

“7 Secrets For Selling Your Greeting Cards From Home”

Introduction

Hello and welcome to my “7 Secrets For Selling Your Greeting Cards From Home”.

From: David W. Allen

If you’ve ever attempted or wanted to start your own greeting card business, only to find yourself confused and frustrated, your head is jam-packed and overflowing with fantastic ideas but you just don’t know where to start, then this could be the most important report you ever read.

Here’s Why...

Just over one year ago, I attended a Business & Marketing Seminar where I met two individual ladies, one sitting either side of me.

All three of us got to know each other during the four day seminar.

I was there to expand my knowledge in business and marketing and do some networking. They were both looking for business and marketing skills that would allow them to fulfil their life long dream of starting their own business working from home.

They soon discovered **they were pretty much alike**. If you didn’t know any better . . . so much so in fact, you could mistake them for sisters.

Both had similar tastes, were married with small children and their burning desire to earn extra income was very strong.

During the seminar one of the speakers who was an accomplished and very successful business person, was selling a small business protégé system.

It was very comprehensive and one of the two ladies purchased the system, the other opted not to and felt she had enough information to get started from the seminar.

Recently, at a networking forum, I bumped into the same two ladies and decided to sit down over a cup of coffee and catch up on what they had done with their own lives in the last 11 months.

They were still very much alike. Both still happily married with beautiful children.

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BUT . . . there's one real difference. One of the ladies had a business that was struggling to make any money at all and was seriously thinking of giving up.

The other lady runs a very profitable home based business, which is very flexible, selling products that virtually sell themselves, has a proven system, fantastic backup support and she makes more money now than ever before.

Can YOU Imagine What Made The Difference?

YOU may be wondering, what makes this kind of difference in people's lives? It isn't like some naturally born gift; it's certainly got nothing to do with luck, intelligence, gender, race, age or any special talent.

The difference lies in what each person knows, and more importantly what each person chooses to do with that knowledge.

Knowledge is the key and in fact, learning the vital business and marketing skills the Pro's use, can make the difference between you living your dream – running a successful business . . . or continuing to hope and dream that your luck will change.

Hope doesn't make dreams come true... Knowledge is the secret key!

Knowledge is the key to your success.

You need to get the knowledge, experience and advice from someone who's already doing what you want to be doing!

The lady who didn't get the expert advice . . . continued to do the same things that she had been doing year after year after year . . . hoping that 'something' would change. It did not. This lady, like so many people assumed that she could succeed with only a vague understanding of the business strategies required to be successful . . . and she was wrong!

You need all the pieces to the puzzle to complete the picture.

And that is why I wanted to share this story with you and with other people just like you . . . who want to live their dream of making money from selling their greeting cards and crafts.

As a successful business owner and marketing consultant, I personally developed, tested and refined my Home Based Business System, "[How To Start Your Own Greeting Card Business](#)", to ensure success of every person who simply follows the simple Step-By-Step', proven home based marketing and business system.

The 11 Secrets I reveal to you in this report are from my book so I am sure you will enjoy successfully using them.

So now let's get to those secrets . . .

SECRET #1 Find A Hungry Market

“Find A Hungry Market That Wants What You Sell And You’ll Find Your Pot Of Gold”

If you have been trying to sell your greeting cards already but you just can't get any sales or enough to live the comfortable lifestyle you dream of, then the reason for this is simple: You're probably doing what 90% of other struggling home-based businesses are doing - shooting in the dark and hoping to find a customer.

This is why the vast majority of marketing efforts fail!

Do you know where your market is? Do you know how to find it?

If you have experience in making greeting cards or any paper crafts for that matter, all you have to do in order to start getting customers is to find a market.

Let me explain:

The common method of advertising your business is to simply market your product to the masses. **WRONG!**

Don't do this, it can end up being a very costly exercise and leave you with little or no sales, a big advertising bill, sitting on the sofa with your head in your hands, a sick feeling in your stomach that eventually makes you just throw in the towel and give up.

If you have ever felt like this you're not alone.

It doesn't have to be like this if you **learn the simple and proven skills required to find your hungry market** that will devour your products and come back asking for more.

So here's a **BIG TIP** that most people fail to explore in their business.

It is better to find a small hungry niche market that is an inch wide and a mile deep than to market to a niche that is a mile wide and only an inch deep.

Let me explain this in more detail because this is a very important secret about business you need to know.

The common trait with almost everyone who starts a business is they think everybody is their market. **WRONG! WRONG! WRONG!**

This approach will surely send you broke and life is way too short to be wasting your time and money on a wasted business venture.

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I should know I failed big time in my first business venture because I thought I knew it all and didn't listen or take any advice from the right people.

As a result it not only left me financially ruined but my marriage fell apart as a result.

The good news is seven years down the track I am up and going again and having some great success in my business.

You can be happy and successful in your life and business from home but don't make the same mistakes I made, get the knowledge you need before you jump into business and you will be successful I promise.

A business mentor of mine said to me some time ago that my failure in my first business put me one step closer to success.

Fail as fast as you can and don't be afraid to because with each mistake you make it will move you that one step closer to success. So fail as fast as you can and make sure you get the knowledge you need to get started. It's that simple.

On page 99 of my book, ['How To Start Your Own Greeting Card Business'](#), I start to cover this very topic and reveal in far more detail all the secrets and tips to finding your hungry market online and offline instantly.

Could you get excited about knowing how to find customers that are hungry to buy your greeting cards?

Well I can definitely assure you, there is a market out there that wants your style of greeting cards, you just have to know where to find them and then and only then can you get the money.

Industry Statistics: *U.S. consumers purchase approximately 7 billion greeting cards each year, generating nearly \$7.5 billion in retail sales.*

More than 90 percent of all U.S. households buy greeting cards, with the average household purchasing 30 individual cards in a year.

The average person receives more than 20 cards per year, about one-third of which are birthday cards.

That's just the US market, what about the UK, Australia etc. Are you starting to see the power of knowing these strategies?

If you find a small niche market and give it what it wants you will make more sales than you can handle. This is a proven formula that works!

Remember if you want to get more information on my book "**How To Start Your Own Greeting Card Business**", then go check it out at my website: www.GreetingCardProfits.com.

Here's what one of my recent customer's had to say about the book:

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Hi David, Your book is great! I have already started using the advice you have given in starting my greeting card business. There were a lot of advice given that I was totally unaware. I know I will have a successful business if I starting using suggestions you have given in your book. I look forward to seeing more tips in your newsletter. Thanks again.
I'm off to a great business!

Sherwin Gaston, Palatine

SECRET #2 Spy On Your Competition

"Find Out What Your Competition is Doing"

Knowing your customer intimately is the first step to easy sales. Until you know:

1. who your customers are,
2. what they want, and
3. what motivates them to buy, you can't prepare an effective strategy to sell your cards.

Today we're going to spy on your competition.

A great way to sell your greeting cards is to find out what your competition is offering then find a way to do it better and make your cards more appealing to your market.

How do you do this?

Simple: You go to one of the major search engines like Google and type in the search terms you listed yesterday that relate to the market you are targeting, and start searching.

Now go through some of the top listed websites and see what they are doing, what types of cards are they offering and the prices they charge.

This will take a little leg work but it will pay off in the long run. I would also recommend you bookmark the sites that are doing what you want to do so you can come back to them later.

The good news is there is a piece of software called WebFerret that is free that will go out and search and find all the websites that relate to the search term you are looking for.

I suggest you go and get the free copy at: <http://www.ferretsoft.com/index.html>

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There is a paid version but you can get by with the free copy.

This is such a time saver.

So go and start spying on your competition now and you will be amazed at what you find and the ideas you get from others.

Doing this bit of work in the beginning will pay off in the long run - trust me.

SECRET #3 Test Your Market

“Be Like The Best Fisherman, Know Where Your Busiest Waters Are”

I want to share a story with you that holds a very important message about the importance of testing your market.

Have you heard the story about the two Fishermen who were fishing on the same big lake.

One Fisherman was catching lots of big fish while the other Fisherman on the other side of the lake wasn't catching a thing.

What was this Fisherman doing wrong? He is fishing in the same lake as the other Fisherman, at the same time of day, using the same boat and fishing tackle.

What is the successful Fisherman's secret?

He knows exactly what part of the lake the biggest and most fish are and he also knows what bait they are attracted to.

This Fisherman has tested different types of bait in different parts of the lake and now, from that testing he knows that each time he goes to the lake to fish he is guaranteed to catch a fish or two or a boat load.

Do you see where I'm going with this?

The same thing applies in business. The big market out there is just like the lake, it's full of people looking for products to buy but you need to find where your market is then try out different types of bait (ie. Ads, Different types of cards, publications you advertise in, etc) on it until you find what it is they bite onto.

So this is what you do.

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Go out and approach some businesses that some how are related to the types of cards you sell, for example, a Wedding Photographer.

Let's say you make Wedding invitations and thank you cards. A Wedding Photographer would be a great place to start because his market is also your market.

So what you can do is set up a "voucher" system. The Photographer simply has a big pile of your "vouchers" he can give out to his customers and prospective customers when they come into meet with him/her.

This voucher offers a free gift ... free Thank You Cards with each order of Invitations (let your mind run free with ideas!), and then include your contact info.

But each voucher also contains a code which is unique to the store.

When they present the voucher to you, you can see this code. Which means if the person presenting the voucher to you becomes a paying customer, you give the Photographer an agreed percentage of the sale.

See, the great thing about this strategy is that you only pay AFTER you have a client. Which is better than paying up front for advertising when you don't even know if it will work!

It's called an "endorsement." And could send a flood of potential customers your way in no time at all

Of course, I reveal all the tips and techniques about how you can explode your sales in "How To Start Your Own Greeting Card Business" - available at:

"Give Away Free Samples"

Yes you read correctly - Free Samples.

If you have had some experience in making greeting cards then all you have to do to start getting some customers is to give some of your cards away. Why?

Simple: While you'd rather charge for your greeting cards, what you're really doing is investing in your skill. See, in return for giving away some free cards, you ask for a testimonial from each customer.

Is that really worth it?

Sure. Once people can see proof that the cards you are making are great quality you will find your paid work will increase dramatically.

Testimonials (written recommendations) provide proof that you can do what you say you can.

For instance, what if you had a testimonial like this:

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"Sally did a fantastic job of my wedding invitations. Every guest at the wedding makes a point of how beautiful they were. Book her while you can, because once more people find out about her level of creativity and quality, she's bound to be booked out for months."

Jane Smith, Los Angeles, CA

See how powerful that is?

A collection of testimonials like that is worth thousands of dollars to you in sales down the track. That's why giving away some cards for testimonials is such a good idea.

Here is one of my testimonials I have received from Jackie Williams, a happy customer, who purchased my book, "How To Start Your Own Greeting Card Business".

Hi David, Thank you so much for putting all this information together, so that people like myself can have access to it and make their dreams of starting up their own home business become reality. I was so impressed with all the information in your book.

I printed off a copy and have read it through twice already. All of the worksheets that were included are so helpful and after completing them you gain some useful information to help your business become success.

For everyone out there who are thinking of starting their own home business, David's book will help you way beyond your wildest dreams in making it possible.

Once again, THANK YOU David!!! I am looking forward to the next 30 days road map!!

Jackie Williams, Alto

SECRET #4 How To Generate Customer Leads With Ebay!

"How To Use Ebay As A Customer Lead Generating Machine"

I wanted to share this piece of information with you to help you with your greeting card business. This technique I am about to reveal to you will help you generate a flow of new customers to your website or blog. This is a section out of a new book I am writing.

One of the least understood and least used business uses of trading communities (TC's) is generating constant traffic to your web site, sales and FREE lead generation for just about any kind of business.

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eBay is the biggest and the best online auction site around. It is 'the market' for dynamically priced goods and services on the Internet. I mention eBay a lot in this book, but the strategies and techniques are applicable to any online auction site or trading community.

You might say, 'Well Dave, I have a service business. How can eBay help ME develop constant flow of traffic, sales and generate leads?'

Done right, eBay can be set up as a lead generation machine for any kind of business.

Here's how.

Let's say you have a service business. This is what I would suggest you do:

Put together articles you've written (original material is best) and posts to discussion groups and organize them into an short e-book (or e-booklet) and list it under the appropriate category on eBay. In your description you include a link back to your web site (more about this later).

Of course, in the book you'll demonstrate your superior knowledge of your subject area for your type of business and include a link (or several) to your website and include additional contact information...and how much easier it is to use *your* services than if the customer did the service themselves ;-)

If you're selling a service, use the eBooklet technique to generate leads. Or if you want to actually make money on eBay and generate leads...you could spend extra time on your eBook, put together some great original material and sell it for a good/fair/reasonable price.

It doesn't matter what kind of service you provide...you should always be ready to educate your buyers. This technique has been very effective for me (selling my marketing and website development services) - plus - if you do it right - your leads will actually cost you nothing.

But first a WARNING: This 'system' will do you no good whatsoever if you don't follow-through with the leads that you get. You must think about what you're going to do with the leads after you get them. Letters? Emails? Audio tapes? All of these can be sent to your prospects from this system to make a sale.

Okay?

Here's how it works:

You have an eBook on Adult Greeting Card Designs you want to sell. But you did some research and most of the ebooks on ebay sell for less than \$20 and yours is \$49.95.

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Create a 'mini' version of your book- a 20 page "report" on the subject of your larger work. You put it up for sale on eBay for \$1.00 or .50 cents or whatever you think will draw the most bids.

If you have a good title, good cover design etc, people interested in the subject will bid on it. You collect your \$1.00 per eBook-- your delivery costs are "ZERO" because it's "digitally delivered" and your only fees are eBay's listing fees, which should be covered by the buck you get from each successful bidder.

Now here's a bonus to this "system": All the email addresses are sent to you *automatically* when the auction is complete by eBay.

Bammm! You have a built-in automatic lead generating machine going--all you have to do is make your eBook so attractive people bid the dollar to get it- all the email addresses are sent to your mail box automatically.

You can build a significant mailing list in a very short period of time using this method – just be sure to let them know ahead of time that they will be added to your mailing list, of course, and always give them the option of 'un-subscribing' at any time.

After you have delivered everyone their ebook or Report ask permission to keep them on your FREE "updates list"- and give them an opportunity to sign-up directly on your site.

How about non-payers? My humble opinion on that is- send them the eBook anyway! Hey! You're trying to generate leads and sell your larger work.

Who knows, they may feel so guilty you sent the darned thing for free- they may just buy your book to relieve some of that gnawing guilt!

Here's the "Formula" in numbered order:

1. Create an 'eBook' or 'eBooklet' educating people about your product or service or create a "report" that's a mini version of the book you're really selling;
2. List it on eBay in the appropriate categories at a nominal opening bid and put a link back to your website;
3. Collect the money at the end of the auction or not;
4. Collect the "qualified" leads and get them to opt-in to your mail list then follow-up with them to sell them your real book or service.

This works for other items too. Not just service businesses and eBooks.

Do you have a sample of your merchandise that you can auction for a \$1.00?

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Do you have a low-priced item that can be auctioned for less than \$5?

What about the link back to your web site or blog? How does that fit in?

There are a lot of people who see your listing (ad) on eBay. At last count eBay had 22 million registered users.

Some of those people will be sold on your product or service as soon as they read your listing (ad).

Including a link back to you web site is allowed by eBay --even a small graphic is OK. (see eBay's user guidelines page for updated requirements for links in your listings).

I hope you can use this info to help you with your own greeting card business.

Remember never give up on your dream and take some type of action everyday that will lead you closer to achieving your goals.

SERCET #5 Joint Ventures

This is literally one of the most powerful and effective ways to sell your greeting cards.

So what is a Joint Venture?

Simple: On the surface, Joint Ventures can sound a bit complicated and some really complex deal arrangements are, but for most of us the types of joint ventures we would do to make sales are quite straight forward.

A simple joint venture is this: an arrangement between you and another business person who has customers that are targeted to your product and you pay him a percentage for each sale you make as a result of him introducing you and your product to his customer database.

That's it! Have I got your brain ticking yet?

All you need to do is start thinking and looking for other businesses that share the same target market as you, then approach them with a deal that gives them the opportunity to make some extra money they wouldn't normally get from their customers simply by introducing your product to them.

So with that said let's look at an example of a JV idea.

Let's say your greeting card niche is "designer pet greeting cards". You specialize in the craft of making pet cards using high quality photographs of different types of pet's even funny cards of pets dressed up in costumes.

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Ok, so what types of businesses could you find to help you get more customers?

What about the specialty pet shop down Main Street that sells extravagant pet toys and accessories? They could give away one of your animal greeting cards with every purchase over \$20.00 or offer them a six pack of your cards for half price.

The pet shop customer is now introduced to you and your exclusive cards. What's the benefit to the pet shop owner? Something free for her customers or if she sells your card pack at half price you would do a deal where the shop owner gets a 80% or even give away 100% of the profits because you are getting introduced to new customers.

And of course with the cards that are given away or sold you will include details where that customer can contact you to buy more cards or request custom designed cards from you.

Is your mind starting to fill with ideas? Well it should because this method of marketing will increase your sales. The word of mouth marketing that will result in pet owners talking amongst themselves at dog training classes or puppy club will boost your sales.

Hey there is another JV partner possibility - Dog Training Clubs!!

I will leave you with that one and see what ways you can think of doing a JV with the training clubs.

SECRET#6 How To Use Ebay To Get Testimonials"

Here's how to generate a constant flow of traffic to your web site with ZERO marketing and advertising costs:

People who see your listing on eBay ad, see the link to your web site and may click on your link (constant traffic).

Because they are 'pre-sold' by your eBay ad they are more likely to buy from you. And...

If they don't want to wait until the auction is over, they will simply click on your link to your web site and buy there.

That happens a lot. It happens constantly.

One of the best features on eBay's site is the Buy Now! Button. Essentially, eBay recognizes that a lot of 'off-site' transactions were taking place and rather than clamping down on them, wanted a piece of the action.

Here's how I found out this actually works:

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I would run an auction for an eBook (not a mini-version – the full book) and I'll suddenly start getting more orders on my web site. I checked my web site logs to see where the traffic is coming from and saw that they were coming from the link I put on my "About Me page".

In fact I received constant traffic and sales - all I need to do is list auctions each day and the traffic and sales to my web site never stop.

Now, you have to make sure that you have a web site that actually works well: That sells your product or service; that features the benefits of your product or service and has several ordering options to make this work.

You also need a way to allow people to opt-in to a mailing list or update list, so if someone does click on your link at the bottom or top of your listing (and they're not ready to order) you have a way of capturing their email address when they visit your site.

There's another factor working here...it's called 'feedback' on eBay's site.

Here's how it works:

You sell something. The person you sell it to likes it. They go to eBay's site and are given a chance to 'leave a comment' about how well you handled the entire transaction-they call it 'feedback'.

If you did a GREAT job, they leave you "Positive" feedback. (This is the BEST)

If you did just an "Okay" job they will leave you "Neutral" feedback. (You don't want "Neutral")

If you did a really poor job they will leave you "Negative" feedback. (This is very BAD for you)

Here's the secret to this part of the program:

All feedback really is, is "Testimonials" for your product or service or you!

The system is really ingenious. It generates for you AUTOMATIC, CONSTANT testimonials for your business.

The hardest thing for most small businesses is to ask for testimonials from their customers. It's tough. You have to ask them to say nice things about you...in writing!

But with eBay's system of feedback, you get these automatically!

Now, not everyone will leave you feedback. Some people forget or they get busy. In the last chapter, I give you an email script that you can use to remind them to do it for you with a link directly to the page they need to use to leave you positive feedback.

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THIS IS VERY IMPORTANT. When people want to bid on your auction or buy from your web site, they WILL check your feedback. If the feedback you have is 99.9% positive...chance are they will see you as:

- Credible
- Reliable, and
- Someone they want to do business with

Since the "Feedback's you receive are 'public' comments, you can also use them:

- On your web site
- In your email marketing
- In your direct mail pieces
- Anywhere you want!

Last time I looked at my eBay ID it was all Positive- but here's something that happened recently that shocked me...

A bidder on one of my auctions left me negative feedback. I NEVER get Negative feedback! Then eBay did- what they NEVER do- they REMOVED IT.

I hope you can use this information to help further your greeting card business, remember I am always here if need some help or have any questions - just send me an email I would love to hear from you.

Remember never give up on your dream and take some type of action everyday that will lead you closer to achieving your goals.

Remember if you haven't started your own business yet, I show you exactly the steps you need to take to get your business up and running as soon as tomorrow in ["How To Start Your Own Greeting Card Business"](#).

SECRET #7 Sell Your Cards on Ebay

This is a great place to start selling your cards instantly.

Ebay is one of the best websites to happen to small businesses because it gives you a cheap and easy place to market your cards.

Not only can you sell your greeting cards on there but it is also a great place to buy card making materials very cheap for your own card making business.

I'll tell you another tip to make some extra cash on Ebay, when you are at your card making or craft supply store, take a look around for materials and stickers etc that are

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on special or being cleared out. See you will be able to buy them at clearance prices and then sell them on Ebay for profit.

If you want proof go to Ebay and go to the craft section and do a search for "character stickers" and see for yourself.

Have I got your brain ticking over yet with ideas?

Essentially Ebay is a great place to start selling your cards, it's safe and you can accept credit cards and you can start right now.

Oh and remember when you send out your cards to people who have purchased, always send them other information about all your other products, specials you have and of course give some incentive to go to your website and subscribe to your newsletter. You can visit Ebay at: www.ebay.com.

I hope you have found this report inspiring and helpful in your pursuit of making money selling your greeting cards.

Warmly

David W. Allen

Don't forget to visit my site that is dedicated to this very subject at:

www.GreetingCardProfits.com

P.S.. I have also included some FREE business ideas that you can use below.

Greeting Card Profits
is a DSA Media Pty Ltd Company

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BONUS BUSINESS IDEA

“Greeting Card Product Ideas You Can Use That No One Is Doing”

I was just reading an article in a card making magazine and one of the subscribers was explaining how her Husband is completely hopeless when it comes to picking out cards when a special occasion comes around.

She went on to explain that when it comes to writing on the card, something romantic, he is completely lost for words.

Well that really struck a cord with me because I can relate to that in some way as I'm sure most Men can.

But then the big light bulb above my head went off.

Yes an idea that you can make money from.

Think about it, how many Men, especially the corporate high flyers, are so busy that when it comes to buying a card for their Partners Birthday, Anniversary, Valentines Day you name it, they leave it to the last minute.

They rush into the local card store, stare aimlessly at the massive range of greeting cards, grab the first one that stands out, then stare at the blank white space inside the card trying to figure out what to write that will be romantic.

And most of them simple stuff it up.

Let's face it, with the busy lifestyle most of us lead these days we tend to forget about putting some romance into our lives and relationships.

Imagine this: if you started a business that was aimed at Men just like this and you showed them ways they can put romance back into their life with your romantic greeting card designs PLUS you also offer a little book of romantic verses that they can use to write on their cards.

I think there's some real magic here. This would be a big winner. You would be making it so easy for the average and corporate Man to spice up his relationship and put that romance back into his life.

This is a big problem for couples these days, and a simple way to help someone put that romance back into their life is an idea like this.

Christmas is only around the corner so this would be a great idea to get you started.

You could put a pack of cards together including a little romantic verse book and you could even throwing in a calligraphy pen. You would be making it so easy for them they would have to buy it.

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Remember what I said in the book, find a hungry market and give it what it wants and you will be successful. I think this idea will be a winner.

Keep me updated on how you go with this. I would love to hear about your results.

SCRAPBOOKING FOR PROFIT

Did you know you can make money from home scrapbooking?

Well you can and it's a fast growing business too.

Did you know that some people will pay you up to \$3000.00 to Scrapbook their wedding day photos?

Well as amazing as that sounds its true and you can get the complete rundown on how you can do the same from home.

I am going to introduce you to a Mentor of mine who is a major force in the business world. His name is Brett McFall.

He has an amazing and proven program that teaches you everything you need to know to get started making money from home Scrap booking for others.

If this is something you have been thinking about or are just simply interested in, then visit his site at the link below and he will give you all the information you need there.

I highly recommend this program if you are serious about making money from home doing Scrap booking.

Check it out here now at:

<http://www.greetingcardprofits.com/scrapbooking.html>

This is a fast track step-by-step system that will have you up and making money within 30 days: You need to check it out now:

<http://www.greetingcardprofits.com/scrapbooking.html>