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Placemat Ads Advertising

By Michelle Cobbs

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Starting a placemat ad business can create more business for you; free advertising and income all while helping other local small businesses advertise their business all at a reasonable price.

This is an idea not new by any means, but it can prove to be very profitable to you if done right. After you have your clients lined up, you will target small local diner's, many will jump at the chance especially when you explain it is "free" it is key to stay away from large establishments like McDonalds or Burger King since the franchise probably supplies the placemats they use.

We all have seen placemats with ads of business offers discounts, coupons or just an announcement that they are around. Many of these ads have games, pictures for kids to color, word find puzzles and more.

Placement ads can be the right vehicle that allows you to advertise your business without paying for all the cost to do it. Here is what you do; go around to local businesses like the pizza shop, new laundromat, auto body shops, new area businesses etc.

You can call around or visit these businesses offering ad space on the new Jonas Placemat Ads give them the best price, target 8-10 businesses the first time around offer them an introductory price, one that will you costs for printing, and mileage and other related costs for getting the placemat ads made.

Try to get these businesses to offer a coupon like ad customers love these type of ads, plus it will get them reading the ads as they are waiting for their meals to be made don't forget to make it fun for the kids as well, remember many of these ads are targeted for kids, you can add a twist by adding the ads of local business as well.

Remember to leave at least two slots empty for your ad and one for the printer so that you can negotiate the price for the absolute lowest you can get.

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It may be a good idea to offer the printer the free ad space on each printing as long as he is willing to give you the absolute lowest and best price. If this does not work with you on this shop around someone will be willing to take you up on this offer it can be a win-win situation for both of you.

You can start with 2,000–3,000 at first make sure you make it clear to your clients that the price they are buying the advertising at is only an introductory price of \$59.95, so when you follow up with them in a few weeks or month or two later they are aware that the cost is up a little because it was the introductory price. Going up \$10.00–\$20.00 dollars may not seem so bad especially when you explain that they could not get such a wide audience at this low of a price elsewhere.

Try to keep the cost under \$99, this is sure to be hit, also if you can fit somewhere on the ads that in order to get the discount offered you must bring in the ad. This will also show as proof the business

owner or manager that it is in fact working. This may also be a key factor in getting them to re-new advertising with you in a month or two on follow-up.

The key here is you to get out of the deal 1) free advertising for your business and 2) the printing costs (at least a large part) paid for by your clients who have buy the ad in your new Jonas Placemat Ads service.

In conclusion, as you can see just from some of the ideas presented here this could be something that could be very profitable for you plus the possibility of a new side business for you. While creating a vehicle for you to advertise your business for free. It is key to keep it at a reasonable price (under \$99) so that other business will be happy to give it a try.

Michelle has been online for about 7-years now. She started out on ebay which she still does some work on occasion. After doing the ebay thing for 2-years Michelle moved over to Internet and Affiliate Marketing. She has not stopped since. Start your own home business now visiting <http://home-making-money.com> for more information today.

Make Personalized Placemats With Kids

By Abigail Beal

This is a great family craft because everyone can do it. Small children will have fun with it because often they are learning how to set the table, how to help out at mealtime. Everybody has their own chair at the dinner table (or the kitchen table in most houses...). Children can make placemats for the whole family, designing them with some of the materials to look similar in design so that they match each other.

For this project you will need: white vinyl placemats clear contact paper scissors stick-on alphabet letters (can be found at most office supply stores) magazines such as Family Circle, Good Housekeeping that will show families and mealtimes. also magazines like National Geographic that have beautiful pictures of animals and nature. white 8 ½" x 11" paper to draw on markers or crayons

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glue sticks

Most children will be very pleased with the idea of creating a placemat with their name on it. Let them pick out the letters or draw their name on a piece of paper. Depending on the size of the placemat, letters should be about 2" tall.

Give your child the magazines to look through and find pictures of foods they like or just scenes they like. A child who loves animals may be happiest with a placemat covered with animal pictures. Another child may like nature scenes like the ocean or the mountains. Another idea is to use copies of family photos. You can also have your child draw pictures to put on their placemat.

Cut out the pictures (assist if needed). Arrange pictures on placemat first without glue, seeing where you like them best. Once your child likes the placement of the pictures, put them on the placemat using your gluestick.

Allow the placemat to dry for several hours. Then cover the placemat with clear contact paper. Measure the contact paper so that it is just slightly smaller than the placemat, by about 1/4" on each side. This will help it stay in place.

These placemats will now clean off with any damp sponge and you can use gentle dish detergent on them if needed. It's dinnertime!

Abigail Beal © 2004 Abigail Beal a.k.a. "the Gift-wrap Goddess" teaches gift wrap in suburban New York. She is the author of 2 ezines: GiftWrapGoddessWraps and CreativeCraftsTeachers. To subscribe:

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