



ScrapVenture Reports

A Journey Towards Scrapbook Business Success



**”Scrapbook For Others and
Make Money with the
Passion You Love”**

Introduction

History is known as the sum of all past events, and the only past that we will ever know is the one that has been chronicled.

If history had never been documented, perhaps we wouldn't have evolved as we have without the ability to learn from those experiences, and it would surely feel as though nothing before now ever existed.

Fortunately, humankind has been preserving our history by means of objects, story-telling, drawings, writings, and photographs throughout our existence. As a result, we're able to piece together our recorded memories to recreate the past and progress into the future.

Today, scrapbooking is a favored way of detailing one's life and memories for future generations. But it's definitely not a new concept.

In fact, the forerunner to today's form of scrapbooking occurred in 1769 when William Granger published a history of England with illustrations of his text as an afterthought.

The turning point in scrapbooking came with the publication of John Poole's Manuscript Gleanings and Literary Scrapbook in 1826. It sparked an obsession in scrapbooking, and people were filling their books with poems, calling cards, advertising trade cards, postcards, quotes, and even hair weavings. Then, as the mid-nineteenth century approached, a new technological development would take the world by storm.

The introduction of photography quickly became a defining moment in the way individuals documented their lives, and like today, people were the most common photographic subject of that time.

At first, Victorians placed their photographs in albums separate from their “scraps” for family record keeping, but it wasn’t long before photographs and “scraps” would unite into to create a modern day scrapbook. It wasn’t until about 1940 that scrapbooking began to taper off due to an increased interest in photography as a hobby.

Fortunately, the lost fad of scrapbooking found a new foothold in the 1970’s after Alex Haley published his family history and autobiography in a book titled 'Roots.' The publication of this book coupled with the rise of genealogical research at the time, motivated people to conserve their family history, and ultimately revived scrapbooking.

Now, as the 21st century progresses, we are seeing a dramatic increase in the popularity of scrapbooking, and consequently, an increase in businesses catering to the demands of scrapbookers.

In effect, these businesses have created a \$2.5 billion dollar industry and according to CK Media Scrapbooking, 25% of all households participate in scrapbooking each month.

Consumers are hungry for beautiful, professional looking scrapbooks that depict their family history for future generations, and as a passionate scrapbooking artist, you can assist them in their desire to prevent their memories from fading and eventually disappearing with time.

Get Started With Your Scrapbook Business

Now that you have a better understanding of how important it is to people to preserve their history, and how scrapbooking has evolved into what it is today, it’s easy to see the need for custom scrapbook artists.

People love the look of scrapbooks, but some do not have the time or skill required to make their own. Scrapbooking can be somewhat time-consuming, especially to novices. But you can easily turn your scrapbooking talents into a lucrative and fun business by designing beautiful scrapbooks for others.

First I'd like to take you through some questions...

Question #1: Are You Passionate About Scrapbooking?

What is your passion? First, it may be helpful to define passion. The dictionary defines it as “the emotion as distinguished from reason and a strong liking or a desire for or devotion to some activity, object, or concept.” Let's take it a step further and define it as something a little more.

Passion is what gets you up in the morning. It's your sense of purpose, your joy, and your motivation. It is at the core of who you are and it has been with you always.

To find your passion, find a quiet location away from distractions. Close your eyes and imagine yourself working in your perfect job.

What are you doing? Write it down. Write it down as if you are already doing it right -I am currently living my best life working as a (fill in the blank with your dream job, your passion).

Question #2: What are you afraid of?

Maybe you had trouble with the first exercise. Maybe nothing came to mind. If not then answer the following questions. Don't answer them in your head; answer them by writing them down. Writing them down makes them concrete, more than just abstract thoughts.

- What would you do if you knew that you would not fail?
- What would you do if money weren't a concern?
- Who do you think you are – how do you label yourself?
- What would you regret not doing before you die?
- Lastly, what did you enjoy doing when you were a child?

Maybe too many answers have come to mind. Maybe you're one of those fortunate people who have many passions. What now? Write them down -all of them. Write them down and rank them in the order that you find most enjoyable.

Any that you can't see yourself doing 50 hours a week, or more, for the rest of your life? Cross them off. What's left? Still too many? Well you're a fortunate person! Hold on to that list and see how your answers fit into the next question.

Question #3: Is there a type of customer you'd find it easy to sell to?

Maybe you like people who:

- Are in a particular occupation or industry?
- Are in a certain hobby mindset (scrapbooking, rubber stamping, etc.)?
- Are in a certain income bracket?
- Are of a specific age, gender, or background?

For example, maybe you're an avid scrapbooker and would love to spend your days scrapboking but just can't see a business in selling being a scrapbook instructor. Maybe you could see yourself connecting with other scrapbookers and creating albums for them because you enjoy speaking, and selling, to other scrapbookers.

Question #4: What is your current job?

Is there a need that you can solve there? What do your customers or colleagues complain most about when it comes to memory keeping? Could you start a business that solves that problem?

Question #5: What part of the scrapbooking hobby do you take personal interest in that could be turned into a home based business?

For example, maybe you're an expert in rubber stamping and card making. You could become a consultant in the scrapbooking industry. You could help people by providing your service to them since they are new to scrapbooking and have no idea where to start. They love the albums but don't want to take the time to complete them.

Question #6: Do you believe in a product or service that you might like to sell?

Do you love scrapbooking? I mean really love it to want to take the time that it takes to create these albums? Are you quick with your hands and can move at a pace that could be profitable for you?

Question #7: What is your personality?

Do you like working alone, or with people? Do you prefer face-to-face contact, or phone and e-mail? Are you an early morning person? Are you self-motivated? Are you organized? Do you prefer to work hands-on, or delegate? Are you confident by nature? Are you patient? All of these questions, and your answers, directly affect the type of scrapbooking business you are suited for. No matter how dedicated you are, if your personality clashes with the core needs of your proposed venture, chances are you will not succeed.

For example, if you decide that you want to be a custom scrapbook artist but you don't like sitting for too long, then it may be time to reassess your business idea.

Question #8: What is your lifestyle?

Do you have children? Are you married? Do you volunteer or have other activities that take up a large amount of your time? Do you have health problems that may limit you in some way? These too will affect your potential business. If your potential business will require a lot of travel or time away from home and you have a family, you may want to reevaluate your business idea to see if there is an alternative that allows you to work from home.

Question #9: How much will it cost?

Will your new business require you to get an office or can you work from home? What form would you like your company to take (sole proprietorship, corporation, partnership, etc.)? Will you keep your job and work part time at first? How will you finance the necessary start-up expenses?

Question #10: Are you willing to work for free?

Are you willing to offer generic albums to your customers? You create the album and if the customer likes it, they buy it if they don't well...you at least have a new piece for your portfolio or to sell one day to someone else. If your new business requires you to ease your way into it to gain experience, are you willing to work for free?

Researching Your New Business

Focus on filling a niche.

A niche is a specialized segment of people that are looking for your specialized product. For example a craft store is a broad market but a store that caters to scrapbook supplies or rubber stamping is a niche market.

Take a survey

Speak to people in the industry and ask them questions. You'll want to ask about demand for the product, target markets and demographics, and needs that aren't currently being filled. Don't go crazy asking tons of questions, make it natural in a nice conversation.

Create a unique selling position (USP).

Study your competition to find out what they emphasize about their finished product that makes them stand out from the crowd. Then find something that will make your custom scrapbook business unique from the others. It could be something unique about the product or you could choose a more highly defined target market.

Brainstorm with friends and family.

You'd be surprised what interesting and new perspectives people can give you when it isn't their money or future on the line! You can use friends and family to generate business ideas or you can ask for their input on your ideas. Ask them how you can improve your idea and who might be interested in your products or services.

Utilize discussion forums.

Forums, business chat rooms and blogs are a fantastic resource. It is an excellent way to get a feel for the market, get feedback from people in the industry or people interested in your product or service and it is an excellent way to build relationships with other professionals.

Utilize professional organizations to gather data on your chosen business.

Visit your local Chamber of Commerce, the National Small Business Association, your local small business association, the National Association for the Self Employed, National Federation of Independent Business and the National Foundation of Women Business Owners are all great places to start and they'll have excellent financial advice on how to get started.

Research your competition both locally and online.

Look for ways you can gain an advantage over your competitors. Determine how your business will be better and different. Evaluate their websites. How can you position yourself online?

Define the operation of your business.

Here are some key questions to answer:

- What skills and experience do you bring into the business?
- What are your fixed costs and expenses?
- How long will it take to make a profit?
- What laws do you need to comply with?
- If you need financing where will you get it?
- Do you need insurance coverage specific to your business?
- What will be the legal structure of your business?

The small business association and the IRS web site are both excellent tools to help you answer these questions. Remember that with many online businesses, the startup cost is minimal, some only requiring a website.

Promoting Your Business

One of the most important things that you will need to do for your new business is market it. You've made the decision to go into business, now you need to spread the word about it.

People are not simply going to come to you just because you decided to go into business, at least in the beginning; you need to create a marketing plan and go out and get those clients.

Also, keep in mind that promoting your business is not a one-time thing; you have to continually market your business on a regular basis.

Promotion of your scrapbooking business can be done in many ways. You could place ads in newspapers and other print publications.

Fliers showing pictures of some of your favorite creations can be placed in various locations. You could even set up a portfolio website so that potential customers can browse numerous samples of your previous work.

Craft fairs and festivals provide great opportunities to promote a scrapbooking business. They give you the opportunity to show entire albums that you've done.

They also allow you to speak face-to-face with interested parties. You can answer any questions they might have, explain techniques, and show some of the materials you use.

Scrapbooking is a passion for many. If you eat, sleep, and breathe scrapbooking, creating scrapbooks for others and making money doing so could be a dream come true.

Many people's busy lives do not allow them much time for hobbies, and they would gladly pay someone to make a beautiful album featuring their treasured pictures.

Offering this service can provide you with a steady income while allowing you to spend more time doing something you enjoy.

How To Generate Start Up Cash For Your Business

The first step to obtaining the cash you need to get your business off the ground is to establish how much you're going to need. Start out by making a list of everything you're going to need and write an estimate of the cost beside it. For example: scrapbook albums, supplies, a website, domain name, website hosting, etc. Be realistic!

It's not necessary for you to purchase 50 scrapbook albums when you don't yet have a client, instead choose a couple to get you started.

If you're not sure what you're going to need, talk to an expert in the scrapbooking field or talk to a friend who owns a business. She can likely give you some insight into what you're going to need to start your business off on the right foot.

Now that you have a rough idea of what you need and how much it's going to cost you, figure out where you're going to get the money. There are various options for generating start up cash and depending on the amount you need, you may not have to do a whole lot to accomplish it.

Here are just a few suggestions of ways to help generate start up cash for your business.

- Have a yard sale.
- Sell items on eBay or other auction type sites.
- Research and apply for federal and local grants.
- Take out a loan.
- Borrow the money from a family member or friend with the agreement you will pay the amount back at an agreed upon rate and time frame.
- Offer to do small jobs, such as run errands for neighbors.
- Search online for ways to generate business start up cash.
- Talk with others you know have started their own business to get ideas.
- Cut back on unnecessary expenses. Do you really need that Starbucks coffee EVERY morning?
- Visit the small business administration at www.sba.gov
- Barter services or products with other business owners to get the things you need to get your business off the ground.
- Find someone to partner with to help cut down expenses.

The possibilities are endless, so do some research, talk to people and finding a way to generate start up cash for your business, might not be as hard as you think. With so many possibilities for getting your business started, money really shouldn't be the only thing stopping you. Here's to making your dream of owning your own business a reality!

Evaluating The Risks

Financial risk

What level of financial risk are you willing to incur? Some businesses will have more risk than others. Some are little to no risk, whereas opening an online store means that you will have inventory.

In the event that the business doesn't work out, you will have unsold inventory. An easy remedy is to establish an investment cap. How much are you willing to invest, and potentially lose? Set that number and stick to it.

Self-employment can be a financially scary endeavor, but there are ways to minimize your anxiety. Almost every book or article that I've ever read on starting your own business recommends establishing some kind of financial cushion.

This is, of course, sound advice. The cushion, whether 2 month, 6 month or 12 month is up to you, but knowing that you have enough in savings to get by for a while is a valuable stress avoidance method.

Personal risk

Be careful who you give your information to when you're opening an online business. Identity theft is a real issue and once you become an online business owner your fraudulent emails can, and likely will, increase. Take extra precautions to safeguard your identity and be smart. This risk is a risk that you can manage. Don't use your personal information, instead register your business with your local government and use that information for your business identity.

How To Take Your Offline Business Online

If you want to start your business offline before you venture online, that's completely okay! But eventually you'll want to consider bringing you and your business to the online world. By taking your business online as well as off, you are expanding your horizons to the whole world, instead of just your little piece of it.

If you've been considering bringing your business online here are a few basic tips to help you get started.

Get Your Website Up

In order to get a website online you will need the following:

A domain name

You can purchase a domain name for under \$8 per year. There are several places to get a domain online. [GoDaddy](#) is a good choice.

Hosting

This is how your site is able to appear online. You can purchase hosting for your site for as little as \$20 per year, depending on what you will need for it. A quick search online for "website hosting" will reveal hundreds of options, so be sure to research each one and find the best for your business. Here are a few:

- [Hostgator.com](#)
- [Momwebs.com](#)
- [GoDaddy](#)

Website Building Software or Web Designer

Depending on your knowledge of HTML, you can either build your site on your own or you can hire someone to do it for you.

The cost of this depends on many factors, including what all you will need, whether you will do the work or pay someone else to do it, and your level of expertise with coding and building/maintaining websites.

However, there are low-cost website builders that make creating your own website a piece of cake. You can find these online by searching for the term website builder.

Payment Acceptance Options

This step will take a bit of planning and research, but a good starting point is to use PayPal to accept payments. For a low fee, you can accept payments right from your website via credit cards and more. Visit <https://www.paypal.com> for more information.

Your next steps will include planning and researching your market online as things may change a bit now that you are dealing with potential customers from all over the world, marketing your products or services, advertising methods and more.

These are just the basics of what it takes to get your business online, but you will be well on your way once you have these options taken care of.

**Don't wait.
Get started living your best life today.**

Starting your own business can be a dream come true. Find your passion, your special skill and knowledge that is unique to you, and find those people out there that are looking for your product or service. Many businesses are virtually risk free and come with an abundance of rewards.

Owning your own business, doing what you love to do, will likely be the best and most exciting decision you'll ever make. Don't wait. Start answering these questions, researching your ideas, and finding the perfect business for you.

There is a huge market for your services as a custom scrapbook artist, and I hope this report succeeded in showing you how to get started. You have a love for scrapbooking, and turning that passion into a business is a very realistic option and a great way to make money.

If you're wanting to get started now, I have created a membership site to get you started making money scrapbooking for others.

The Ultimate Membership For Professional Scrapbookers!

If you're eager to get started after reading this report, but you really want to get your hands on more detailed, step-by-step information, then *Scrap Venture Pro* is the answer!

ScrapVenturePro is a 52 week membership giving you *detailed lessons* for every aspect of your scrapbook business from getting starting all the way to advanced marketing strategies.

You can try out *ScrapVenturePro* right away! The first lesson alone is worth more than the regular monthly fee. For more details, visit [ScrapVenturePro](#) today!