

## My Skoobi is great business.

Whether you're an artist, a successful business person, an entrepreneur, or a parent looking to make some extra cash from home, selling My Skoobi notebooks is a proven revenue opportunity:

1. Notebooks are a useful, consumable product. Everyone needs them at home, work, and school. And they always, eventually, need more.
2. The price is right. At just \$4 or \$5 per book, there's a lot of room to resell for profit.
3. Customized and personalized products sell for a premium (think "Limited Edition", "Collectible").
4. Start-up costs are extremely low. Make a couple of notebooks using our free online tools, and use your samples to generate more orders. Order more to meet demand. No inventory, no risk.
5. Even though it's very easy to make My Skoobi notebooks, some people don't have the time or inclination, and are very happy to pay someone else to create their unique notebooks.

**There are two basic ways to generate income using My Skoobi:**

**SELL THE PRODUCT (The notebooks)**

**SELL THE SERVICE (Making the notebooks)**

### Sample Revenue Strategies:

Product Pricing Suggestions: Add a 50%- 100% mark-up per book.

Your Per Unit Cost	50% mark-up/ <b>Profit</b>	75% mark-up/ <b>Profit</b>	100% mark-up/ <b>Profit</b>	100 Books Sample <b>Profits</b>
\$4	\$6/ <b>\$2</b>	\$7/ <b>\$3</b>	\$8/ <b>\$4</b>	<b>\$300</b> at 75% mark-up
\$5	\$7.50/ <b>\$2.50</b>	\$8.75/ <b>\$3.75</b>	\$10/ <b>\$5</b>	<b>\$500</b> at 100% mark-up

Note: We've seen artists successfully selling their large My Skoobi notebooks for \$16 each.

### Premium Service Pricing Suggestions:

Your Cost (30x \$4/ book, classroom order)	Scan Charge	Per Book 50% Mark-up	Order Handling	Total/ <b>Profit</b>
\$120	30 x \$1=\$30	30 x \$2=\$60	Flat Fee: \$30	\$240/ <b>\$120</b>
<b>10 classrooms:</b>				
\$1200	\$300	\$600	\$300	\$2400/ <b>\$1200</b>



Every Story is a Cover Story!

## Some My Skoobi business ideas to get you thinking...

### Corporate and Events

- Publish books for conferences, conventions, projects, meetings, festivals, anniversaries, performances, and other special events adding logos and event details to the artwork.
- Partner a corporation with a local charity, using artwork provided by the charity and adding the corporate sponsor logo to the notebook. The corporation already provides free notebooks to employees for use at work: now they're supporting a worthy cause too.

### Artists and Graphic Designers

- Sell notebooks featuring your work and generate more income from each piece of art you create. Sell the notebooks online, at galleries, shops, and art shows.
- If you're not an artist yourself, make the notebooks for artists in your community.
- Sell notebooks as a product extension to your commission work: family portraits, paintings of homes, pets...all make great notebooks that your clients can show off at work and give away, which will drive word-of-mouth for your art.
- Sell notebooks featuring your art to corporate clients such as local tourism or real estate businesses. Your clients may sell them, or use them as gifts for their customers.
- If you teach art students, offer the service of creating notebooks from the art they make in class. This promotes your work as a teacher and drives business as well as revenue from student art.
- If you are a graphic designer, custom-create notebook covers using Photoshop or other software. For example, real estate agents can use notebooks featuring photos of their premium listings (and their contact information) as gifts for both buyers and sellers.

### School and Community

- Manage My Skoobi projects for local schools, teachers and PACs, either as fundraising projects or as learning opportunities for students. Adding a dollar or two per book can add up very quickly to real extra cash, and busy parents, teachers, and volunteers will be grateful for the time-saving service.
- Manage the creation of branded school notebooks as an extension of branded apparel: notebooks are more affordable for some students, and there are no size or fashion issues.
- Make My Skoobi notebooks as a portfolio-building service for college art and design students.



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