

Table of Contents

Preface: Introduction to Handprinting Business	1
Chapter 1: Comments on Getting Started	2
Chapter 2: Introduction, Safety Issues and Business Requirements	3
Chapter 3: Tool List for Impressions	5
Chapter 4: Overview of Steps to Create Impressions	9
Chapter 5: Paperwork and Record Keeping	10
Chapter 6: Rolling, Imprinting, Cutting, Cleaning and Writing	11
Chapter 7: Drying and Bisque Kiln Loading	17
Chapter 8: Firing Schedule (Bisque, Glaze and Optional Decal Firing) and Unloading Kiln	22
Chapter 9: Cleaning and Staining the Impressions and Letters	26
Chapter 10: Outlining the Impressions	29
Chapter 11: Glaze Application	31
Chapter 12: Glaze Kiln Loading and Unloading	32
Chapter 13: Optional Steps: Decal, Dotting, Frames, Color and Pets	35
Chapter 14: Stringing, Notification, Packaging and Shipping	41
Chapter 15: Additional Information on Clay and Kilns	44
Chapter 16: Troubleshooting	49
Chapter 17: Customer Service	52
Chapter 18: Marketing	53
Chapter 19: Custom Storage Devices	60
Chapter 20: List of Suppliers	63
Chapter 21: Sample Photo Page	64

Dear Friends,

We have worked very hard for many years to build our business, create our training program: our DVD, our manual and have it published and copyrighted. We are happy to share this information with you, but ask that you respect our efforts by not reproducing or sharing the content of our Training DVD and Manual. We appreciate your honesty.

Thank you!

Ross and Hedy Hale

Preface:

Introduction to Handprinting Business



Hello! Our names are Hedy and Ross Hale. In 1974 we arrived in the seaside community of Morro Bay, California, with a plan to open a working pottery studio and gallery. It took a lot of elbow grease, but we were on our way. Working in clay became our way of life, and we were determined to be successful.

During our first year of working, it became readily apparent that we needed a way to bring in extra income on a daily basis. Hence, 32 years ago our ceramic handprints business was born. What started out as a way to preserve lasting memories for our friends grew by popular demand into a thriving business. Our small gift from the heart had created a way for us to raise and support our family while creating our art. It is the gift that has continued to grow.

Clients have watched our success and wondered if they too could bring this success to their community. Since we are both credentialed teachers, their curiosity sparked the idea of developing a ceramics impressions training program.

Seventeen years ago we trained our first client in our 3-day personalized Training Program in Morro Bay. We created a take home manual and supported our trainees by phone. Today, the success of our one-to-one training program has shown us that we are able to train you to own your own ceramic handprint business. No experience in clay is necessary. We're excited to share everything you'll need to know to get your own business up and running.

This business opportunity is an ideal way to raise your income while you raise your children. The best part is the product sells itself! You are able to set your own hours to fit your lifestyle, bring your product to your clients, and live in the area you want while working from your home.

What we know for sure is that we love what we do, and we are good at it. We're on your team! **Let our experience work for you. Your success is our success!**

Chapter 1:

Comments on Getting Started

Our state-of-the-art Training DVD and comprehensive Training Manual show you step-by-step how to make beautiful handmade ceramic impressions for babies, children, and pets. The DVD provides the visual guide for the process of how we make these beautiful ceramic impressions. The manual details the process in writing and you will follow it chapter by chapter. It will tell you in a very complete, detailed, and easy to read manner, everything you will need to know and more about how to make these clay handprints and how to start your business and run it profitably. The advantage of using this training method is that the manual reinforces what we show you on the DVD. You have the opportunity to review the techniques and learn at your own pace so that you are able to completely understand the entire process with ease. With our training program you will have the confidence and knowledge you need to start your own ceramic handprint business. In addition, you will have our technical support for 30 days for any questions you might have.

This training package represents our 34 years of experience and teaching knowledge. It has taken over two years of time and work to complete our Training DVD and comprehensive Training Manual. We have included everything we know on how to create the highest quality ceramic impressions and our proven methods of building and maintaining a successful business.

We basically started out on a shoestring. As we made more money, we invested in more equipment and supplies. You can do the same. You have the ability in this business to control how it grows and determine what is comfortable for you and your family. In the beginning we suggest that you try to keep your expenses at a minimum, and as low as possible.

There is no need to purchase the best or most expensive equipment to start. Make do with what you have or until you are able to comfortably buy it. As you make more money, buy more with your profits. Start small and make some money first. Then, invest in just the things you need to succeed.

Practice each step until you are comfortable and confident with each step of the process. Take samples of your friends and family. TEST! TEST! TEST! Practice makes perfect! Then market yourselves to your community.

This is truly a fun, flexible, creative, business that can be profitable, rewarding and exciting to own. We are excited to share our success with you. This business changed our lives, and it can change yours too!