

This Scrapbooker Took Her Passion and Turned It Into a Profitable Business

A Personal Interview...

Dawn Stegall shares her experience and professional insight



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Introduction:

First, I want to personally thank you for downloading this interview.

I recently contacted Dawn Stegall (owner of Scrap Venture Pro) and asked her if I could do an interview with her for my Mommy Revenue readers. She not only graciously accepted, but completed the interview questions in a very timely manner.

For those who already have a love for scrapbooking, I feel you may have a head start and a great opportunity to succeed just as Dawn has done, especially with the training program that she now offers.

I believe you will enjoy reading this interview and at the very end you will find the link for a free report for more in depth information on starting your own scrapbooking business.

~ Rhonda White, MommyRevenue.com

How did you first get started in your own scrapbooking business?

I've always been entrepreneurial. When I was in grade school I sold my handmade refrigerator magnets door-to-door. I was also very active with my mom when she sold Home Interiors. So it was only natural that I would go the direct sales route as well.

Fast forward a few years, 4 daughters later, homeschooling and very active, the direct sales party plan was not working for me. I turned to the flexibility of the internet and opened an online store selling Christian scrapbooking supplies and encouraging scrapbookers to remember God in their albums.

Tell me a little bit about your typical work day. How many hours do you work?

Well, homeschooling and family are top priority, but I love my work as well. I'm an early bird so once I get my husband out the door at 6:30, I go to work until I wake my girls up at 8:30. The morning is reserved for school and then afternoons I tend to work some more. My life is all about being flexible and time management. I multi-task a lot by thinking while doing mundane chores or working out. Then when I'm able to sit and work on scrap, I have already thought it out.

Did you have any previous experience in business before starting this venture?

As I mentioned previously, I was very involved in my mom's business. Packing orders, stamping catalogs and order forms, going to shows with her, creating groupings for her displays, etc. She was color blind so I would help her memorize colors and coordinate pictures with florals and other accessories. I've dabbled in several businesses before finding my passion. I also served in the United States Air Force which taught me many skills I use in my business.

What were some of your goals early on when you first started?

My goals early on are still the same today. Build a business around my lifestyle that I'm passionate about. Teach my girls valuable skills as they help me in the business. Create a profitable business that invests in my daughters' future to not only pass along to them if they choose to pursue it but also for their future. (4 college educations and 4 weddings is going to be expensive)

How should someone determine if starting their own scrapbooking business is right for them?

You have to be passionate about what you are doing. Otherwise it will turn into a chore. Also realize there is more to a scrapbook business than scrapbooking, there is the business side as well.

You can be passionate and talented, but you have to have business skills as well. Or at least be willing to learn. To have a successful business you need clients. If you don't know how to market your business, attracting clients will be very difficult.

What tools/resources would you say are essential to succeeding in this type of business?

First, a business license and any other legalities your state requires. A business plan to list your business goals and how you plan on reaching them. I believe a website is very important as well. And once you are ready to start scrapbooking for others, a client contract is necessary.

What are some mistakes you may have made getting started in your own business?

The biggest mistake is not taking action -- whether it was fear of failure, making sure everything was perfect or just not implementing.

What are some essential skills in managing your own scrapbooking business?

An essential skill for this busy mom is time management. I also feel continual learning is important along with consistent marketing. Marketing/attracting clients needs to be an ongoing process otherwise you might end up with no clients or a long time between.

Why did you decide to create a training program for scrapbooking business owners?

I took what I call the turtle approach, slow and steady. I wanted to help others speed up the process and reach their goals faster. There is information out there, but incomplete and leave you with more questions than answers.

What is the difference between your step-by-step training program for scrapbooking business owners, and all the other programs online that may be offering the same thing?

Each lesson within the ScrapVenture Pro program tells the what and why the lesson's topic is important for your scrapbook business. It then goes on to explain how. Each lesson has an assignment, to encourage you to take action and implement what you learned right away.

From the feedback you've received from your trainees what are some of the best benefits of your training program?

The most common feedback has been they find the lessons to be helpful and have learned new techniques and ideas to implement. I've had feedback from outside the United States that the lessons are informative and applicable to them as well. The bonuses are appreciated too.

Any final words you would like to personally add?

The weekly lessons are designed to be easily absorbed and then take action upon immediately. Often we skip chapters to get to the "good stuff" or continue reading but never go back and actually implement. If you want a successful business you must take action. It is my desire that ScrapVenture Pro allows you to do that!

For more information on how to turn your passion for scrapbooking into a professional business, grab your FREE Report:

Free Report Includes:

- 10 questions to ask yourself
- Researching your business
- Generating Start-up Cash
 - Evaluating Risk
 - and more...

<http://www.mommyrevenue.com/biz/scrapventureprofreereport.html>

Introducing ScrapVenture Pro

The ScrapVenture Pro system will guide you step-by-step in getting your business scrapbooking for others up and running, finding clients and move into advanced strategies while touching base on time management and other motivating topics.

Want to know what you will be learning with the ScrapVenture Pro system?

- ✓ Know who your **ideal client** is and how to target them
- ✓ Starting your business legally to **avoid costly problems** later
- ✓ Create your custom **business strategy** with a business plan
- ✓ Learn how to purchase your supplies wholesale **without the high minimums**.
- ✓ Learn how to **price your work** with confidence and for *maximum* profits!
- ✓ The client consultation-what to do, how to overcome obstacles, what to bring including a **sample contract**
- ✓ What to include with your **client's album**, it's not just layouts.
 - ✓ Creating your **website affordably** and easily
 - ✓ How to **attract visitors** to your website
 - ✓ How and where to **find clients**
 - ✓ How to **build a relationship** with your potential clients so they become buyers
 - ✓ How to make your business a priority **without sacrificing family**
 - ✓ Learn cost-effect **online and offline** advertising strategies
 - ✓ Learn how to utilize the **power of the internet** to market your business online
 - ✓ **Getting noticed** with press releases

- ✓ Learn how to **pull your readers in** with words that sell
- ✓ plus much, much, more...

Find it here:

<http://www.mommyrevenue.com/biz/scrapventurepro.html>