

# **SPECIAL REPORT**

## **10 GREAT WAYS TO PROFIT WITH YOUR OWN PERSONALIZED GIFT BUSINESS**

A Special Report by John Trapani, Owner of Personal Touch Products™

Can you really make money in your own personalized gift business? Yes absolutely! Hundreds of other business people are making money right now in this rewarding business. Whether you'd like to run your business from home and make some extra money or take this opportunity to its highest potential is really a matter of choice.

*The following 10 suggested marketing methods are by no means an exhaustive list. There are more of course but these methods can work for you just like they've worked for many others.*

### **METHOD #1: SELL READY-MADE & PERSONALIZED ITEMS AT RETAIL STORES**

Offer a stock of ready-made items suitable for the particular type of store. Be sure to make your personalizing services available for their customers by special order. Look for retailers in your Yellow Pages. You'll be amazed at the number of opportunities that await you.

- Christian bookstores: inspirational and scripture verses, wedding and anniversary items
- Hospital gift shops: new baby, get well, inspirational
- Wedding stores: gifts for the couple and the wedding party, thank you gifts for anyone who plays a part in the wedding...
- Consignment shops: family, love, friendship, marriage and anniversary items.
- Local craft and gift shops: Similar to consignment shops.
- How about major retail stores? Perhaps the nations #1 retailer? Nothing is impossible; in fact many people are doing just that!
- Television shopping shows? Put together beautiful non-personalized gift items for Mothers Day or Fathers Day, Graduation, etc... the possibilities are unlimited.

### **METHOD #2: CREATE A WEB SITE AND SELL ON THE INTERNET**

Net-savvy shoppers know that the World Wide Web is a great place to shop when looking for something special. It's fast, it's easy, and there's no standing in line. Be sure to put your Web site address on your business cards and include it as part of your email signature. But please don't assume that just because you build a web site you will be flooded with traffic. That is not the way it works. You will have to promote your web site by submitting to "search engines" and perhaps other forms of advertising. This can become a great primary or secondary form of income.

### **METHOD #3: OPEN A YAHOO! STORE**

Think of Yahoo! as the world's biggest shopping mall. The stores are easy to build using Yahoo's templates. The key is to create a market niche. Rather than open a general gift store, you may wish to consider setting up a shop that specializes in gifts for new babies or wedding oriented gifts, for example. You can of course set up as many specialty shops as you like. Yahoo store startup page: <http://smallbusiness.yahoo.com/bzinfo/prod/>

#### **METHOD #4: OPEN AN EBAY STORE**

People the world over love shopping on eBay! Many successful home businesses have started there. Begin with one niche product. Then when you feel comfortable with the way eBay works, add as many products as you like. Although extremely competitive, this is a fast, efficient, and fun way to get into business. <http://pages.ebay.com/storefronts/start.html>

#### **METHOD #5: OFFER FUND RAISING ITEMS TO NON-PROFIT ORGANIZATIONS**

Schools, clubs, youth groups, and other non-profit organizations are always looking for new items to use in their fund raising programs. These reasonably priced products are better than over-priced candy bars any day!

#### **METHOD #6: SUPPLY GIFTS FOR LOCAL CHURCHES**

These items make great thank you and recognition gifts. Churches often acknowledge people by saying "thank you" for their good work or recognizing special occasions such as baptisms. With so many inspirational messages to choose from, you're sure to have just what they're looking for.

#### **METHOD #7: HOME PARTIES**

Not for everyone but home parties are hugely popular because people like to get together and have fun and buy things at the same time. This works especially well just prior to holiday times like Valentines Day, Mothers Day, Fathers Day, Graduations, and Christmas. You can put easily put together a party: start by inviting your friends and neighbors, provide some snacks, then show-and-sell. Offer both ready-made and personalized products that you can deliver later or better yet, create them right before your customer's eyes in under two minutes!

#### **METHOD #8: ADVERTISE IN MAGAZINES**

Place small display ads in magazines. Advertise ready-made items around holidays. For year-round sales offer gifts for new babies, weddings, birthdays, recognition, friendship, etc. Start by contacting the magazine of your choice and request a media kit. It comes with everything you need to know including a sample copy. <http://www.newsdirectory.com/listmag.php>

#### **METHOD #9: MALL CARTS & KIOSKS**

Our compact system is ideal for shopping mall kiosks. There's plenty of foot traffic, especially around the holidays. And because it only takes a couple of minutes, you can create personalized items on the spot right in front of your customer! You will not believe the sales volume starting 1 – 2 week prior to major holidays like Christmas or Mothers Day. You should definitely plan to hire additional workers at each retail location.

#### **METHOD #10: CRAFT SHOWS AND FLEA MARKETS & SWAP-MEETS**

Craft shows, flea markets, and swap meets are huge markets! With our highly portable system, you can work year-round if you want to. Or pick and choose when and where you want to set up.

*You can concentrate your efforts on one or more of the above methods that appeal to you. And of course you can come up your own great marketing ideas.*