

# **How to Start Your Own Scrapbooking Business**

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# 1

## INTRODUCTION

Starting your own scrapbooking business is not a small task, but it can be one of the best options available to those who are creative, looking to work from home or who want to share the experience they already have.

Scrapbooking is a fun project to do with your family. It is easy to relive all of those special moments with your children or with your friends. However, when you take on the scrapbooking of another person, often times to depict events that you did not partake in, you have to go one step farther. You have to bring through the memories they have without making it look like you were not there. It can be challenging.

### **WHAT IS SCRAPBOOKING?**

Scrapbooking is the process of taking photos and memorabilia from past events and placing them into photo albums and books. However, the process is not just one in which you will throw together photos and call it done. Rather, you likely will invest in several key steps such as using decorative elements to embellish the book. You will also spend a good deal of your time focusing on adding descriptive text, whenever it is possible to do so.

The scrapbook is not only a collection of photos, but it is a representation of the special memories of the entire family. This often includes any items that help them to remember this special day, such as ticket stubs or a pamphlet from a special play. The key here is to take all of these items and to put them together, somehow, in a creative book that the family can hold on to for years to come. How you do this is really up to you, but it should always focus on the goal of the family for which you are creating the book.

### **IS THIS THE JOB FOR YOU?**

Who is right for a business in scrapbooking? The answer to that question may be surprising. Determine if you fit within any of these sectors.

- Do you love to scrapbook? You will need to love scrapbooking if you will make this a business for yourself. In fact, having a passion for the process is near critical to be successful in the industry.
- Do you have the skills for scrapbooking? Not everyone will have the resources and skills to develop beautiful scrapbooks to charge money for. It is up to you to determine if this is something that you can do based specifically on whether or not you have proven skills in the process that it takes to make a scrapbook. A good way to know if you have skills, others will pay for is to display your work to friends. Let them see what you have done for yourself. If they ask you to do their own, simply ask if they would be willing to pay for such a service.
- The final piece to the puzzle is to look at the way that you interact with others. Are you the type of person that can sit down with a person and chat with them for hours? You will be placing yourself in their life, after all, so you will need to have some level of passion for being around other people. In addition, you will need to sit down, talk about the scrapbook project and truly understand what the hopes are of others. If you can do that, you are right for this job.

However, there is one additional factor to keep in mind. Scrapbooking takes time and money to do. Even if you just did your own books, you may find yourself spending a great deal of time struggling to find the right resources. If you make this your business, you will need to dedicated skills, time and money towards the business to make it a true success.

If you can do these things, then this eBook will provide you with the resources and tools you need to get your scrapbooking business off to a great start. The good news is that this can be one of the most exciting and inspiring ways to build a successful business that you do right from your home, especially if you are passionate about it.

## 2

# WHAT TO EXPECT WITH A SCRAPBOOKING BUSINESS

Although we have mentioned some of what goes into the process of building a scrapbooking business in the introduction, there is much more for you to take into consideration. More specifically, you will need to determine if these are things you can handle, afford and give your best to, so that your business will be a success.

### **THE TYPE OF WORK**

In the scrapbooking business, you will have several types of work to do. The first step in the client aspect of the job is to determine what to create. To do this, you will need to work closely with your clients. While you can work with people over the web or over the phone, it is still important to get that intimate conversation going. For example, you may need to rely a few messages to them and get them to answer your questions so that you can create the most complete and authentic scrapbook.

During this first step in the process, you will spend time doing the following:

- Talking with the client about what they want their scrapbook to provide to them
- Asking questions about the scrapbooks design and budget
- Looking through photos, noting names, discussing special occasions that are memorable, perhaps gathering personal items that the group would like to include in the scrapbook
- Working out a timeline with the client for the scrapbook's completion

This first step is only the beginning. After it is complete, the work starts on creating the scrapbook itself. You can expect this work to include a good amount of planning and creative design. You will need to have hands

on creative skills to do well in this particular process. This process includes:

- Putting a plan in place for each page of the scrapbook
- Use tools to help create each page, making it unique, interesting and to have the right theme
- Keep all supplies and time investment in line with the customer's goals
- You will develop each page according to the goals you have selected, using your artistic talents to succeed at it.

This entire process may take any place from days to weeks, depending on the amount of time you put into the project and the extent of it. This too plays a role in how effective your business will be.

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

This brings up the question of money. How much can a scrapbooking business make? Unfortunately, the amount of money you make is based on numerous factors and there is not an industry standard.

Specifically, the number of clients you have will determine how much you can make on a yearly basis. The more clients you have, the more work and time investment you will need to make, however. That is the second part of the factor in how much you can make. If you have more time to dedicate to the process, then you will have more ability to make a larger sum.

Your hourly rate is dependent on several factors too:

- How much do other professionals in your local area charge (you may even want to get a quote from them for a project of your own to see what your competition is like)
- How much experience you have, the more experience you have, the more advanced and professional your skills are. This increases the amount you can charge.
- You also need to determine what clients are willing to pay even if there is no other service locally to provide you with a reference. This factors into who your customer is. If you are working with upper middle class people, then you will likely be able to charge more than, if you are working with others.

Although you will likely start out making less, you can work up to \$75 an hour or more, depending on your skills and how much of a name you can develop for yourself. Often times, you can earn more than that.

## **TIME**

Time is one of the biggest factors working against many individuals who work in the scrapbooking industry. The biggest problem here is that there are going to be more than one project for you to do and you will likely want to put a great deal of time into each project so that it turns out the way that you would like it to.

It is easy to get tied up in the process, finding yourself struggling to get projects done along the time line that was created. You may want more time to perfect the project. You may want more time to redo work that you are not happy with. The problem is that this cuts into the hourly wage that you are charging. In other words, if you charge \$75 per hour and you plan to get two pages done within that hour, a project of 20 pages could net, \$750 and would likely take 10 hours to complete. However, if you stretch things out, it may take you 20 hours to complete, decreasing your hourly rate by half.

Further, the job is also demanding. You will need to meet deadlines both to keep your customer happy and to keep your business on track. For some people, this may make the job a bit more challenging. The key here is to focus on planning and scheduling tasks to complete. Then, of course, you need to stick with those plans. If you can manage time wisely, not overbook yourself and work to your goals, you can find true success!

## **GETTING STARTED: FOCUS SMALL FIRST**

Sometimes the best way to get started in this type of business is to start small. Specifically, start out by working your business with those who are close to you, such as friends and family, as this makes the job easier (you may even be in some of those photos they want you to include!) Try to start out with only taking on one project at a time. When it is complete, you should move on to the next. That way, you have the ability to learn to gage your time wisely. This ends up helping you to achieve more since you are able to learn and earn as you go.

Most people who start a scrapbooking business will start small and will work up from there. For example, you may only work on weekends when you have time initially. Later, as you work through this eBooks' resources, you will be able to learn to market yourself and skills better so that you can attract more clients, increasing the profit that you can make.

In order to be a full time business owner in the scrapbooking field, you will need to dedicated enough time ot the process to make it successful. You will also need to have a demand of customers to work with, which can take some time to build.

Now that you have a good idea if you think this business will fit your goals, you can move on to developing those all-important skills you need to be successful at it.

# CHAPTER 2: DO YOU HAVE THE SKILL?

In order for anyone to buy what you are offering to them, it needs to be worth some money. The value of any type of scrapbook is dependent on many things, such as the amount of time you put into the project, the memories that it offers to the family as well as the resources of the actual book.

However, if you put in ten minutes to create a scrapbook page, you are likely to get a far smaller amount of money than if you put in more time and provided a higher quality. Quality will define your business.

Imagine two friends chatting about in a living room. One says to the other, "I wanted to show you some pictures" and brings out a large scrapbook that you have made. It is detailed. Each page is decorated tastefully and it adequately represents the special events occurring in the pictures. The pages are well made and you can tell that there was love put into them.

Not only does the quality of the book please the owner of it, but it is likely to impress the person she is showing it to, too. This leads to a potential new customer for yourself. It is that quality that will help keep you in demand over the other person who is unable to offer such a high level of quality to the client.

The question is, how do you get the skill to do well with scrapbooking?

## **CREATING YOUR OWN**

Perhaps you have not yet created a single scrapbook or you have not made one that you would say is your best work. The first step in the process is to start working to build your skills by creating your own scrapbook.

- Design it out. Later you can use these designs to help guide you and your customers to creating the right type of scrapbook for them, too.
- Incorporate theme pages and important notes as you see fit.

- Work to develop a working plan and then purchase the materials that you will need to create the scrapbook.
- Go to work creating it. Detail your progress in a notebook. What is working for you? What does not work well? How much time have you spent on the project each day? This information can further help you when it comes to planning for your customers.

When the work is done, step back and look at what you have created. Is this the type of scrapbook that people will want to own? Further, did you enjoy the process of creating the scrapbook? Did you find yourself enjoying spending the time adding interesting and intrigue to each page? If you are not happy with the finished results, that could be because either you do not like the process or you were unable to put in enough time. The problem here is that the process is likely to be more difficult with clients than it is for yourself.

Creating your own scrapbook is a great tool, though. Later in this book we provide you with resources to help give you ideas and tools you need to help start to make a scrapbook. You can use some of these ideas in your own scrapbooks. Test the waters to find out what you like, what works well and what just does not need to be included again. That way, you walk away with the type of finished project that you want to tell your friends about.

## **YOUR WORK IS MORE THAN JUST A SCRAPBOOK**

However you make your scrapbook, there are a few important things to keep in mind about it. For example, you can use the scrapbooks that you make for yourself as portfolios of your skill and work. Later, when you are working with clients, you can use these books to show your skills off. When they see just how great the job is that you can do, they are sure to be willing to work with you.

Here are a few tips to keep in mind about creating your own scrapbook to use within your business:

- Be sure that your scrapbook is telling a story. It should be easy to read and understand so that each person who picks it up can actually feel involved in the book. This sells the idea of a scrapbook to them.
- Focus on many different techniques, but only if it makes sense to do so. Each of the pages you create can work for you as a selling

point. For example, you can design a few different pages with various designs for a birthday theme. You can design a few different layouts and designs for everyday pictures.

- When clients look through the scrapbooks that you have, they are going to find pages they love. They will quickly say that they like one or the other better. This helps you to sell more pages to them.
- Use your scrapbooks on the web, too. Although it may seem impossible to do so, with pictures and resources like videos you can easily get your scrapbook on the web which can then further help you to find clients to work with.
- You can also use a scrapbook you create to help show off different price points for your books. For example, one example may be that of a \$200 scrapbook while another is an example of a \$500 scrapbook. Be sure the difference in your prices is obvious to see in the actual finished product. Remember, it has to look like it is worth that amount of money.

You can definitely learn the skills of scrapbooking as long as you love the process. If you are passionate about scrapbooking and are a creative person, you will do fine with the process of learning to scrapbook and then making your own. However, it is important to work through a learning process.

Give yourself time to learn new skills. Be creative and learn the skills that you need to learn here. You also want to develop your own unique style and character. For example, you may want to include calligraphy as one of your options. If that is the case, learn this skill too. The more that you can put forth as a special or something that is unique, the more clients you draw away from your competition and work with you. So, take the time to develop your skills. You will be happy that you invested the time to do so.

# CHAPTER 3: SETTING UP YOUR WORK SPACE

If you have made it this far, you are ready to start building your scrapbooking business. Initially, you will have some supplies on hand from creating your own project. Further, some supplies will need to be purchased per project, meaning that you will purchase the supplies that you need, when you need them.

However, it is a good idea to step up your workspace in advance and to create the right type of working environment for your particular needs. Each person is different, but this is the perfect time to let some of those creative juices flow.

## **YOUR WORK SPACE**

One of the first things that you need to focus on is your work space. It is very easy to consider using your kitchen table to make your scrapbooks, but there are some difficulties that come with this.

- You need the space free for meals, other projects and homework. In other words, you would have to clean up and put away all of your scrapbooking every time. That adds another five to ten minutes on to each of the workout sessions you do.
- The kitchen table is prone to problems, including spills. You want to protect your investments into scrapbooking supplies. Imagine Little Johnny dumping his juice on your nearly finished scrapbook project worth \$300.
- You also want to keep your scrapbooking supplies, including any photos that were given to you, safe from harm of other types. For example, sun damage can occur on some materials quickly.
- You need time for things to dry and set.

- You also may need to break up your work periods throughout the course of the day. If you have a dedicated space for scrapbooking, you no longer have to clean everything up and put it away.

Your workspace should have at least a large table to allow you to spread out everything that you need. You want to focus on having a space that is large enough for supplies as well as several pages to be laid out.

You also want good lighting in this area. If your overhead lighting is not enough, purchase a floor lamp that allows you to move the position of the lamp shade to provide you with bright light when you need it.

In addition to these things, check around your home for containers that you can use that have fitted lids. These can easily be used to keep supplies safe and organized. Later, when your business becomes more successful, you can purchase plastic containers, drawers and even baskets to house all of your supplies. Again, start small so that you do not have to put in a large investment at first.

The biggest challenge you will have is dedicating a space solely to scrapbooking. If you accomplish this and have a few additional supplies, you will find that scrapbooking is easier to manage and to make successful.

## **GETTING THOSE SUPPLIES**

What supplies will you need? How will you find all of the things you need to get started? As mentioned earlier, most of the supplies that you will need will be project specific, which means that you will purchase them when the order for the book is actually placed. The good news is that this really does reduce your overhead costs.

There are some supplies that you will need to invest in now, because they are necessary for most projects. That includes the following:

- Purchase quality, ergonomic (if possible) scissors. They need to be sharp and they need to be dependable.
- Purchasing supplies of glues and other adhesives
- Templates, accessories and pages (these are readily available on sale, so buy when you see them!)
- Rules and straight edges

- Pencils, markers and other resources

You will have a good idea of what you need to get started just after completing your own book. However, do not invest a lot of money into other items since you do not have a client that will actually be purchasing those items just yet.

It is also important to utilize a deposit format for each of the books you agree to produce. Later on, in the contracts section of the book, you will find more information about this. Just to touch on the topic, you will need to require each of those who you work with to place a deposit on the book, which is what you will use to purchase supplies for that project. That way, you never have to spend money out of your own pocket to buy supplies.

Software is another topic to consider. Many scrap bookers have turned to the digital world to design and even create their pages. If this is something that you would like to offer to your clients, you can do so. However, do take into consideration the costs of purchasing and implementing this process. You will find some excellent resources to use throughout the process.

## **TIPS FOR SAVING MONEY**

No matter if you are looking for containers or desks, there are some excellent ways to save money when it comes to scrapbooking. Consider the following tips:

- Find wholesale shops locally or on the web that offer products in bulk. Again, be careful about what you buy as you do not want to overspend at this point in your career. However, you can always use wholesale shops to buy later at a discounted price.
- Watch the sales. You will get to know the local craft stores easily. This is one of the best ways for you to invest in new ideas, too. You will learn to take clearance or discounted products and to use them to help with your new projects.
- Learn to use products and supplies that are not specifically craft supplies but that are memorabilia or other items that make the time special. For example, if your client wants a baseball themed page, use ticket stubs, a popcorn bag or other items from the event that may have been saved to help create the page.

## **STORING AND ORGANIZING**

In addition to this, your work space also needs to be the right place for you to store your supplies. It is a good idea to invest time into a few specific things to keep products and pictures safe:

- Be sure that you have something that can cover up projects on the table drying or waiting for you to come back. Even if you use just a cloth, this helps to protect the items you have laying out.
- Always focus on storing items with careful organization. For example, if you have a number of different stickers, organize them by theme. This way, you can easily grab what you need and move on.
- You also will need to have an area for contract storage, phones and computers, if you will use these within your business.

Although at first you will be tempted to head out and purchase a lot to organize your workspace with, it is a good idea to invest some time in allowing your business to grow first. That way, any money that you do invest is money that you have already made in profit. This cuts down the expenses of building a scrapbooking business.

# CHAPTER 4: CONTRACTS AND NEGOTIATIONS

The initial scrapbooks that you complete are likely to be for friends and family. You might not think about signing a contract with them, but you should do so. A contract not only protects you but it protects your client too. In any work related incident, it is critical to have this information available. It provides all parties several things:

- Contracts set the terms for the project including when the project will be complete.
- Contracts outline the terms of the project, such as what the job is and what it entails.
- The contract will set the payment terms as well. This includes how much the project will cost (per page, per hour, etc) as well as how the payment will be made.
- It also provides a way out clause for both parties. For example, imagine if you start working on a project only to find that the party provides you with limited information and photos. Or, perhaps there is a situation in which you just need to get out of the project due to other concerns. The contract provides this resource to you.

You will need to invest some time now into considering a few key factors. As you begin your scrapbooking business, you want to organize each aspect of your business to ensure that your goals are met as well as the goals of the client.

## **SETTING PRICES**

Perhaps the hardest part of your business will be setting the price for your services. If your prices are too high, the result is a lack of actual customers to do business with. On the other hand, if your prices are too low, you could find yourself facing a profit loss or even a business that is not paying for itself. Getting the price right is critical, though never simple to do.

For each project, estimate the total cost of supplies. This includes the cost of all supplies to create the project including replenishing any supplies you

may have on hand. The next step is to determine the cost of your time. Initially, you may want to start lower and work your way up to the hourly rate you would like to make.

Another option that you have is to set a price per book. A 25-page scrapbook, for example, may cost \$500. If you go this route, without a breakdown of actual details of what the per page price is, it is important to set a limit on supply costs. In some cases, supply costs can run up the project cost considerably.

Take the time to determine what other local scrap bookers are charging and use this as a good for you. You will also need to enter into the negotiation process with many clients to get the cost in line with what they are looking for.

## **DOING THE NEGOTIATIONS**

It is often the case that your clients may object to the initial price that you offer. In situations like this, it is always advisable for you to set your prices slightly higher than what you expect to pay so that if there is a negotiation of the price falling, you still turn a profit.

In situations where the client wants a very low price, remember that you need compensation for your time. If they want to purchase supplies for you, which is another way that some clients may work to lower the price they pay, insist that they purchase from a list of products that you need, rather than what they want to buy.

In some cases, you may simply have to walk away from your clients because you need paid for your services and your time. If you consistently take lower paying work, you will never have clients that pay you a higher rate. Further, since scrapbooking is a business that you will likely get referrals from numerous times over, setting a low price standard from the beginning could mean that you spend the next years of your life trying to work to get out of that low rate.

Rather than do this, learn when it is important to say no. Know when to offer discounts, too.

## **GETTING PAID**

When it comes to scrapbooking businesses, getting paid is a part of the fun. But, how will your client's pay you? Most often, business owners will expect to be paid cash payments, but this may limit the number of customers you have. If your clients are unable to actually pay you through a method that works for them, they may not be willing to work with you at all.

Therefore, you may want to look into accepting payments through other means, too, such as through online payment gateways like Paypal.com. There, you can accept credit card payments.

In addition to the actual physical process of money changing hands, it is also important to determine when payment will be made. This should be in the contract.

- A deposit is usually necessary. It gives you the funds to purchase the materials needed for the project.
- A payment half way through a large project is a good option because it allows you both to come together, determine if the project is on the right track, to make adjustments, and it allows you to get paid.
- The final payment is due at the time of delivery. It should be paid prior to turning the book over to the other person. In your contract, note that the project becomes the client's only after payment has been made in full.

This ensures that you are paid for your work as you should be paid. The details of any situation should be focused on here.

## **HANDLING DISSATISFACTION**

Even the best businesses and business professionals will have unhappy customers from time to time. What makes you a real success is the way that you handle such dissatisfaction. This really defines the success you will have in the short and the long term.

Within the contract that you include, always include stipulations for dissatisfaction. Here are some factors to keep in mind.

1. Ensure that the client has ample opportunity throughout the design process to voice their opinions and to agree to the design.
2. Set up payments throughout the project. Allow the client to approve work done thus far throughout the process. This ensures that if there is a problem, it is addressed right away.
3. At the end of the project, determine what it is that is the problem. If the client is unhappy with the entire project, they may have to pay for it anyway simply because they have had ample opportunities through the project to complain and did not. If the

client is unhappy about minor things, making those adjustments is often the simplest of solutions.

If you feel that there are circumstances in which one party is being unfair, be sure to refer back to the clauses within your contract that provide for guidance for you. You want to ensure that everyone is satisfied. This often comes from good communication throughout the process.

# CHAPTER 5: ADVERTISING YOUR BUSINESS

You know how to handle your business and you know what it will take to help your business to be a success. However, the key is that you have to find business! Where will your clients come from? As you sit there and read this, you may be thinking to yourself, "How will I find enough people to create scrapbooks for that will help me to pay my bills?"

The good news is that scrapbooking is a service that people want to have and need. How many people do you know that would love to spend more time scrapbooking and developing great collections of photos that help to remind them of their children and families? In most situations, you would expect to find numerous people who would love to have these resources but do not have them because, in short, they just do not have the time to devote to the project. Some may not have the patience or the skills to do so.

This creates an opportunity for you and for your business. When you can fill the need that these people have, you can position yourself, and your business, for real, long-term success.

However, to find those people you will need to advertise. Advertising is a part of business no matter what your business is. You need to let others know that you are out there and that you do have plenty of benefits to offer to them. While it may seem like a challenge to advertise, it is just a process of knowing how to do it.

Within the scrapbooking business, you may start slow by simply telling family and friends about the services that you offer and then working up your skills and working up to third parties, people that you do not know but that need your services. Your goal, on the other hand, is going to be to get people to talk about you.

There are two focuses for advertising: online advertising and offline advertising. Within the scrapbooking business, you want to do both methods to get the word out about what you have to offer to the world.

## **OFFLINE ADVERTISING**

Most of your business, especially initially, will come from the offline world, meaning from the traditional marketplace rather than from the actual Internet. The good news is that you can advertise inexpensively offline and have a lot of success with it.

The following are some of the simplest methods you can use to advertise to the world about your services.

1. **Word of Mouth**

Your first and primary goal will be to advertise by impressing your customers and encouraging them to tell others about your service. Word of mouth advertising is simply the method of telling one person to the next about the service, done by your customers. It is the most powerful tool and it is something you can only control so far.

2. **Flyers**

Have professionally made flyers created for your business. Incorporate these into your day-to-day needs. The goal you should have is to develop a flyer that states exactly what it is that you can offer. Then, it should provide a variety of services. Flyers may be mailed to those who request them or you may be able to place them in prominent locations throughout your area, such as at coffee shops, grocery stores or other places where there is a large group of people who may be interested in what you do.

3. **Business Cards**

Initially you may not feel the need to for business cards, but you definitely want to invest in them. You can often get samples at a discount cost. A business card is designed to provide others with information about what you offer and gives your contact information. This card is an ideal tool because it can be given away easily. Need to give the child's teacher your phone number? Hand them your business card. You may find this creates an opportunity for you.

4. **Papers and Phone Books**

These are two additional ways to advertise your business offline. They can be easy things to do, since you just need to place an ad. However, be sure that you do so in a way that works for you. For example, if there is a free newspaper, that the entire community gets, place the ad there rather than the one time a week paper that is expensive.

5. **Networking**

There is a real benefit in simply talking about your business to others. In fact, you may even find that working your business with others is the easiest form of advertising. If your child is in preschool, ask if the preschool would like to do a fundraiser. For every scrapbook they sell, they keep 10 percent of the profit. Do the same with daycares. If you offer scrapbooking services and

another company offers photo services, help promote each other's business.

Offline advertising is one of the best ways to get information about your business out into the public, but it is not the only option for you. In fact, you do want to invest the time into online advertising, too, since this will increase the number of clients that you can work with.

## **ONLINE ADVERTISING**

Online advertising is one of the key ways that you can get your business out there. Although this seems like the type of business that will do well within only a local environment, there are plenty of people that will work with you over the Internet, too. In fact, this is the next logical step for most businesses. It provides an outstanding opportunity for you to get new customers.

Advertising online does not have to be difficult to do. It should be something that you do with a real focus, though. The following are a few tips to help you through the process of online advertising.

### **1. A website**

Do not get overwhelmed with the thought of having to create your own website and managing it. This does not have to be difficult to do. You can hire someone to set up your initial website if you would like to. You can use a free blog platform if you would like to, too. The goal is to establish a website because this helps you to get online. It establishes a presence for you on the Internet. You need it.

### **2. Blog regularly**

One of the things you will need to do is write blog posts on a regular basis for others to read. This information helps others to learn about your business and helps to show you as an authority. In addition, regular posting to websites also helps improve your overall ranking in the search engines. That way, when someone is looking for a scrapbooking service, they can easily find you there.

### **3. Keywords**

To further take the need for search engine ranking to the goal, focus on building your business using keywords. These are the words that someone might type into a search engine if they were looking for your business or a business like your own. Do some research to learn more about keywords and how to use them on your website.

#### 4. **Socially Advertise**

Do you belong to websites like Facebook, Twitter and MySpace? If not, it is now time to get on these sites. These websites will help you to attract more people to your business. In short, you want to create a scenario in which people are coming to you because they like what they see in your business. For example, you may send out a Tweet with a picture on Twitter showing the book you just completed. Others who are looking for a service like your own may be attracted to it and may contact you to learn more.

#### 5. **Get Active**

Place a link to your website in the bottom of each email you send out. Place a link to your website in each forum post you make when you visit websites like scrapbooking or parenting sites. Get out into the Internet where your clients may be and start talking. This includes all of those parent message boards.

Of course, when it comes to online advertising, you do need to avoid any type of spam, which is unwanted or unrequested emails that you send from person to person. When you set up a process that allows you to communicate with others in a positive way, you promote your business in a successful way.

## **ADVERTISING: PORTFOLIOS**

Yet another method that advertising comes in is the form of your portfolio. Create a portfolio that shows all of the work you have done this far. Some of the ways you can do this include those listed below.

1. Have books you have created for yourself on hand to show any clients that you may have.
2. Take photos of each of the impressive scrapbooks that you take for other clients. This way, you can show prospective clients what you can do.
3. Create single pages to help communicate your skills.

All of this information can be placed online through video and photos. It should also be used whenever you actually interview others who are looking for a scrapbook. Show them this information.

When it comes down to it, if you want your business to be a success, you need to advertise it. Each of these ways really can help you to do well and get those clients in the door. Once you start to get some clients, be sure you invest the time into creating beautiful finished products. These people will tell others who will create even more work for you.

# CHAPTER 6: MANAGING YOUR BUSINESS

You are getting projects and having fun with them. Perhaps you have gotten so much business that you are having a lot of success in terms of profit. Even if you are not, it is important to take some steps to help you to establish the business side of your business. In other words, you need to learn to manage your scrapbooking business to ensure that every step of the process is one that you can be passionate about.

## **DAY TO DAY**

Managing your business on a day-to-day basis is the first step in the process. Have you put a schedule in place where you will be able to actually know what needs to be done and get it done? Do you have a plan for marketing on a daily basis? What about managing those taxes, have you considered that process?

The following are some tips to help you to have success in this way, too.

1. Focus first on your schedule. Use either a computer program or a day planner to organize all of your projects. Have an ongoing list if you have more than one project in play.
2. Give yourself time each day for each project. You want to ensure that you have enough time allotted to the project, too. If you will be working on it that day, block out enough time for the project and ensure that this time is in use specifically for these goals.
3. Schedule other activities around your work time! Treat your business as a serious investment of your time.
4. Manage a bookkeeping service or use software to help you to keep track of payments. You want to keep track of not only the money coming in for each project, but also the time you have invested in each project. This gives you some control over the entire process.
5. Talk with a tax professional to ensure that your business is being kept on track in terms of finances.

Your day-to-day schedule also needs to take into consideration where your next client will come from. Each day, take the time to find some way to advertise your business.

- Post a blog post about the project you are working on or place a blog post up that shows others exactly what you are after.
- Speak to a client about referring your services to their friends.
- Set up an interview with a group to offer a fundraiser.
- Place an ad.
- Design a flyer for your next sale or promotion.

These are just a few of the various ways that you can market your business on a daily basis. However, if you make it your goal to think about where the next project or client is coming from, you will have success finding new clients on a regular basis. That matters if you want your business to excel into the long term.

## **FOCUS ON PROFITS**

On a regular basis, look at your financial records. Are you turning a profit? It is often necessary to use financial software to show how much you are spending on your business and how the process is going to work for you. For example, how much did you spend on expenses for project A? Did you go over your budget? Did you go under? The more times you go over your budget on expenses, you take off from your profit margin.

Look at the details. This way, you can make the necessary changes to your business contracts to ensure that you are actually turning a profit. Determine what your hourly wage is. Is it high enough for the quality of work that you are putting out there? If not, make a change in this right away.

These tips can help you to ensure your business is profitable:

- Record all financial transactions as they happen. Keep a running log of who has paid you and what clients owe you.
- Learn about deductions and expense credits that you may be eligible for from the government. A tax professional can help you to maximize your profits.
- Keep a running tab for expenses within an excel document. Whenever you buy something for a project, open that excel page, add the expenses and then move on.

- Cut costs where you can. Always keep an eye out for ways that you can maximize your time spent on a project or ways that you can cut your costs.
- Always ensure that your profit margin takes into account anything you spend on your business, including utilities, marketing costs, travel expenses and online expenses. These also factor into the profitability of your business, after all.

When you put all of these resources together, you will have a profitable business. However, it is always necessary for a business owner to focus on his or her own bottom line. You may want to add a bit of extra trim or spend a bit more to really go out of your way on a project, but this always cuts in to your profit.

The more dedicated you can be to keeping track of the actual math, the more exacting you can be when it comes to providing others with a contract that fits your needs. If you do not want to do the math or you just do not have the time, hire someone to do it or use accounting software that will manage the entire process for you.

Also, take the time to set up a file system for all of the receipts on a per project basis. Also, ensure you keep any additional costs or expenses in another folder to ensure that they are there when it comes time for taxes. In addition, you can keep your client's contracts in this space too, to keep everything organized for when you need them.

Manage your money right and your scrapbooking business will be profitable for you.

# CHAPTER 7: RESOURCES FOR SCRAPBOOKING

There will be times within your business that you feel the need to improve your bottom line. Perhaps you are looking for a few new ways to add value to the scrapbooks that you are completing so that you can truly add sophistication and style to your product. You may just need some tips to help you through the process.

The goal with this business will always be to focus on offering what the client wants. No matter if you are new to scrapbooking or passionate about it, it is always a good idea to have plenty of outstanding resources available to you. When you invest the time into staying up to date on the scrapbooking industry, you are consistently improving the product that you have available to you.

The good news is that there is a large collection of resources listed here for you. Focus on always having the right product for you and for your clients. These resources can help you to do that.

- Scrapbooking.com is a leading online resource for those who are looking for information, tutorials, products or virtually anything else that has to do with scrapbooking. Check out their website at <http://scrapbooking.com/>. You will be impressed with all of the resources available to you there.
- The Scrapbooking Warehouse offers a wide selection of scrapbooking supplies. While you should look locally for scrapbooking supplies, too, this resource really offers a wide range of product choices. They also provide discounts and sales on a regular basis. You are sure to find something here that fits your particular needs. You can visit them online at <http://www.scrapbooking-warehouse.com/>.
- Scrapbooking101.net is another great resource for any scrapbooker, but it is particularly important for those who are new to the industry. If you want some tips and tricks to really improving your success, this is one of those resources for you. Take the time to check out what they have to offer at the website <http://www.scrapbooking101.net/>. The techniques offered, photo information and the articles listed are very helpful and easy to use.

- Another resource to consider is About.com's scrapbooking website. This is an example of a very informative resource. You will find ideas and tips for creating scrapbook pages, including a variety of layout options, tips for creating first pages and much more. It is an easy to use website and gives you some ideas on materials and more, too. Check it out at <http://scrapbooking.about.com/>.
- Memories Expo is a get together and show that everyone who scrapbooks should be part of. This is a great way to learn new things and to purchase products. At the website, <http://www.memoriesexpo.com/>, you will learn more about the actual event, however you also can learn more about the people who make this happen. There are some excellent resources available, including business tips and tools to help you to really get to know what your options are.
- Stuff4Scrapbooking is a website that offers discount products and supplies to scrap bookers. This website is packed with product and much of it is sold at wholesale prices, which makes it a very cost effective resource for the scrapbook business owner. Do take the time to invest in this website at <http://www.stuff4scrapbooking.com/> if you want to save some money.
- Scrapbook.com is another resource for those who are looking for supplies. You will find a wide range of products to choose from here, many of them at very affordable prices. Check out their website at <http://www.scrapbook.com/> to see if there is something interesting for your next project.

## **FORUMS**

One of the biggest resources for those who scrapbook are other people as well as those who specialize in this form of art. The good news is that you can find all sorts of opportunities here. The forums you will find are full of those who are just scrapbooking for friends and family, but also for those who are looking for exciting opportunities and business partners.

The following is a list of some of the best scrapbooking forums that you likely want to invest some time in.

- Scrapbook.com at <http://www.scrapbook.com/forums/> is one of the best resources for those looking for both paper and digital scrapbooking aid.

- Topix.com also offers a full forum for scrapbooking. Check it out at <http://www.topix.net/forum/hobbies/scrapbooking>.
- ScrapbookMax.com is yet another resource that is available to those who are looking for a forum to interact in. Check it out at <http://www.scrapbookmax.com/scrapbooking-forums-community.php>.

There are plenty of other resources available to you, too. The key is, though to spend more time working on your scrapbook projects rather than putting a lot of time into your actual time online chatting!

# **CHAPTER 8: ADD ON SERVICES FOR YOUR SCRAPBOOKING BUSINESS**

Your business is doing well and you love it. When you get to that point, you know that you have made the right decision in terms of choosing your business and putting your heart into it. However, you should not just stop there. Most of the time, there are added on features that you can offer to your customers that may increase the value of the scrapbook you are selling them. In addition, you may offer related services not associated directly with the scrapbook but that may be of interest to those who you come into contact with.

Spend some time checking out the following ideas about add on services that you can have fun with and find real profit with for your scrapbooking business. Always consider new options, but ensure they are things that you want to offer to others. In other words, the goal is always to be to choose items that make sense for you.

## **ONLINE SERVICES**

There are many ways that you can take your business and get it on the web. As mentioned previously, one of the best ways to do this is through setting up a website and interacting with others through it. However, there are other solutions too.

It is also possible to offer other services, including online photo collections, web page design and photo collections. However, to do this, you will need to have a strong background in web design and digital works. If you do, this can be a great place to specialize.

## **DIGITAL SCRAPBOOKING**

Although not mentioned too much here thus far, there are now more people than ever that are getting into digital scrapbooking, where you create virtual scrapbooking pages rather than having a paper version of the page in your hand. It is a great service to provide, if you invest the time in learning how to create this particular type of scrapbook page.

In addition, many people are taking digital images and digital design and creating paper scrapbook pages from it. The entire process is done through the use of software. The good news is there are many great products on the market that can make this type of scrapbooking easy to do. You are likely to find outstanding resources on the web to help you to dive into this industry. The good news is that many of the websites listed in this book already offer a wide range of digital scrapbooking information and tips to help you to get started.

## **TEACHING OTHERS TO SCRAPBOOK**

Another way to turn a profit for your business is to teach other people to scrapbook. It is always possible that people will want to learn how to scrapbook, rather than just having someone else do the work for them. Whether or not you want to offer this service is up to you. If you enjoy teaching others, then this may be a great way to earn a profit doing things that you enjoy doing.

You can do this one on one with other people, which is an easy way to make a profit. Charge at least the same that you would charge for an hour of work on a scrapbooking project, so that you do not lose out. Have the others bring their own scrapbooking materials too, so there is no possibility that you will spend more than you make on the project.

Another option that may work well for some people is to invest in group training. Again, charge each person an hourly rate that you are happy with. Then, teach a class on scrapbooking. Instruct others to bring a group of photos and materials, or supply the materials as part of the fee. For those that have proven their skills in scrapbooking, this type of method can be an ideal way to turn a profit.

Once you make a name for yourself, it will be increasingly easy for you to accomplish this type of goal. You do need to focus on selling yourself as an expert and you will need to drum up enough interest in this type of event to make it worth your while. Nevertheless, if you are looking for another way to add value to your business, this will be one option.

## **SELL KITS**

Yet another way that you can make an additional income for your scrapbooking business is to sell kits to make scrapbooks. You can do this offline, such as to those who might attend a class you are putting together. You can also sell them online, to others who may be interested in the process.

Kits may include just about everything that is needed for scrapbooking, including pages, books, decorative additions and so on. Be sure to purchase in bulk so as to cut the cost down on the entire package. In

addition, be sure to include your charge for assembling the kits. Factor in the amount of time it will take for you to put them together as well as supplies and add a bit of profit to it.

These are easy ways to add value to the business you are growing. However, do take the time to invest in your business the right way. Build it from the ground up so that you are consistently growing but not pushing too hard and too fast that you end up unable to be successful throughout the process.

# CONCLUSION

Is scrapbooking the type of business that is right for you? It can be, if you are a creative person who is dedicated to your art. You should have at least some experience in the art of scrapbooking and you should want to excel in it.

One mistake that is easy to make is not to believe that scrapbooking can be hard work. It takes time and patience and not every client will be happy. However, you will find success in the process if you invest the time necessary to do well.

The following tips can help you to be more successful in your goals for scrapbooking.

1. Count on nothing. Start from scratch to build your business, but do not invest in a lot at the beginning. When you have a project, purchase project specific items you may need at that time. That way, you are not going to be over your head in costs.
2. Give yourself time to work. One mistake that is easy to make is to take on project after project without having the time to actually dedicate to the project. The good news is that when customers see that you are busy and that they may have to wait a short amount of time before you can start their project, they know they are getting a valuable service.
3. Price yourself right. One of the things to avoid here is not counting on how valuable your time is. As someone just starting out, making \$75 per hour may not be realistic, but you should determine what is worth your while not go lower than that number.
4. Do your best to market yourself as the professional. This way, people feel comfortable giving you this all important project to manage. It also is a great way to help get those add-ons on to your business after some time. People want to be associated with those who are pros, after all.
5. Listen from your clients. They are going to be the best resource for learning how to improve your business, too. Keep in mind that building a successful business online often means putting enough time and practice into the project. It takes creativity. However, those photos are someone else's memories. You want to remember that their opinion counts.

Scrapbooking can be an enjoyable business to be in, but it is a business. Give it time and your best work. When you do this, chances are good you will have optimum success with your business if you incorporate these aspects into it.