

## *Can a Brick and Mortar store really profit teaching Digital Scrapbooking? You decide!*

When is the last time you taught classes in your store that brought new customers in the door and earned a profit? Would you like to teach classes again and generate excitement in your store?

By following our Digital Scrapbooking for Retailers-Volume 1-Digi Degree (DD) Program and teaching a weekend series of classes for 12 students you can achieve the results below:

<b><i>Expenses:</i></b>	<b><i>Quantity</i></b>	<b><i>Amount</i></b>	<b><i>Total</i></b>
<b>Advertising:</b> Your Newsletter (mail & email) Your Website Press Release (Local Newspaper) Craig's List, etc.			<b>FREE</b>
<b>Digi Scrapper Deluxe Special</b> Includes Book, Menu, & Organizer Back-up DVD	12	\$29.97	<b>\$ 359.64</b>
<b>Assorted Template CDs</b>	18	\$ 9.99	<b>\$ 179.82</b>
<b>Assorted Brush CDs</b>	18	\$ 7.50	<b>135.00</b>
<b>Teacher Training Manual</b> Free with \$500 purchase	1	Free	<b>FREE</b>
<b><i>Total Expenses:</i></b>			<b>\$ 674.46</b>
<b><i>Income:</i></b>			
<b>Class Fees:</b> Series of 5 classes (included in this book) for 12 students = 60 classes	60	\$30.00	<b>\$ 1800.00</b>
<b>Sales of Digi Scrapper Deluxe Special</b>	12	\$59.97	<b>\$ 719.64</b>
<b>Template CD Sales (minimal estimate)*</b>	18 (1.5 per student)	\$19.99	<b>\$ 359.82</b>
<b>Brush CD Sales (minimal estimate)*</b>	18 (1.5 per student)	\$14.99	<b>269.82</b>
<b><i>Total Income</i></b>			<b>\$ 3149.28</b>
<b><u>Net Income</u></b> <i>1 series of 5 classes for 12 students</i>			<b>\$ 2,474.82</b>
<b>Additional product sales to customers who come into your store to take your digi classes</b>	???	???	?????????
<b>CHA Show bonus!</b> Place \$500 order by August 1, 2008 and receive an additional class for FREE! Class 300#B Brushes	12 (classes)	\$30.00	<b>300.00</b> <b>\$2834.82</b>

**Don't have room for 12 students in your classroom?**

Net profit for 6 students = \$1417.41

Net profit for 8 students = \$2126.12