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# **HOW TO SUCCESSFULLY START YOUR OWN PERSONALIZED NEWSPAPER BUSINESS**

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# **PLEASE READ FIRST**

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## WELCOME

First of all I wanted to congratulate you on purchasing this course and license for the personalized newspaper business. Personally, it has been a very profitable and exciting business for me. For the past couple of years, I have successfully created hundreds of personalized gifts for many customers and I have a large stack of “thank you” letters to prove just how happy people are once they receive their gifts.

With that said, I decided to offer this license to others who wanted to a business where they could successfully run from home using their own computers. I’m a firm believer in personalized home based businesses because they are very easy to sell, can be worked from home and they allow you to spend time on doing other things that you can enjoy. Plus, you are able to add an additional source of income to your household that takes only a small portion of your time each week. Now, before we get into the details on how to start your own personalized newspaper business, I want to show you what makes this the best type of business to run. I believe that most people have a certain type of outline that they want their business to conform to. Now before I get involved with any business, I have my own 10 point checklist to determine if a business is right for me:

- 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 newspapers?)
- 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

Now given that set of criteria, don't you think it would make your business a whole lot more fun as well as profitable to run? Of course it would. It worked well for me, and others that I have taught and it will work for you.

## **MY PERSONAL BACKGROUND**

You know, before I started selling personalized newspapers, I was already personalizing other things. Many years ago I created a successful home business making personalized candy bars. They were a big hit then and still are today. Back then, I found out that people love to give and receive items that were customized. It's that uniqueness that became so attractive and very easy to sell. I started off working part time making a few hundred dollars a week until I was able to quit my government job and dedicate myself to my home business 100%. I have not looked back since.

## **HOW I CREATED THE FIRST PERSONALIZED BABY NEWSPAPER**

Years ago, I found out that a good friend on mine was having their first child and that many of her close friends decided to throw a party as soon as the new baby was born. We planned to come as a surprise visit, so she had no idea what we were going to do. A few weeks before the due date, we all decided to give her some gifts. We started to brainstorm and we always try and have fun at our little get-togethers.

This time we wanted to try something different as a simple little challenge. We decided to come up with a game. There were 11 of us. The game was to try and find out who could come up with the most unique gift for the mother and baby. The winner would be judged by the “**wow**” factor. What’s the **wow** factor? That happened when the parents opened the gifts and the expression on their faces would determine the winner. Now, I love a good challenge. This particular one put my brain in overdrive.

Now I set out to try and find the perfect gift. I wanted it to be completely different from what other people were used to. I visited a number of malls, gift stores and baby supply chains. I read magazines and scoured over the internet. There were a lot of neat gifts out there. There just wasn’t anything out there that would give me the “**wow**” factor I was looking for me to win our little friendly contest.

One day as I was getting some breakfast, I had a newspaper in my lap and on the front page there was this story about the sextuplets. It was very interesting in the way it caught my attention. The babies were the headline story and the entire front page just talked about the new borns. There was a giant picture and big headline and they also did stories on what kind of changes were expected in the future by the time to babies turned 18.

It did a complete breakdown on the front page of everything geared towards the babies. College tuition cost, new tech gadgets, how many times the president would change before they could vote. It was all pretty neat.

I kind of looked at and thought “hmmmm...It would have been nice if I could call up the newspaper and ask them could they do a front page story on my friend’s new baby.

Couldn’t they just send me a personal copy? That would create a wow factor and I would win the contest. She wasn’t going to have sextuplets so they were not going to write anything about her baby and especially not on the front page. I just kind of dismissed it.

2 hours later, I was driving along and it HIT me. Why don’t I create a newspaper based upon her baby? **EUREKA!! That’s it!** I quickly went home and began to create the newspaper. It took a while before I could really get it down pat but when it happened all I needed was the picture.

The day came where the baby was born. Most hospitals keep a picture of the new born babies on the internet. I quickly made a copy and placed the picture on the newspaper I designed. It took less than 5 minutes. I made a giant wall version and framed it (for the baby’s room) and then made 25 additional newspapers announcements so that everyone could get the announcement in person or mailed to them.

We went to the hospital for the party. You should have seen their eyes, when they opened the gift I made. I achieved the **wow** factor and won our little friendly contest. Not only that, I received a number of inquiries from people (including the hospital staff) to do it for their newborns and children. After that, my new personalized newspaper business was born. (no pun intended)

## **HOW MUCH CAN YOU EXPECT TO MAKE?**

With any business, it usually takes quite of time to start getting results. Factor in investment cost and other details; it can sometimes take months if not years to start making income. This is totally unique. You can get started and generate orders and income for under \$50.00 investment. The only thing you really have to decide on is how much time you are willing to put in. You can earn anywhere from few hundred to a few thousand dollars per month from home.

## **WHAT ARE PERSONALIZED BABY NEWSPAPERS?**

Personalized baby newspapers are actually carefully designed baby announcements that form an image of a newspaper. You then combine the newspaper with current or past events based upon the child's birth date. Basically I have created the template for you. All you have to do is place the names, dates, pictures in the areas I show you. You can then frame it and make it the perfect keepsake for years to come.

## **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 can you commit to? Do you want to combine this business with another business? Will you do this for a year and move on? Do you want to open up a store front? Do you like dealing with people? You see it's very important to know exactly what you want to accomplish. There are many books on the market that deal with goal setting so I 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 every day

## **WHAT YOU NEED TO GET STARTED**

So what exactly do you need to get started? The first thing you need of course is a computer. It can be a Mac or P.C. It doesn't matter. The next item you should have is **Microsoft Word**. The entire template that came with your package was built on Microsoft Word. It's the most widely used format in the world and considered one of the easiest. When you buy a computer, most of them come prepackaged with Word.

If you don't have a copy, you can run down to your local computer store and get a copy. Make sure that you tell the store that you want a student or teacher's copy. It's usually a free unless you want the super advanced version. It's important to know that Microsoft has three word processing



programs;  
Microsoft Word, Microsoft Works and Wordpad.

You must get **Microsoft Word** only. It won't work with any Microsoft Works or Wordpad program. Many people get confused with the three but they are separate programs and Word allows you to do anything.

Next on your list of things to have is a color printer. It really doesn't matter what type of printer you have. You can use a regular inkjet. They are all pretty much put out the same quality newspaper prints. However, if you want to get the best printer, I would suggest you get a printer that allows you to make enlarged 11x14 copies. You do not need to do this. It is only optional. Basically ANY PRINTER WILL WORK. The printers that create 11x 14 sizes, cost a little more than your average printer but they allow you to do so many things with your personalized newspaper and can make you a lot of extra money. (I will go into detail later). In fact, I would suggest you buy the printer with the funds you make from your first few orders.

The next item is you need is called a paper cutter. This is needed to trim the newspapers down to a certain size in order to be placed in the frames. You can find one at any Sams, Wal-Mart, Office Max, Staples or any office supply store. They run about \$25-\$35.00 dollars. I mostly use a regular paper cutter (see pictures later in the book) but you can also buy the rolling blade types.

Next you need to find the paper to print out your newspapers. Depending on what style of newspapers you will want to create, you can easily find all your paper materials from any office supply store. When you are creating the 8x11 framed newspapers you can go to the office supply store and locate the photo paper.

They usually come in stacks of 25, 50, 100 and 150. Look on the stacks of paper. The brand name doesn't really matter. They pretty much all have the same look. I like glossy, satin and matte. The glossy gives it a very shiny coat. I personally use Kodak paper.

Paper is also divided by weight. It's also located on the front. Some will say 20 lbs, 24lbs, 50lbs, 67lbs and etc. You need to have HEAVYWEIGHT inkjet photo paper. Your poundage of paper should read 51 pounds or more. The more the paper weighs, the thicker it feels and the quality is better. I prefer the 59 - 71 lbs for the personalized newspaper (it can weigh more). You want the newspaper to feel crisp and clean and feel great to the touch.

Do you know where the best place to get paper? I used to get all my paper at Office Max. They run about \$34.00 for 100 sheets. That's about 34 cents per sheet. However, I have since switched to Sams and Costco Wholesale club. You can get Kodak photo paper for about \$19.00 for 100 sheets. That's almost 50% less. That equals to 19 cents per newspaper.

They also carry an off-brand photo paper even cheaper. You can get 150 papers for \$19.00. That's about 13.cents per newspaper for you to produce. Charging \$2.00 per extra newspaper makes your profit more than **10 times your expense**. I just **LOVE** this business. Again, I love Sam because there is no delivery schedule or anything. I just buy what I need and go home. If you don't have Sams in your area, just go online and order it.

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The next thing you need for your newspaper are the actual frames for the desk or wall. You can use either the 8x11 frames or if you are creating the wall sized newspapers, the 11 x 14 sized frames can be used. I basically get all my frames for \$2.50 - \$5.00 at any Dollar store, Wal-Mart or Costco complex. (Sams used to carry them but recently stopped last year) Wal-Mart and Costco has a section full of hundreds of frames so there isn't a fear of them running out. (Outside the USA, Canada look for discount photo frames online). You can also check out the craft stores in your town and city. You do not need to purchase the high expensive ones. I find that I get the best value from Wal-Mart. There isn't a need a need to sign any contracts or have a delivery schedule. This keeps inventory, time conflicts and cash flows issues to a minimum. I love to keep everything simple and this by far beats out any other way.

Scanners are needed to copy a physical photo on to the newspaper if your customer hands you as picture, the scanners scans the image and turns it into picture file. It's usually called jpeg, bmp or gif. . When you purchase one, they basically all work the same.

Your computer should already come with photo software. On your computer, go to the start function and look under all programs. Find accessories and then go to a paint or image program. You can purchase a better version from any software store for \$20.00. I use a free version of Picpick( you can obtain that free online. If at all possible, try and invest in photo software. They are pretty much plug and play.

## **TO RECAP**

Here are the basics essential tools needed to get started:

- 1.) Computer – P.C Or Mac
- 2.) Printer – Any Color Inkjet or Laser
- 3.) Paper – Office Max/Sams (Heavyweight Photo Glossy) ( 51, 59, 71 pound paper)
- 4.) Paper Cutter – Office Max, Wal Mart, Sams
- 5.) Wooden Frames 11x14 or 8x10 sized – Wal-Mart, Craft Supply Store
- 6.) Scanners – Any flat bed scanner
- 7.) Clip Art Program (Optional)

## **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 to also market exactly what you do. You should get a piece of paper out and write down as many names as you can to see which one sticks. I chose my name after 3-4 weeks of reading, changing and asking others.

Choose a name that expresses what you do. You want people to remember what you do as soon as they here your name. If you do other invitations or announcements, your entire business might be called Custom Invitations & More. 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 can do, so again please choose carefully.

### **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-\$15.00. You will have to supply your local bank with this information in order to obtain a business bank account.

### **OPENING 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 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 cell phone for many different reasons

- 1.) Adds Credibility
- 2.) Yellow Page Listing
- 3.) Caller I.D. Identification( a no cost marketing tool)
- 4.) Customers have easy access
- 5.) Adds A Professional Touch

## **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 easier to remember. Something like 543-5000. Your phone number is important so make it a good one to remember.

## **THE NUTS AND BOLTS OF CREATING THE BABY NEWSPAPER**

It took many months to create the perfect design for the newspaper so the hard part has already been done for you. All you have to do now is input in all the information from your customers into the newspaper it self. So let's get to it. Where do you get the information to place on your newspaper?

### **A.) Gather The Baby's Information**

Gather all the basic information from your newspaper customer. You will need the following:

- 1.) The baby's full name
- 2.) The baby's weight at birth
- 3.) Parent(s) Names
- 4.) Birthplace: City, State
- 5.) Date Of Birth
- 6.) Hospital (Optional)
- 7.) Have the customer answer this question. How did the mother feel about the birth of her new baby once he/she was born?(You can make it up also)
- 8.) Photo

Once you have received the basic facts, you can now use that to find out the news information for the newspaper. So where exactly do you get that information?

## **B.) GATHER NEWS INFORMATION FOR BABY NEWSPAPER**

Ok, here are my private resources for getting all my information. I use certain websites on the internet to grab certain news topics from a child's baby's particular (born-on date)

### **----Current Events And Famous Birthdays**

I head to <http://www.infoplease.com/yearbyyear.html> all you have to do is plug in a date and it will create a list of top events or stories for that particular date. It usually works for children who are over 2 years old. Now if the child is a new born, you might have to search a little bit more to get the information to place on the newspaper.

You can also purchase special software from <http://www.clientbirthday.com>. It usually runs for less than \$30.00 but has all the up to date information needed for just about any date

You can still gather past events from <http://www.infoplease.com/yearbyyear.html> by placing the date using another year. If the baby was born on March 19, 2009, just put the date March 19, 2009 and you can find other famous birthdays on that date. The information pops up automatically:

NOTE: If this is news for a baby, NEVER include news that was violent. (wars, murders, social uprisings) There are many events to choose from, so choose only positive stories.



## Listings For Top Movies and Games

----To update top toys/movies/games just GOOGLE and put top toys, top movies, top music, news or anything else in the search field. For example, here are the top toys for 2002. Just choose any 3 to be placed for the top toys.

- 1) **Playstation 2**
- 2) **Xbox**
- 3) **Yu-Gi-Oh! cards**
- 4) **Barbie**
- 5) **Nintendo Gamecube**
- 6) **Beyblade**
- 7) **Legos**
- 8) **Transformers**
- 9) **Zoids**
- 10) **Hot Wheels**
- 11) **Hello Kitty**
- 12) **Gameboy Advance**

To find the top music, you can check out **<http://www.billboard.com>**. You only need to do this three times a year in one year. Music only changes slightly every 3-4 months.

Find songs that fit in with children. Any titled songs that deal with children such as crying, laughing, animals, babies, having fun and etc are the often the best ones. Stay away from any songs that deal with non-children titles (sex, drugs, and violence).

Remember this is a children's type of novelty. Keep it cute and innocent. Let me show you another example from [www.billboard.com](http://www.billboard.com):

## **GATHERING INFORMATION FOR THE BIRTHDAY NEWSPAPER**

The birthday newspaper is made exclusively for children ages 2-10 years old. It's actually very easy to get this information. I head to <http://www.infoplease.com/yearbyyear.html> and it will have everything you need if the child is past 2 years old. Top toys, music, stories, birthdays and etc. on one page.

You have all your information, now it's time to place it on the newspaper itself. As you can see from the chart (On the next page) the newspaper is broken up into 8 areas that require you to supply information. You start at **area (#1)** and fill in all the spots until the final **area (#8)** where you place the final picture or clip art.

It's important to fill out each area in **numbered order**. I found that I made plenty of mistakes if I just started placing information in no logical order. I would always forget to place a name or information in one section or another. Do each section in order. Let's do a complete breakdown so that you completely understand.

**Area 1** – Place the first name of the child's name in the box where it says “Welcoming Baby \_\_\_\_\_” (Erase the one I have on there and replace it with new one)

**Area 2** – In the Newline box put the date on top. If unsure of the exact day, go to google.com and place in the date and the exact day will pop up. Place the baby's information and then the top toys, tunes and TV as instructed earlier in the course. In the

blue section, place your order information so that people can order from you (Just a contact Order and telephone number.)

**Area 3**– In the headline section place the full name of the baby after “Meet \_\_\_\_\_

**Area 4** - In the Career Section, place the child’s name for top jobs

**Area 5** - This is where you have the article. Everything has been written for you already, so what you need to do is place the baby’s information in the areas. There are 5 spots that you need to place information. The last area is where you ask how the parents felt after delivery. The person does not have to be the mother or father. I actually ask the person who is buying the newspaper how THEY think the parents felt after delivery. In 25 words or less have them describe. You then put that into quotation marks. This really gives the newspaper a custom authentic feel.

**Area 6** – This is where you put other famous birthdays or Today News Events: Pick three people who shared a famous birthday using <http://www.infoplease.com/yearbyyear.html>

**Area 7** – Place the baby’s name underneath the picture.

## **Area 8 PLACING THE CHILD'S PICTURE ON THE PAPER**

Placing the picture is the last thing you want to do when completing the newspaper. First, place your cursor anywhere on the newspaper. Make sure that you have scanned the baby's picture and placed it in your computer. You should have some sort of photo manipulation software such as Adobe Photo or Live Pix or any off the shelf photo editing software that usually comes with your scanner.

If you don't have one at all, you can use the one on your computer. Look under accessories (on your computer) and find the paint program. It will let you scan and also alter pictures for your newspaper. Using the photo software, you can crop off any part of the picture that you don't want. (Full body shots can be reduced or enlarged.

Go to the top of Microsoft Word where it says FILE...EDIT...VIEW...INSERT Hit Insert, and then go to picture, then from file and IMPORT the photo to the newspaper. BEFORE hitting the insert button, make sure your cursor is touching the center of the newspaper right where you seen an empty photograph. (See the help section of your word program for more directions.)

Once the picture shows up, just shrink or enlarge it to fit the box in the newspaper.

## **PRINTING**

The regular sized newspaper that is 8x11 takes up one page. You can just print that out and measure it against your frame. Using your paper cutter, crop off the edges and the top so that it can fit perfectly inside the frame.

# AREA 1

# LBABY TODAY

BARNEY GIVES  
HUGE  
WELCOME TO A  
NEW FAN 2B  
MORE REACTIONS  
INSIDE  
2C



NO. 1 IN BABIES FIRST IN DAILY DELIVERIES

## AREA 2

## AREA 3

PICTURE OR CLIP ART

## AREA 8

Lots of smiles and  
cheers were seen and  
heard as a new bundle  
of joy was born.

Staff Reporter  
BABY TODAY NEWS

## AREA 5

## AREA 7

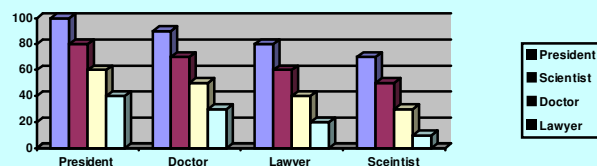
To Order: Call 314-555-4532

### BABY CONTENTS

#### Sections

Headlines – It's A Girl  
Love– Will Have Plenty Of  
Life – A Very Happy One

## AREA 4



### IN TODAY'S NEWS

## AREA 6

## **PRICING YOUR NEWSPAPER**

There are many different combinations to sell your newspaper. Remember that the most lucrative part of your newspaper business is the multiple announcements.

To determine the price to sell your paper, let us look at the cost to create a newspaper based upon the project that you or your customer's choose.

### **OPTION A.) Selling Baby Newspaper With Frames Only**

These desk/large sized newspapers are used to make just one newspaper to be framed inside an 8x10 or 11x14 Oakwood Frame. The cost to create this version runs \$2.00 to \$5.00. Your only cost comes from frame itself. You can sell a framed newspaper for \$20.00 - \$30.00. Your profit margins 8-10 times your cost.

If a buyer just wants a one (8x11 framed) newspaper, then you typically charge \$20.00. I also will give the option to charge \$25.00 but I also include 2 (unframed newspapers) Your only cost is the \$3.00 for the frame plus the copies. You profit \$22.00.

The large frames for the walls (11x 14 or 13 x 19) your charge \$30.00 - \$40.00 using same price breakdown as before.

--Price Breakdown--

**A.) One 8x11 Framed Newspaper - \$20.00 or \$25.00 with additional 2 copies**

**B.) One 11x 14 Framed Newspaper - \$30.00 or \$35.00 with additional 2 copies**

### **OPTION B.) Selling Baby Newspapers Without Frames**

This involves just selling the newspapers as birth announcements only. You typically want to sell the announcements using a cascading pricing formula. Sell by the dozen. Start with a minimum of 12 at \$2.00 per newspaper and then if they order more, you give them discounts. You can make your own plan. I'm just giving you my personal pricing. You can make it more or less expensive as you see fit.

#### **--Price Breakdown--**

12 copies **\$24.00**

24 copies **\$44.00**

36 copies **\$58.00**

48 copies **\$72.00**

60 copies **\$90.00**

Do you see the profit potential now? That's not all. Let's go into the next plan.

### **OPTION C.) Selling Baby Newspapers With Multiple Frames**

Some of your customers not only want the copies but they also want the frames with them also. They want their family members to receive the exact same framed copy that they have. There is no reason to charge the same price. The frames and copy only cost you \$2.50. After you charge \$25.00 for the first one, give them the option to buy additional framed copies \$8.00 each with no minimums or maximums. You will



make an additional \$5.50 per framed copy with no extra work. Wall sized framed copies will cost \$10.00 each.

You can sell the original and 5 extra copies and make **\$75.00 in 20 minutes.**

--Price Breakdown--

1<sup>st</sup> Framed Copy **\$20.00 - \$30.00**

Each Additional Framed Copy **\$8.00 - \$10.00**

### **DELIVERY AND SHIPPING**

When it comes to packaging, delivery and shipping, you have to determine who you want to sell to. Do you want to deliver locally or nationwide? Do you prefer to hand deliver or ship your items by mail? There are more than enough customers in your area to bring in dozens of orders per week.

Most of the time, I generally hand deliver the newspapers if it's in my same city. If you choose to ship your newspapers, I recommend using the good old Post Office. If you are mailing the 8x11, you need to order some priority envelopes from the postal service.

They will ship them to you for free. Go to [usps.com](https://usps.com) and order.

If you are sending out the newspaper using an 8 x 11 desktop frame, then you will need to purchase bubble wrap from your local office supply store to protect the frame. You will also need to order the boxes from the postal service (again this box is free).

# **MARKETING YOUR BABY NEWSPAPER BUSINESS**

Getting customers is the most important component for any business. You have to let people know that you exist. This is one of those businesses where it won't be a problem. There are many ways to get the word out regarding what your new business. First remember that your target market groups are mothers who are expecting, parents with children up to 10 years old.

## **1.) DOCTOR OFFICES AND HOSPITALS**

### ***A.) Why Should You Market Towards Doctor Offices***

Most hospitals and doctors who specialize in babies have something called outpatient kits. When a patient has their baby, they usually get a packet full of new baby information where businesses market their services to the mother such as photo services, magazines, baby bottles, toys and etc. I usually would call 3 or 4 doctors to find out how could I be put on the list of products for mothers. Once they see a sample, they are immediately hooked. I then make a special place in their office. In a few occasions, I made a deal a small doctor's office that if they showed the newspapers to clients I would give them 25-50% commission for orders. It always worked like a charm.

***B.) When Is The Best Time To Market Your Services?***

I don't know of a specific week or month that is the best to market towards. People have babies all year around so just about any time is good.

***C.) How Do You Market To A Doctor Office***

Do you want to know a secret? I rarely even talk to the doctor first. I usually try and catch the lowest paid worker in the office; the receptionist. I show her what I do and ask whether or not she thinks the doctor would be interested. The sample newspaper usually impresses the receptionist so much that she does two things. She will either call the rest of the staff (including the doctor) to check the newspaper out or she will ask more questions. If she does not think the doctor would be interested (It rarely happens) give her a card and tell her that if she knows anyone who is having a baby and once the newspaper announcements you will pay her 50% for the referral. She then becomes your #1 sales force.

## **2.) SPECIAL SHOPS - MOTHERS, CHILDREN**

### ***A.) Why Should You Market Towards Specialty Shops***

Whenever you get involved with any business, you need to find out where your customers shop. Most of your customers who are expecting tend to frequent maternity shops, baby stores and other children type of shops. I usually concentrate on the mom and pop stores who are not under any type of corporate umbrella.

### ***B.) When Is The Best Time To Market Your Services:***

Again, there isn't any BEST time to market. I haven't found any particular time to be better than another.

### ***C.) How Do You Market To A Specialty Shop?***

You pretty much want to target any type of small business (prefer mom and pop stores) that deals with children or babies. I just show them what I have and ask them what you would have to do get your newspaper showcased in the shop. You offer them a percentage of the orders and they usually jump at the chance.

### **3.) SELLING AT VENDOR AREAS**

#### ***A.) Why Should You Market Towards Vendor Areas***

Vendor areas are usually involve places where you can set up a small booth or table in an area where masses of people frequent. Places like expos, flea markets, church events, strip mall, indoor and outdoor festivals just to name a few. It's a chance to meet with many potential customers at the same time

#### ***B.) When Is The Best Time To Market Your Services?***

Vendor events occur mostly in the spring and summer. This is the time where I pass out plenty of business cards and show people my newspapers for whenever they are ready to order. I usually keep a sign up sheet on the table so that they write down their address or email address for the due date child's birth date. I will then mail a post card or email then as a reminder that I'm ready to create a newspaper for their child.

### ***C.)How Do You Market In A Vendor Area?***

Depending on where you live, there are many types of flea markets, expos and festivals. Just check the Yellow Pages or ask anyone if there are any places that will let you set up a booth for a weekend.

## **4.) WORK AND SCHOOL**

### ***A.) Why Should You Market Towards School and Work***

To put it bluntly: Because it's free advertising and the easiest place to make money all the time. This is actually how I got started. I made all my first orders from people at work and school. This should probably be your first place to go.

### ***B.)When Is The Best Time To Market Your Services***

At any given time, someone at work is either expecting a baby, has a family member who is expecting know someone else who just had a baby. All you have to do is show a few samples to your coworkers and you are in business.

### ***C.) How Do You Market Your Services***

.To get the ball rolling, I completed two orders free for 2 co-workers of mine. They showed them around and then placed them on their desk at work. Once people saw them, they asked where they could buy one for their child. It's very simple. Your coworkers or classmates know you. Once they see that you have a wonderful product for sale, they are usually more than willing to not only buy from you but also spread the word.

### **-- OTHER WAYS TO MARKET--**

#### **5.) ADVERTISING:**

You can easily put out inexpensive ads in your local magazines that cater towards babies or mothers. People are always looking for inexpensive gifts or items for their children in hundreds of magazines and newsletters.

6.) **SECRET WEAPON.** To get noticed first my secret weapon has always been to do my first few newspapers/announcements for free. Remember when people send out 30 or 40 announcements, they all have your contact number. I pick two or three friends, coworkers or family. I then find out if any of them are expecting

or know someone who is expecting. I do the newspapers for free. Your contact information is right

7.) **WORD OF MOUTH** is going to be your strongest method. Combining all the strategies above, you are going to get a tremendous response from in many different ways. Satisfied customers, order information, small partnerships, and resellers are all going to bring in business. It all goes back to just letting people know you exist and what you do. The product will sell itself.

Conclusion: That's it in a nutshell. There isn't much to it. Everything is pretty simple.

Just do a few practice newspapers with your own children and others and then **go and get some orders**. Good Luck!



# **STEP BY STEP PHOTOS**

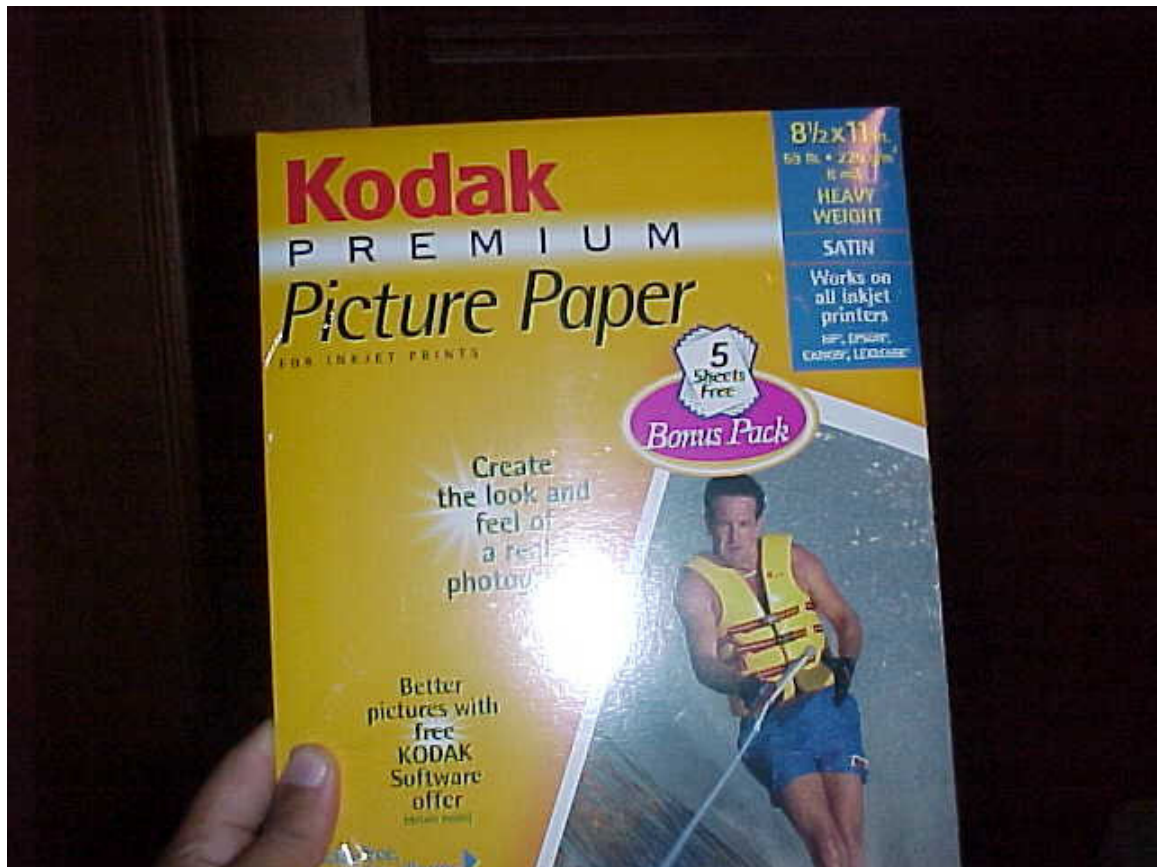
. I wanted to make sure that you fully understood every detail about what was explained earlier. I took the liberty and created step by step photo version of how to create your business from beginning to end. I hope this helps you in getting your business started as soon as possible:

**PAPER CUTTER:** Can be purchase at any office supply store or Wal Mart for \$20.00.

It's used to cut the newspapers down to size in order to fit the frames



**PHOTO PAPER:** You primarily can buy photo paper from any office supply store. However, they are found to be very inexpensive in any Sams or Costco Warehouse Club. 10 cents – 19 cents each. Make sure you get either the 51 pound, 59 pound or higher. The heavier the paper, the better the quality. The sample you have was taken from Kodak's Premium Picture Paper – 59 lbs – Matte. But you can also get the glossy too.



**PICTURE FRAMES:** You can buy 8x10 frames at WalMart for only \$2.00 each and they usually have hundreds in stock at all times. The perceived quality makes it seem more expensive than it is. The larger 11x14 runs about \$5.00. You can also place your newspapers in those.



**SHIPPING BOXES:** If you plan to ship around the country, then I suggest you use the U.S Postal Service. They will send you free supplies such as boxes, tape and etc. Call them at or visit the [usps.com](https://usps.com) website and look for shipping supplies.

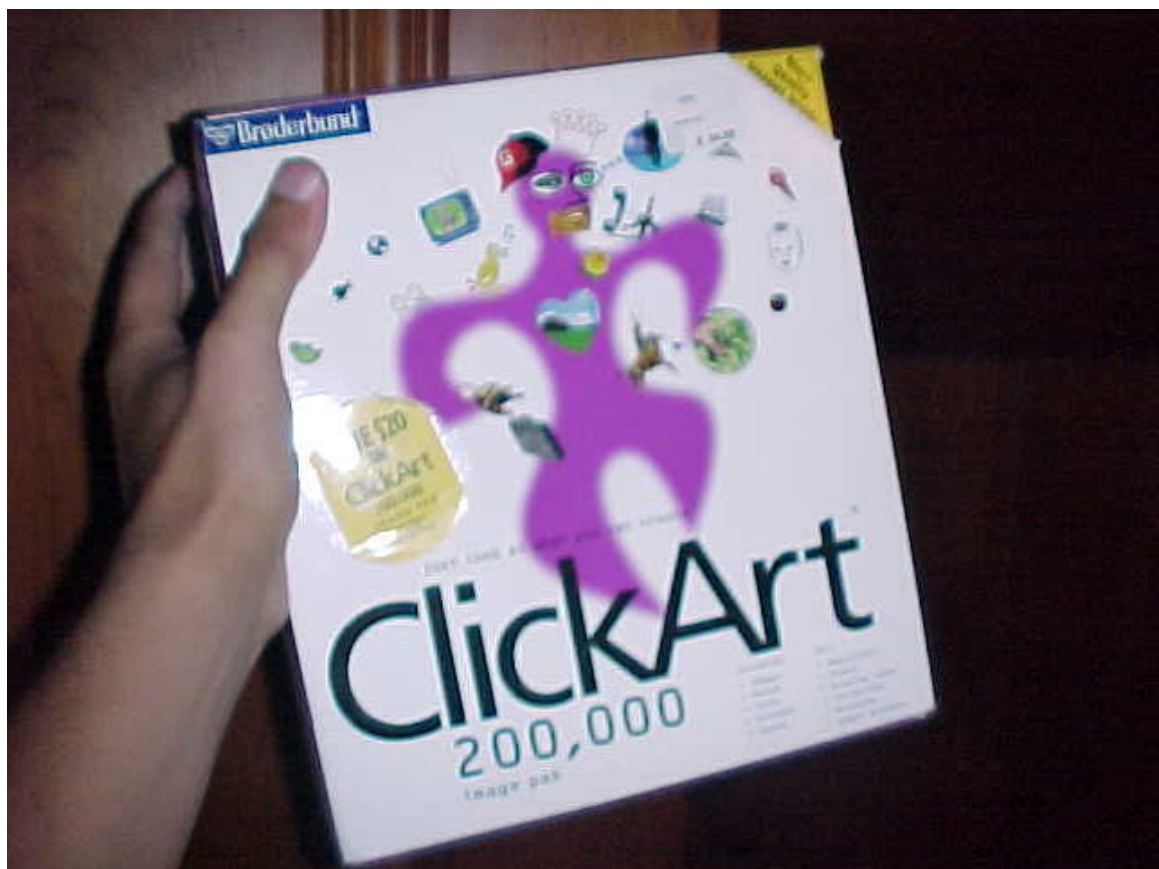
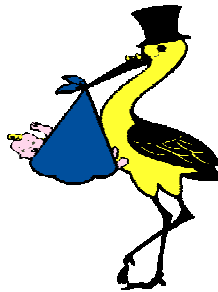




**BUBBLE WRAP:** The postal service does not give out anything to protect your framed newspapers from being broken. You have to buy bubble wrap from Sams or Office Max for protection. Just wrap in securely around the frame.



**CLIP ART:** Sometimes it's hard to get a photograph for a new born baby. Sometimes I suggest that if it's really important to get the newspapers out without a photo, then I just find a clip art picture to represent the photo. Something like a stork holding a baby. You can purchase clip art or any print art at any software store



## **NEWSPAPER ASSEMBLY: - Cutting Your Newspaper to fit the frame:**

A.) Step 1.) After printing, line up the newspaper on your page cutter as close to edge as possible. Start on the right and then slice.





STEP 2.)

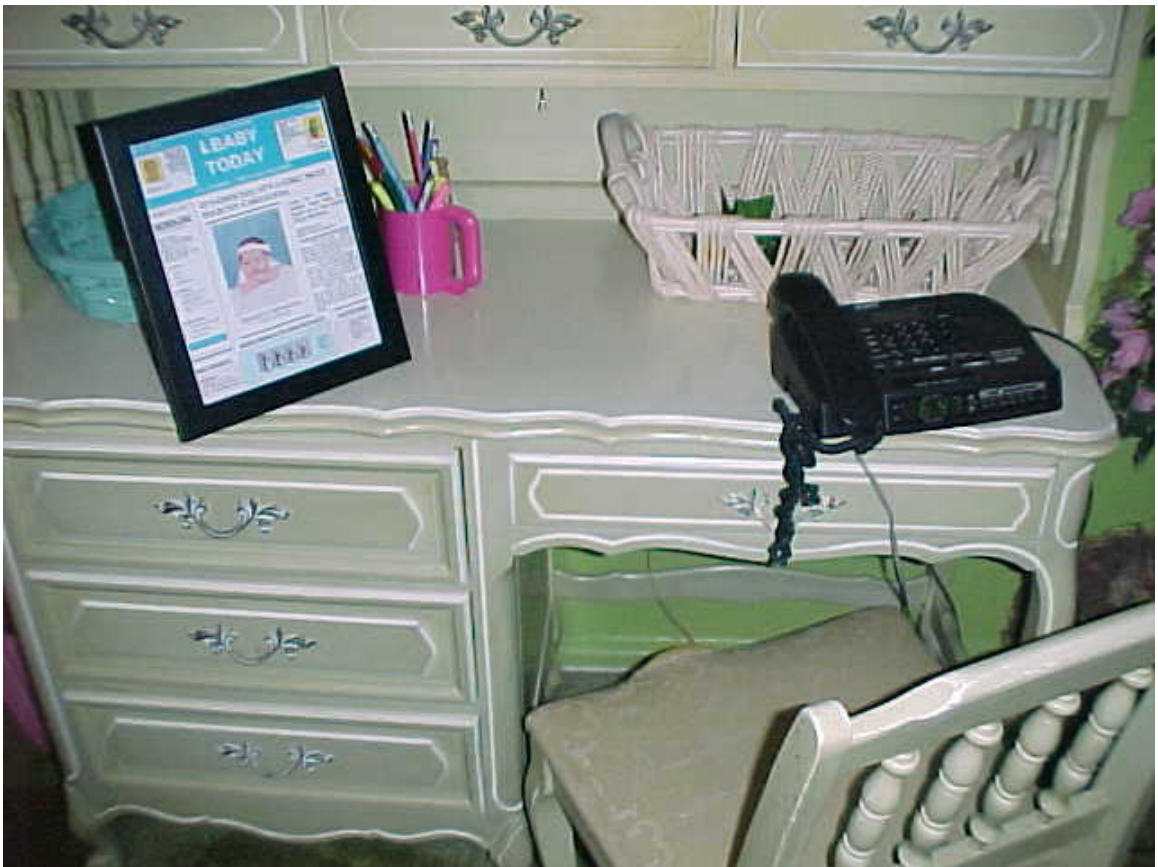
Turn the paper around and then slice the other side just as before.



STEP 3.) Now cut the bottom



**STEP 4.)** Place it in the frame and you are **DONE!** Set this up on your desk at work and watch all the orders come to **YOU!**



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# **SPECIAL REPORT #1**

**How To Start Getting Orders For Your Baby  
Newspaper Business Right  
NOW!**

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**By Terrance Smith  
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By the time you have read this special report, I hope that you went and read through the entire course to learn all the details on getting your business up and running. I have designed the course so that you can get started immediately. The first thing you have to do take a day and just practice. Don't buy all your photo paper yet. Don't waste expensive paper until you know exactly what you are doing. Just get some plain copy paper, stick it in the printer and do a few newspapers.

Go through the steps, I outlined in the course. Learn how to place the names and dates in fields. Learn how to get the baby information such as news using the 3 areas on the internet. Learn how to properly put the photos on the newspaper. It might take you an hour to get through the first newspaper. It might take even two.

Don't worry about it. The more you do them, the less time it takes. I can complete them in 5 minutes now. However, I don't rush. Don't you do it either. Just take your time and get all the information and make sure it comes out right.

I always make a checklist copy (I supplied you with one on the last page) and check off each area as I complete the newspaper. It's like a magic proofreader. Go from

Area 1 to Area 8. When you are finished, become Santa Claus and check your list twice.

As you know from my course, this is one of those businesses that can spread fast through word of mouth. On every single announcement or gift, it has your contact number. You make 80 announcements, that's 80 free advertisements. You will constantly get calls.

#### MY BIG SECRET

Want to know my big secret on how I get plenty of orders on a daily basis without leaving my house? I believe in the power of partnerships. You see there are three wonderful things that I like about this business that beats any other business hands down.

- 1.) The product is **VERY** easy to make
- 2.) The product is **VERY** easy to sell.
- 3.) The product is **VERY** profitable.

All those combinations make this an unbeatable profitable business. The last part is what is really nice. You see, your profit can be anywhere from 8 – 12 times your expense. You make money on every single sale.

Your customers are going to love what you do, in fact so much so, that they wish they could do what you do. Why don't you make their wishes come true?

Here is what I do for some of my customers. I offer them a deal. Tell them that you will give them a percentage of your sales for anyone who they refer and order from you. How much? The higher their referral fee, the more apt they are to find customers. I started off at 20%...but nowadays, I don't mind giving 50%. That really makes them motivated to the fullest to refer you. For a \$100 sale, they can get \$20-\$50.00 while you get \$50 – \$80.00 for creating a few copies at home.

Don't do it for everyone because you could find yourself swamped but it is a technique that I use when I decided that I am just too lazy to show my product, I let others do it. There are plenty of techniques you use without spending cash in advertising money. Just utilize those are described in my course and good luck.

Please email me one day and let me know how well you are doing.





5-Star Edition

THE BABIES' NEWSPAPER

50 cents

AREA 1

# LBABY TODAY

BARNEY GIVES  
HUGE  
WELCOME TO A  
NEW FAN 2B  
MORE REACTIONS  
INSIDE  
2C



**Bob in The Box:**  
"We are going to  
have so much fun"

NO. 1 IN BABIES.....FIRST IN DAILY DELIVERIES

AREA 2

AREA 3

PICTURE OR CLIP ART

AREA 8

Lots of smiles and  
cheers were seen and  
heard as a new bundle  
of joy was born.

Staff Reporter  
BABY TODAY NEWS

AREA 5

To Order: Call 314-555-4532

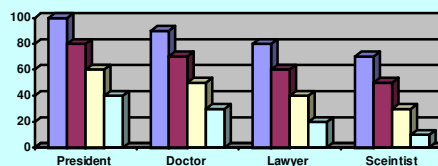
AREA 7

## BABY CONTENTS

### Sections

Headlines – It's A Girl  
Love – Will Have Plenty Of  
Life – A Very Happy One

AREA 4



IN TODAY'S NEWS

AREA 6

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# **SPECIAL** **REPORT #2**

**How To Make Thousands of Dollars of Extra  
Money Every Month Piggybacking Off Your Baby  
Newspaper Business**

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**By Terrance Smith  
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Once you open up your baby newspaper business, you can find other things to attach it to that can bring in lots of extra cash. Before we even get into to that I have to talk about expanding your printing capabilities. Right now, you probably have just a regular inkjet printer which can produce very nice 8x10 – 8x11 frames. I only completed 8x10 announcements during my first year before I realized that I could make even more money by creating different sizes with a special printer.

There are some printers out there that will allow you to change the size of document with one button. You can make a tiny 1 inch newspaper all the way up to a 2 FT tall Wall Poster. (see illustrations) I usually don't go that big but I do make plenty of 11x17 wall newspapers and 4x6 handheld. I can command higher cash amounts. Sometimes I can do a giant 2 ft newspaper for my customer for \$15.00 - \$20.00 and they'll do their own framing. It only cost me 50 cents for the photo big paper. Pretty nice profit margin huh?

You don't have to get this right now. As soon as you make enough money making the regular sized announcements, consider investing your money in getting a printer that allows you to do special size copies. You can purchase them at any Best Buy or computer store. Now if you just can't

wait until that time and you want to see how your newspaper would sell before investing the money it would take to get this printer, then just take a few dollars to your local Office Max or Kinkos and have them blow it up to a poster size. If none of those exist in your town then head to the nearest print shop and ask them to enlarge it.

Do you know that there are so many other things you can attach to your new business that will also bring in extra money. Not only can you do the birth announcements but you can spread your wings and find other things that go well in your niche. You see, not only do I sell the baby and birthday newspapers, I sell many other things. My other VERY profitable business is my personalized candy bar business. I actually do both at home. Giving your customers the option to buy personalized candy bars and newspapers will give your more business and help makes you LOTS of money.



It's a great add on...and I usually bring in an extra \$300-\$500 per week doing candy bars. You can also sell gift baskets, toys and other nick nacks to bring in more money for your business. Find out what people like to buy for children and then slowly add that to your enterprise. Good luck on your newspaper business

## HERE ARE SAMPLE PICTURES COMING FROM MY PRINTER

### 1.) My HP Printer Inkjet



### 2.) Baby Newspapers sized (8x10) (11x17) (2 Ft. Poster)



### 3.) My Handheld Baby Newspaper Announcements

Go To [www.fineprint.com](http://www.fineprint.com) and download the free software. Don't buy the \$49.95 version. Only the free sample portion. It's the only thing you will need. It only takes 2 minutes to download. This will allow you to make the mini-sized versions if you don't have the HP printer.



