's so unusual to find something that can be used for so many different purposes. The only thing you really have to decide on is how much time you are willing to put in and what area you want to concentrate your efforts in.

If you only want to spend 10-15 hours per week, you can possibly make \$1,000 per month. In fact, with a good marketing plan, you can make \$50,000 per year without hiring help. Again, that is up to you.

III.)Establishing Goals

One of the most important items you must do before establishing any type of business is to find out what are your goals. How much money do you want to make? How much time you want to commit? Will you do this for a year and move on? Do you want to open a storefront? Do you like dealing with children? adults? organizations? You see it's very important to know exactly what you want to accomplish.

When I first started, I was confused because there were so many directions that I could go. Where do I start? I mean I knew that candy bar business was unique and versatile that I could do anything I wanted to.

Should I just focus on weddings? Should I put ads in the paper, handle school functions or stick with business meetings? I even had visions of hiring employees all over and then franchising. But then I had to settle down and concentrate. Why would I want a ton of employees? I didn't really want to be a manager. I wanted to work for myself and I wanted to enjoy what I did. I know I didn't want the headaches of having to find myself worrying about employees. So I set a goal of just doing enough to make a great income for myself and not going above that.

There are many books on the market that deal with goal setting on the market, so we won't focus on that aspect. So take your time, read over the steps and then practice. Soon you will be on your way to getting orders everyday.

VI.) What You Need To Get Started

With the nature of this business, you of course need to have a computer. It really doesn't matter what type, just as long as you have a word processor such as Microsoft Word.

Now, as for printers, again you will not need to purchase the top of the line printer. I currently use a Hewlett Packard DeskJet printer to fulfill all my needs and it prints perfectly. However, if you do decide that that you want extremely sharp photos for your candy wrappers, (we will get into that later) then you might want to look at some of the higher quality inkjets.

Another essential item is a paper cutter. This is needed to cut the wrappers into the exact measurements so they can fit perfectly around the candy bar. You can find one between 25-45 dollars at office supply store such as Office-Depot, Office-Max, Sam's Warehouse and even local Wal-Mart. I use a paper slicer (see picture in the later section) but if you prefer you might want try one with a rolling blade.

Next, you need to find a paper supplier. Again find a local office supply store, as mentioned above and look for the colored paper stock sections. Geographics makes some excellent paper. But that's just a suggestion.

Where you search for designer paper, they will all have a weight stock on the front. Some will say 20lbs, 24lbs, 50lbs, 67lbs and etc. You want to make sure your paper is at least the 24 lbs. stock. Now, the 20 lbs are ok, however, I find that the paper is too light and sometimes you can see right through the wrapper. So again, I strongly recommend using the 24 lbs stock.

The colors of paper I traditionally use are light blue, light pink, yellow, white, purple, light beige, light green and orange. I find that colors such as navy blue, black and red do not please the eyes when designing wrappers for candy.

Now the glue sticks are needed to securely stick the wrappers to the candy bar. So, I recommend picking up a few sticks from the office supply store. Very inexpensive item but very essential. They usually run around \$.50 - \$1.00 each depending on quantity, so go ahead and stock up.

Now of course we wouldn't have a business without our most needed resource. The candy bars. So where exactly do you get the actual candy? First of all, you can get your candy from any local wholesale company in your city. Just look up Candy

Wholesaler in your yellow pages. If you still have a hard time locating a supplier, just take a drive to the local conveyance store and ask where do they obtain their candy?

Now let me tell you my little secret. If you live next to a Sam's or Costco Wholesale Club you might want to go ahead and join up because I think it's probably the best place to get your candy.

Let me tell you why I prefer the Sams stores. First of all, they are very competitive with price. In fact, in my city, they actually beat out all the local wholesale candy companies. Plus I really don't have to keep a large inventory on hand.

When an unexpected large order comes through I just run up to Sam's. (they have usually have hundreds or even thousands of candy bars on stock, so you don't have to worry about running out) I grab what I need, go home and complete my order.

There isn't a need to sign contracts or have a delivery schedule. This keeps inventory, time conflicts way down. I love to keep everything simple and this by far beats out any other way.

Scanners are not really what I call essential, but you might want to invest in one because they bring in much more profit than what you paid for it. In fact, I'm at the point to where I use it almost all the time. They are needed to copy photos, logos and other items that your customers might request put on a candy bar. When you purchase

one, they basically all work the same. When purchasing a scanner a minimum of 300 dpi is what's needed for quality scanning.

I have tested various type of click art software and that brand seems to show the best detail and offers a variety of formats.

So there you have it. Those are the tools of the trade. These are the basics that will help you become a massive success in your new business:

To Recap

Here are the basic essential tools needed to get

started: 1.) Computer – P.C. or Mac

2.) Printer – Any color ink-jet or color laser

3.) Papers—Geopapers or color stock found at your local office supply store

4.) Paper Cutter – Office Max, Wal Mart or Sam's

5.) Candy Bars – Hershey or Nestles purchase from Sam's Club or A Candy Wholesale Company

7.) Glue Sticks –Made by Avery or other brands

Recommended

Scanner—Any scanner that's a flatbed

Tables and paper shelves—used to organize paper, orders, glue sticks, etc.

PICKING A BUSINESS NAME

The name you choose for your business is very important and should not be taken lightly. It's actually a tool also market exactly what you do. I chose my name after 3 or 4 weeks of reading, changing, testing, saying it out loud, calling my friends and so many others ways. I wanted the name to relate what I did. In fact I chose it after I received a telegram from a friend of mine wishing me a happy birthday. I thought about it for a minute decided to call my business CandyGrams and the name stuck.

Again, make sure the name you choose expresses what you like to do. If you like to bake cakes for large groups along with the candy wrappers...you might want to use a name like "Cakes, Candies and More" or maybe Sweet Expressions. See what I mean. Try not to limit yourself if you can help it. You might want to expand in other areas but your name might not express all you do. So again choose carefully.

The best way to choose a name is for you, any friends and family to make a list of as many names you can think of. Assemble the ones that fit and then pick a name. This

brainstorm technique can really come up with a catchy name people will remember. You might also come up with a clever phrase that emphasizes it even more. You might be very surprised with your results

REGISTER YOUR BUSINESS NAME

To become a legalized business, you must register with your local secretary of state. You can drop by the state office or check your phone book, make a phone call and request an application. The fee varies from state to state but usually runs from \$5.00 to \$15.00. You will have to supply your local bank with this information in order to obtain a business bank account.

OPEINING A BANK ACCOUNT

You need a business bank account in order to accept checks written with your business name. Again, it's important that you check with as many different banks to find out who has the best service and fee structure. Believe me, they vary greatly. Make sure you get your checks printed up so that you can keep track of your tracks of your expenses. There are many expenses that are tax deductible so please keep detailed records.

PHONE LINES

It's recommended that you try and establish a second phone line or use a cell phone as business line for many reasons:

1. Adds Credibility
2. Google Listings
3. Caller I.D Identification...your business name shows up (a no cost marketing tool)
4. Customers have easy access
5. Adds a professional touch

Another important component also is to obtain a fax and voice answering service. I recommend you obtain call notes or other telephone company provided voice mail.

CHOOSING A PHONE NUMBER

Most people do not realize that when you receive a phone line you can choose the type of number you want just as long as your area supports it and it is not taken. When choosing a number try to make it easy to remember. Something like 543-5000. Your telephone number is very important. So make it a good one to remember..

THE NUTS AND BOLTS OF CREATING THE CANDY BAR WRAPPER

Now that you are set up, let's get on with creating your wrapper. I personally prefer to use Hershey Candy Bars to wrap the bars over Nestle. Why? I find that it's easier to cover the bar. They are both are both easy to do. So it's your choice. In fact you might let the customer decide which they prefer.

A.) Designer the wrapper

Usually it's the best that you design the front and back. In most cases, it works the best. What you put on a wrapper is totally up to you and your customer. However, most of times they will not have the slightest idea what to put on the wrapper.

So you can make some suggestions or show them some samples. For now, don't worry about actually creating the wrapper; just take out a plain sheet of paper. I will outline the simple steps of how to design the wrapper

The example we will use is a birthday party for 100 people. Your customer needs to have 100 personalized candy bars made for her daughter Lisa. She is turning 16. Let's take it step by step on how we will create the design.

STEP 1 Create the theme for the wrapper and place it on the top and bottom lines

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

YOUR NOTES HERE

STEP 2 Place the name or message in the middle of the bar and towards the right

The receiver's name or message is situated either in the center or towards the right hand side. The message can either be in some sort of cursive font style such as park avenue or a plain arial font. It should be also the largest text size on the wrapper

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

PLACE NOTES HERE

STEP 3 Place the from and/or special dates along the bottom of the message

Right after you put in the Happy 16th birthday message, you can put in the secondary message right below it. Such as dates, schools, age of recipient, who the candy is from and etc. The font size will be slightly smaller than the font size on the top and bottom of the wrapper.

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

*From: Your Friends At Mason High School
May 2, 2014*

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

PLACE NOTES HERE

STEP 5: Completing The Front Side Of The Candy Bar Clipart or Photos

Sometimes, you do not have to use clip art or photos to create a candy bar wrapper. In fact, you can just center the message instead of pulling everything to the right. Now, you have finished front side of the wrapper without the use of clip art.

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

*From: Your Friends At Mason High School
May 2, 2014*

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

STEP 5 Completing The Front Side Of The Candy Bar With Clipart or Photos

If you choose to use clip art or photos then what you can do is bring back the wrapper style (from step 3) and then import a picture or clip art from your files

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

Place Clip Art or Photo Here

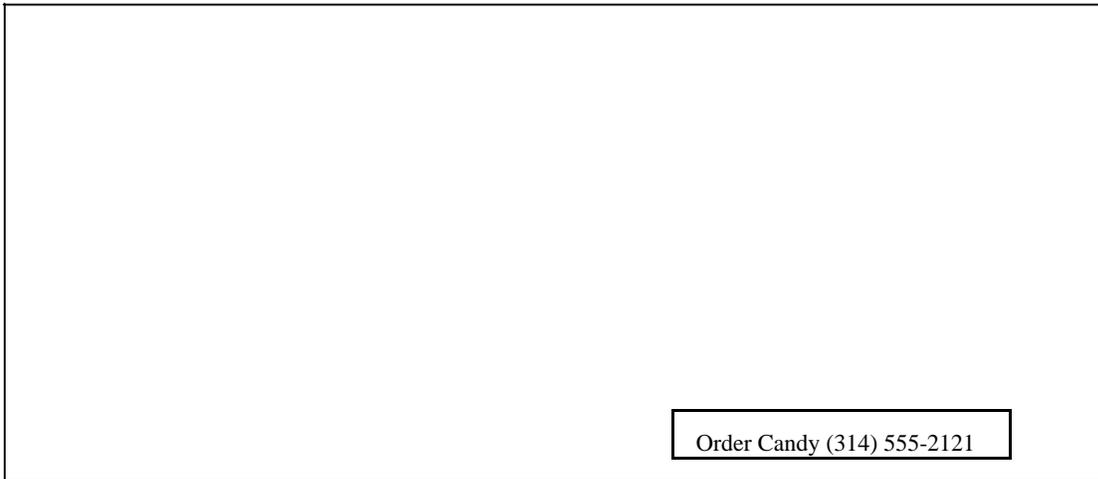
Directions: Go to insert box at the top and insert picture from files or your clip art disc

*From: Your Friends At Mason High School
May 2, 2014*

Happy Birthday! Happy Birthday! Happy Birthday! Happy Birthday!

Place Notes Here

STEP: 6 Completing The Back Side Of The Candy Bar With Clip Art or Photos



On the back of the bar, you might say “How sweet it is to reach 16” and then you might want to add from your friends and family. Remember, we want you to start you off with something simple, as you learn more; the ideas will flow to you on designing. I even get some ideas from greeting cards (be careful about copyright infringement of course, just let it help you obtain some ideas)

Also, notice that I put my company name and telephone number on the right in small print. This gives you 1 free referral for each bar you sent out. You pass out or “sell” 300 bars for a wedding or birthday which becomes 300 referrals of possible new customers

who are seeing your candy bar in action. Eventually a few of those will want you to design their birthday, wedding or what ever occasion. Since you are in the beginning stages, just take your time and just act as though you are sending a note wishing them a happy birthday....keep it simple....and don't try to fill up the entire wrapper. You are going to get better every time you design a new bar.

Setting up the format

Take a look at some of the examples I provide in the appendix section of the back. On the front, I have a certain style in which I set up my candy bars. You don't have to follow it. In fact you should create your wrapper the way you want. Here are some suggestions.

First: Always make the name or event in a larger type set than the other information.

Second: Try not to use more than two styles of fonts. You will find that different fonts are needed for different occasions. For example, for children's birthdays, I use a balloon font combined with arial. It gives a birthday type of feeling. Also use color fonts to bring out the effects. See enclosed candy wrapper.

Using Photos: If you really want to get some orders, put a picture on the candy bar. Many of your customers are going to love having their photo placed on the bar. And it is

not difficult at all. In fact, if you can place clip art objects you can also do photos.

The first thing you need to buy of course is a scanner, if you don't have one already.

The secret to using photos on the candy bar is first after you scan the photo, you then should have some sort of photo manipulation software such as Adobe Photo Deluxe or Live Pix or any off the shelf photo editing software that should have come with the scanner. You then crop off any part of the picture you don't want (Full body shots can be refused to just the head shot to be placed on the candy bar.)

After you have the photo complete, make sure you save it. Go back to your word processing and IMPORT photo in the candy bar (see the help section of word program for more directions)

You want the photo to look even with the candy bar, so I suggest reducing or enlarging the photo and then to place it either to the far left edge or the right.

Printer

The Hershey and Nestle bars are about the same as far as size weight and dimensions. You can even fit two wrappers on one sheet of paper (8x11). This can save you 50% of your paper. Go ahead and fill the tray with the color you need. Make sure you print out one first before committing the entire job to check for errors and size difference.

Also remember the color variations of the paper you use. Try to stick with a color that matches the event. Also make sure the color of the paper mixes well with the color of clothing the person has in the picture. If in doubt just use plain white. The paper you select can have an effect on your wrappers, so again test what works best according to your first test page. Sometimes you might even use two paper colors to match the event. I might use white and blue or maybe beige and blue.

Another part of testing that first page, you must wrap it around a candy bar to see if it fits. There has been couple of times where I assumed they were going to fit after I printed a couple hundred wrappers and guess what? I was wrong and had to pay for it by doing it all over again. So remember always do a pre-test.

Cutting Your Wrappers

After you have completed the printing job, you now have to cut your wrappers. One of the ways to make it easier is to use a guide when cutting. You can actually use crop marks. You can do this by creating a small straight line that guides you on the area that you cut

With most blades you can cut 6-7 at a time according to the type of paper slicer you use. Line up the blade to the crop marks to make it even and professional.

Wrapping Your Candy Bars

Find a table and gather all your candy bars, glue sticks and wrappers and let's begin the assembly process. The first thing you do is to take one wrapper and one candy bar and place it directly in front of you. Place the top lip over the candy bar to make sure you glue the right area.

You take the glue stick and apply a strip of glue directly on the old candy bar wrapper and place the new wrapper on the strip. Then wrap the rest of the wrapper around, place another strip of glue on the new wrapper's lip and press down the remainder of the wrapper.

Always keep the old wrapper on in order to protect yourself from legal liability. Remember you are in the wrapping business and not actually the candy bar business so please keep that in mind. It becomes much easier once you are able to practice a couple of times.

You have now just completed your first product. Go take a break and have a candy bar!

Setting Your Prices

Now here is where you have to decide what type of pricing you want to set for your work. It really depends on the economy of your area and the profit level you are looking for. Here is something to remember: Your profit is the money left over after you pay for your cost of your materials and labor.

There are basically two ways to set up your pricing. Either set it at one price such as \$1.35 per bar regardless of minimum or maximum. You can also offer a sliding scale depending on the amount of candy bars ordered. If you do decide on a one price type of system, I would recommend that you set a minimum of 20 bars so that you will not lose time because of small orders. You will find that your customers will understand your reasons for minimum standards.

For a sliding scale, since your bars are higher priced, you can offer a minimum of 25 bars at \$1.50 per bar depending on quantity ordered. You offer discounts for customers who have a larger amount of candy bars needed. Take a look at my personal set up that has worked well for me. Remember this is only my pricing. Some others have opted to bring the price down to \$1.25 to start and then work to .75 cents a piece. You can make the best determination based upon your area.

\$1.50 per bar

10-40 bars.....	\$1.50
41-60 bars.....	\$1.45
61-80 bars.....	\$1.40
81-99 bars.....	\$1.35
100 and up.....	call for rates

If you notice, its better when I have my customers call me for rates over 100 bars. I do this because my goals are to have as many 100 or more orders as possible. I always prefer to do as many large groups as possible because it cuts down on design time. I would much rather do 3 weddings a week for 200 bars a piece than it is have to do 20 orders at 30 bars a piece.

Delivery and Shipping

When it comes to packing, delivery and shipping, there a few more choices that have to be made and that's why it's important to have a business and marketing plan. Do you want to delivery locally or nation wide? Believe me. There are more than enough

customers in your local if you choose this option. Special occasions run everyday, everywhere and will need never end. If you decide that nationwide delivery is your goal, then you have to get some shipping prices from United Postal Service and UPS. I will show you which shipper I've chosen and why.

The United Postal Service is my choice for shipping for the following reasons

- 1.) Inexpensive pricing for 2-3 days
- 2.) Offers free boxes and materials
- 3.) Post Offices are located everywhere
- 4.) Delivery Confirmation.
- 5.) Very easy to send

Now an important point to remember is that you can have your customers provide all your shipping expenses. Many businesses already have that in place and your customers will understand but again you don't want them to have to pay such a high price in shipping that they become reluctant to buy your candy.

Here is a breakdown of my shipping arrangements: USPS

RATES 10-20 bars.....	\$6.00
21-41 bars.....	\$7.00
61-80 bars.....	\$8.00
81-99 bars.....	\$9.00
100-over	Varies per weight \$10.00 and up

Safety In Candy Bar Delivery

One of the most common questions I receive usually has to do with the worry that the candy bars might melt during the shipping. Well, just to let you know, I've shipped hundreds of candies during the hottest weather during the summer, even at 95-100 degrees and I have yet to hear anything about a candy bar melting.

Again, just using the bubble wrap around the bar and using the shipping boxes creates a structure that guards against the bars from breaking or losing their form during shipping.

Marketing

Marketing your services is the most important component in your new business. People have to know you exist. With this business, it won't be a problem. There are numerous ways to market, without all the expensive cost. One of the best ways of course is through word of mouth. When you do a great job for a customer, they will tell others. Plus on each candy bar that you pass out, your phone number goes on the back of each. That means when you send out two hundred candy bars, you have also given out 200 potential customers your contact information.

I'm going to give you some marketing options where you can advertise that will not harm your budget.

1.) You can display flyers in your local neighborhoods. Chances are that every household will hold some sort of celebration, why not call on their neighbor (you) for help with Christina's birthday party or for the church up the street.

2.) New born babies in hospitals are nothing but a gold mine. Take a few business cards and samples to the hospitals and guess what? Your phone is going to ring off the hook. You might even go to the private doctor's offices and pass them out. People would rather pass out candy than cigars.

3.) School homecomings, proms and fundraisers. This is another huge generator.

4.) Send letters to some local businesses. This is a great promotional item for them. They can use them as coupons and draw customers to their store.

5.) Run small inexpensive classified ads. They can work very well. In your advertisement, list all the different occasions your wrappers can be used for. List your business name and contact information.

6.) You can run a display ad. Sometimes they can get costly but the profit will outweigh the cost. Look for local magazines, where issues can last for an entire month. You will generate inquiries for months.

7.) Display a few samples, business cards and brochures at the bridal and balloon shops

8.) Always have business cards available. Talk to anyone and everyone about what you do. Everyone loves a unique gift idea.

Specializing and Niche Marketing

With so many ideas on how to market your wrappers, it can be a little overwhelming. I found that I get more orders when I specialize in one or two particular areas. This means you want to try and hit the large groups such as weddings and reunions. These two alone can generate enough orders.

When you become an expert in one particular area, you become a specialist. In fact, in your promotions, you should give a heavy emphasis in those types of areas.

Joint Ventures

Joint ventures present another way to market where you don't have to spend a dime until you make a sell. Let's say that there is a local business that sells flowers or wedding gifts. You make an appointment with the owner and explain what you do.

Your offer can be to put up brochures and samples in their store with the agreement that if the owner completes an order, you will fill the order and the shop will

get a certain percentage of the sell. This becomes a win-win type of deal for both you and the gift/flower shop. You can even tell your customers that your display can be seen at ABC Gift Shop and you can have orders from there, without ever renting a shop of your own. If you want, you don't have to choose just one shop, there are literally dozens of shops in any town or city, but guess what? They don't have what you have, which is another way to bring in customers and money. So many will jump at the chance. Especially when you tell them that you will advertise their shop as the place to get orders.

Networking

Networking provides a low cost or even no cost way to tell others about what you do. There are many clubs, organizations and meetings that take place every month that brings people together who have the same interest. Some of those include small business meetings, wedding planner associations, PTA clubs, fundraising committees and the list can go on.

This presents a great opportunity to network with others and gives you a chance to view your product (yours is hand held) since you can have samples with you at all times. Make sure that when you attend meetings that you listen to what others are talking about. You never want to blatantly sell products without providing some assistance to the group you are involved with.

Conclusion:

So there you have it. Those are some of the basic low cost strategies to market your services without a ton of advertising and renting commercial space. Put any of those types of strategies to use and you can begin to watch your profits soar.

Customer Service

The third component in the business of succeeding has to do with how you present yourself to your customers. Customer service gets a lot of air play and one of the things to look for when they use any type of service or product they are buying. People will always remember how they were treated and are willing to tell others whether you were excellent or terrible.

You can remember the times where you might have gotten a product you needed or wanted but the service was so terrible you vowed never to return. In that respect, you as a business person can relate to the way others feel. Whenever I'm doing business with someone, I always smile and show a great attitude. I tell them that they are buying something that will be remembered and saved for a lifetime. You are excited to show what you have because after all, you created it yourself. It's customized for them. You can't lose so get excited.

When someone orders your bars, give them a time of when their order will be completed. Most customers are pleasantly shocked when I tell them 24-48 hours. They are expecting

sometimes weeks because it looks very complicated to do. I prefer to say 48 hours because you have to factor in anything from the unexpected can happen when completing your bars.

Response Time

The ability to complete an order or inquiry is critical. When someone leaves a message or your answering machine or trying to reach you using other means, it's important to return the call as soon as possible.

People want a quick response when either ordering or just asking a question. Nothing is more unnerving to a customer than when you buy something but the business seems like they don't care about you. Always try and return calls or inquiries as fast as possible.

Also important is completing an order on time. Now there might come a time where you might get a little over your head with orders and will not be able to finish the job on time. It's simple to correct. You just call the customer up and apologize for the delay and even offer a discount. Customers recognize that you are human and things will come up. If you tell them that up front, they will usually understand and it won't be a problem.

Record Keeping:

When you have a new customer or inquiry, keep a detailed record on what they asked about or have ordered. Your future customers will come from the people who have already ordered from you. Also, it's good to send reminders when the holidays roll around. This lets them know you are still thinking about them and it gives them just another reason to place another order

Business Stationary

Always have business cards ready for your customer. Make sure you leave one every place you go. Your business cards should give a brief description on what you do and of course all the contact information. You can have some letter heads and brochures either professionally done or just do it yourself. I recommend if you do it yourself.

STEP BY STEP PHOTOS

Sometimes words can't really explain certain details of actually how to construct your business. Therefore I took the liberty of giving you a step by step version of how to create the candy bar from beginning to end. I hope this might further help you in getting your business started.

Creating Candy Gram Covers

Earlier last year, Hershey and Nestle decided to change the covers on their bars. They made a new tamper proof wrapper for their bars so that it wraps around the entire bar. The ends of the bars showcase a blended flat end that are edged off. Right now there are basically two types of candy bar formats that you can now create.

1.) The traditional type with the foil



2.) The NEW candy bars with the new wrappers



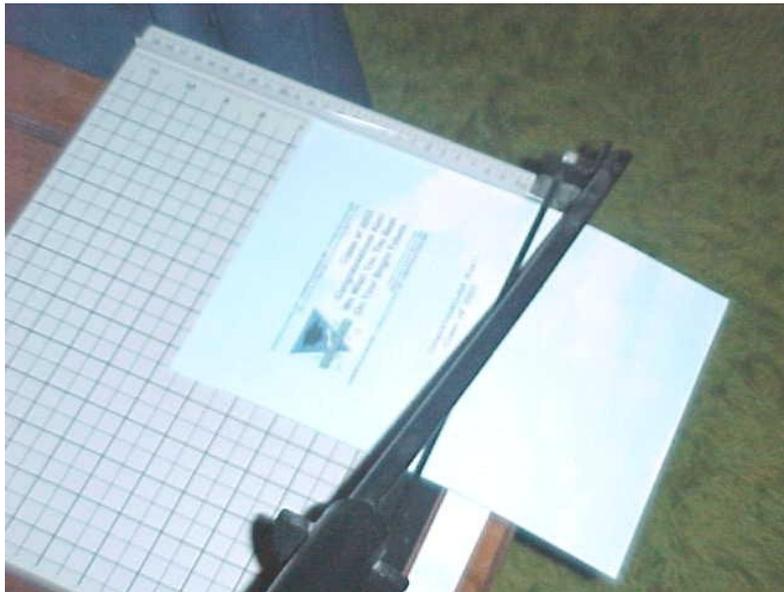
Since then, I have started creating two types of wrappers for my customers, the one that you have seen in the course and then I have the newer ones. They are basically candy bar covers. They not only look great but they also double protect the bar from melting or losing shape. It pretty much works the same way as creating the traditional format.. You don't have to change the wrapper fonts or anything... but the cutting, wrapping and gluing has been slightly modified.

Let me show you how to assemble them using step by step pictures.

Step1.) Print out your wrapper. Place it on the trimmer and cut ONLY the right side 1 inch from the end all the way down. No need to cut the left side.



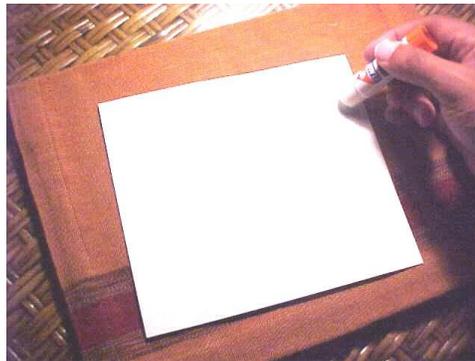
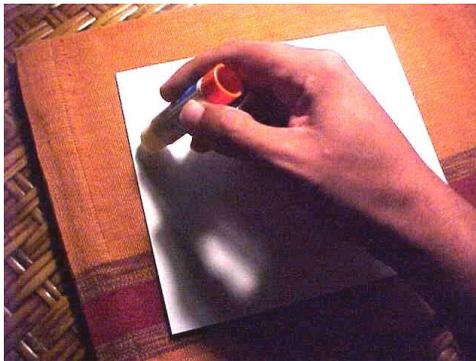
Step 2.) Trim the bottom the exact same way except that it should only be slightly below your contact (telephone number box)



Step 3.) If you hold the wrapper up against the candy bar, the white ends of your wrapper should stick about an inch outside the candy bar.



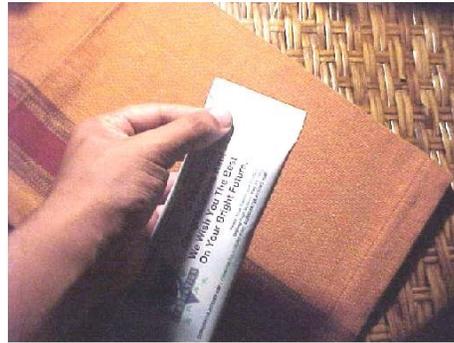
Step 4.) Glue the left and right inch side of the wrapper



Step 5.) Bring the back flap over and that area plus the sides. (both left and right)



Step 6.) Make a hard crease with your fingers on both ends. The shape should mimic the look of the new wrapper designs



Step 7.) Your NEW finished Candy Bar Cover. The very first time you complete them it takes a few minutes to do the first one but after you get the hang of it, you move so fast, you forget you are doing them. Now go and make some new candy bars.



MARKETING YOUR SERVICES

The following sections will breakdown the methods you will use to sell your candy bar services. As I mentioned earlier, there are over 100 events you can easily market to.

Within those 100 events, there are also specific ways to design and market yourself in those designated groups.

1.) WEDDINGS

A.) Why You Should Market Towards Weddings?

Weddings are one of the most lucrative events for your personalized candy bars. Think about this. People spend lavishly on this event, probably more than any other occasion. Thousands of dollars are spent for weddings, even on a tight budget.

Most of the time, I get orders for 500 to 1000 bars for large scale weddings. The wedding parties utilize the bars as decorations and then as a souvenir to pass out as the perfect “Thank You” Gift for each of their guest. You will find that caterers and wedding cake designers are much more expensive than your services.

Therefore, once you explain the comparison of pricing vs. other wedding service providers to your potential customers and also the fact that your candy bar is the one thing they can take home to be stored as a keepsake. It’s almost a guaranteed winner.

B.) When Is The Best Time To Market?

This can primarily be marketed all year. However, I found that the majority of actual wedding dates hover around the summer months especially July. Planning for the events begin sometimes a year in advance. The fall is actually the time I do a lot of heavy promoting. Since most wedding occasions begin their budgeting and planning in Sept/Oct/Nov, then it's best to have your layouts, business cards, samples and etc. during this time

C.) How Do You Get Customers

Ok, the next question you might have regarding weddings is where exactly do you go to provide your services? How do you find customers or how do they find you? Again, there are many places to find customers. Besides word of mouth, contact the giant bridal fairs or bridal shows and set up your own booth.

Most of the time you can find them all over the larger cities and even a few small towns. There, you will find targeted wedding customers. They are very eager to see what you can offer them. Now the only thing about the fairs is that they can become quite expensive. However, I usually received dozens of leads and quick sales on the spot.

Another way to advertise is to place an ad in wedding magazines. Nothing big or expensive. For example “Personalized Candy Bars For Your Wedding” Call XXX-XXXX. This \$40.00 ad might get you a couple dozen responses and will more than pay for itself.

Still another way is to connect churches, banquet halls, hotels and other places which cater towards the wedding market. See if they can sell you a list or maybe provide some information on when they will hold their wedding events.

Here is a good suggestion. Get in touch with wedding stores, who supply gowns, cakes and etc. Ask them can they leave a few brochures, business cards and samples.. Now to guarantee you will get calls, offer to give the store owner (wedding planner) or any other established business part of your sales. Then watch as your customers start coming to you.

How Much Should You Charge?

Pricing a wedding varies. Since most large weddings have large orders, you should vary the amount according to the size. I usually try and negotiate all the way down until a price can be met that suits me, my expenses and the customer.

So find out the lowest you can go and then start off .50 cents higher then that is your starting point. That means I try and obtain an amount around \$1.10 to \$1.60. Now that is just my way of pricing. Please us whatever works best for you..

E.) Making The Design

When designing a bar for a wedding, stick with light colors. To clarify, use plain white paper or light colored paper for the background. When writing details for a bar, mention the bride/grooms name, date of wedding, place of wedding, time and any other important facts. I usually put the theme on the top and bottom of the wrapper (as shown on some of my example bars) On the back; you can either repeat the theme of the wedding or give a thank you for coming type of message. (In any case be sure to say something on the back so the bar does not look empty on the back side of the bar.)

BIRTHDAY PARTIES

A.) Why Should You Market To Birthday Parties

Birthdays are everyday. Although you will do quite a few parties for children, you might get higher bar orders from older adults. When I say older, I'm talking large celebrations for 80, 90 year olds. Those birthday celebrations offer you more lucrative work.

Customers usually throw events like this for their relatives and they want it to be special. Personalized candy bars fit perfectly.

B.) When Should You Start Marketing For Birthdays

Now, since there really isn't a target group for this type of market (everyone has birthdays) I mostly just inform family, friends, and neighbors that I can offer my services for their parties. This is something that can be done at anytime.

I would not suggest a hard marketing strategy on this one since there really isn't a defined place you can advertise to. Word of mouth should be enough.

C.) How Much Should You Charge?

Again, I typically receive a lot of small orders for this occasion. For children, many parents just need 10 bars. With that small amount, I charge either \$2.00 for 10 bars or I might have my customers order 20 bars and charge \$1.50. It all depends on how you want to handle it.

How Should You Design The Bar?

Depending on your customer, the birthday candy bars have more expressive and fun style for kids and a more conservative but fun style for adults. Children's designs usually more cartoonish types of clip arts. Typically you want to use arial and balloons types of fonts on the bars.

CORPORATE GIFTS

A.) Why Should You Market Towards Corporations

Companies are always looking for incentives to give to their employees especially around the holidays. Personalized candy bars are perfect. They can give each employee a bar as a gesture of a job well done. The budget of many companies is in the high millions so you will have no problem obtaining business.

B.) When Is The Best Time To Market?

Again, you can market all year long. Incentives are needed everyday. Christmas is always a large money maker

C.) Where Can I Obtain Business Customers?

Check out any of the small business meetings in your town or city. The local Chamber of Commerce usually has listings of breakfast, lunch and dinner functions where small businesses gather to network.

D.) How Much Should You Charge?

The pricing breakdown is more like the wedding. You might offer an even better discount because many companies typically buy thousands of bars. I work from a \$1.50 on down, depending on how many bars the customer's request.

E.) How To Design The Bar

Business customers can vary when it comes to designing bars. It depends on the type of occasion it's geared for. If it's for a thank you type of gift from one business to another, the design might have a more basic look such as a simple message and the company's logo scanned on the front of the bar. If it's for an employee or a holiday gift then you want to make it livelier such as a congratulations type of feel.

HOLIDAY GIFTS

A.) Why Should You Sell During Holidays

Every single month there is some sort of holiday that people celebrate. Whether it's Christmas, New Years Eve, Halloween, Thanksgiving, July 4th, Mother's Day, Father's Day and more, each occasion offers you the opportunity to make some good cash.

B.) When Should You Start Selling

That's pretty self explanatory but of course, I do have to add one important detail. Most of my customers order from me 3 days before a holiday (except Christmas which can last from Thanksgiving until Dec. 25th) They usually wait until the last minute. That's one thread I've found common during many of the holiday occasions.

C.) Where Do You Find Customers

Typically, you don't really concentrate on holiday customers because word of mouth gives you enough holiday customers. But if you would like to concentrate on this segment, I would start off with handing out business cards to people you meet either through family and friends or just through networking

E.) How Do You Price The Bars?

You have two alternatives. You can either sell the regular sized bars to small and large groups or sell the large 7 ounce BIG BARS. Here is the difference in pricing. For the regular sized bars just follow the same methods we talked about earlier. The larger bars require a different pricing structure.. You see, during the holiday times, most people are looking for individual candy bars. Since it's too much trouble to make the small \$1.50 candy bar for one person, you typically want to sell the large 7 ounce bars for individual orders.

These giant sized bars sell for \$9.95 to \$12.95. They almost look like greeting cards. They are in a sense “giant candy bar greeting cards”. You can purchase them at a few candy supply stores for \$1.00 a piece. If you can’t locate a supplier, just about every drug store “Walgreen’s” offer a ton of them in stock for around \$1.50 per bar. I sometimes sell 10 of these per day. So your profit per bar is around \$8.00 -\$11.00 per bar.

F.) How To Design The Bars

Here again, the bars should have a joyful feel to them. Make the clipart match the occasion. If it’s for Halloween, the words and clip art should feature witches, pumpkins and etc. Same with any holiday or occasion. It’s a great alternative to someone who needs just one regular bar.

BIRTH ANNOUNCEMENTS

A.) Why Should You Sell Birth Announcements

This is probably the most popular method to sell your candy bars. Most parents love to have a keepsake gift to not only remember their child’s birth but also a unique way to share the news with family and friends. While traditionally, the use of cigars has been the most popular form of birth announcement and celebration, you will now have the option to change that with a much better looking and treasured keepsake.

B.) When Is The Best Time To Sell The Announcements

Babies are born everyday. There is no specific time to market because everyday is a good day.

C.) Where Should I Sell The Birth Announcements?

You have many options with this form of celebration. Besides word of mouth, go to a few hospitals. Typically in many hospital areas that specialize in baby delivery, they have a pocket full of brochures that go to the mother once the baby is born. Things such as photos, baby food coupons and etc. Ask how can become one of the vendors who can supply the mother with your candy bar brochures or cards.

You can also find a private doctor's office and see if they will allow you to leave information regarding your special gifts for newborns. Just to sweeten the deal, make sure you leave a couple of samples and I'm sure you will be flushed full of orders.

D.) How Much Should You Charge?

The amount of individual orders can vary. Some need only a few bars, while others need a larger size order. Here again, I would suggest to establish a minimum quantity for your time in design. Either 10 for \$2.00 or 15 for \$1.50 per bar, then negotiate the price from there

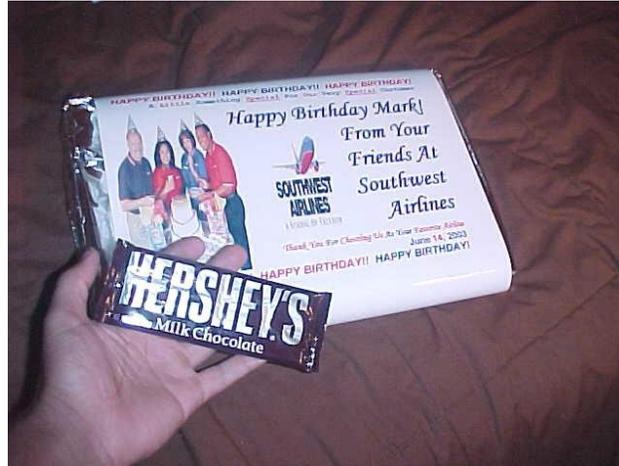
E.) How To Design The Bar

Make it cute. Whether it's a baby stork clip art or even a picture, make sure it's made just for the new born and provide as many detailed birth stats as possible. Name, hospital, mother and father's name. weight and etc. Use white, pink or blue background paper.

As you can see, those are just a few of the many types of occasions. Pick two or three of your own occasions and concentrate on that niche. Once you do a few of the smaller type of events such as small birthday parties, you can then get into the larger type of events.

In conclusion, I hope that you have enjoyed the manual and that it will give you the necessary knowledge to begin and start your own candy bar business.

CREATING SUPER CANDY GRAMS



This is actually my newest candy bar that I started creating for businesses and corporate customers within the past year. Super Candy Grams weigh about 3 lbs and are around 30 times larger than a regular bar. First, before I explain how to make them, let me show you how I discovered this type of bar.

Last year, for my birthday, one of my friends decided to send me a gift. Not just any gift but a personalized candy bar gift. They were 2 thousand miles away so they had to have it shipped to me. It said "Happy Birthday Terrance". (see photo)

What was really surprising was that they had no idea I was in the candy bar business myself, so it was actually kind of a funny coincidence for someone to actually send me a personalized candy bar.

Another thing that was so unusual about this when I got it was that the actual wrapper was not personalized however the chocolate was. The candy bar actually comes in an elegant brown gift box rather than a wrapper.

Now this wasn't the traditional bar you buy in the store. It was specially made by the Hershey Company itself. Hershey has a website that caters special gifts for people who like chocolate or like to send gifts. It's kind of like what we do but only they don't personalize the wrappers. They mostly handle chocolate gifts and tin cans.

After looking at the bar, I figured out a way, how I could turn it into a personalized wrapper and bar while at the same time having Hershey themselves personalize the bar. It basically works the same way as the regular sized candy bars except you only have to make one candy bar and you must add your own aluminum foil.

The first thing you must get in order to complete this project is a HP 1220 inkjet printer. It's the ONLY printer made for the home that allows you to make super sized paper projects. Don't buy this right now unless you can afford it. In fact, I would only say buy it from the orders you make from your regular sized candy bars. It should not take that long. Do a few weddings and you should easily make the \$300.00 it will cost to buy the printer. This is picture of the HP 1120 inkjet printer. They have since created the HP 1220. They all work the same way. In fact, I'm going to upgrade to this one myself pretty soon.



First let me show you where I receive the actual giant bar. Go to www.hersheygifts.com. Go to Classic Personalized Gifts and then head to the Three Pound All Occasion Bar. That gives you an idea of what it looks like as a regular bar.

Here is my actual bar. I still keep it in the box.



STEPS IN MAKING MONEY

Now in order to make them this is what I do. My customer tells me exactly what they want candy bar. I tell them it takes about 5 days to make a Super Candy Bar. I go online

and order from Hershey. It cost 24.95 for them to create them plus 12.00 next day express shipping. It cost me \$37.00. It arrives at my house. I then turn on my computer and make a wrapper around the box. I charge business customers \$60.00 - \$75.00. I hand deliver them to their customers. I make about **\$25.00 - \$35.00** in profit per bar. Once one customer sees you doing it, they all want to send them so it grows and grows.

CREATING THE SUPER CANDY BAR ITSELF

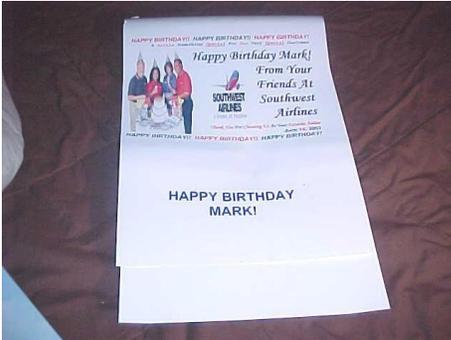
A.) You have to buy 13 x 19 paper for this project. You can get it from the Computer Store or order it online. The paper comes in white only and only needs to be 20 lb paper. In the picture below, you can see the normal 8x 11 size vs. the 13 x 19 size



B.) Lay down some aluminum foil paper and place the candy bar box on it. Wrap it up.



C.) Create the wrapper. You have to make the letters and pictures much bigger. You will also need two 13 x 19 papers (one is blank) just so the you can make the wrapper connect in the back. Just glue the blank paper to the back of the personalized one.



D.) Now wrap the box and candy bar and there you have the finished Super Candy Bar



My Secret Way To Bring In More Money In The Candy Bar Business Without Any Extra Work

I'm going to let you on to a little secret. Once you have established yourself as the person who sells personalized candy bars and other items you will have the opportunity to sell additional items without creating anything else.

You see there are many companies that specialize in personalized gifts such as HersheyGifts.com. What I normally will do is order from the company themselves and resell the same product to my customers for \$10.00 more.

For example I usually buy the giant 5 pound candy bars from HersheyGifts for \$29.95 and then resell it for \$39.95 to my customers. I just made \$10.00 in profit without doing anything. This is just a way to offer more to your customers once they have bought your previous more profitable candy bars.

