

# Producing Newsletters On CD

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## **Producing Newsletters On CD**

Minimum Start-Up: \$2,500  
Average Start-Up: 10,000  
Profit Margins: 50% to 75%  
One Person Business: Yes

Brandel Communications is currently developing a newsletter that will be released on Compact Discs, mailed to you once every two months.

The subscription rate is \$195 a year. (Our production cost: around \$3 per CD. With 6 CDs a year, our total cost is \$18 per subscriber.)

Instead of print or video, we have decided to tap the CD market, the fastest growing communications media.

### **OPPORTUNITY SEEKERS**

To offer a subscription to this (still unnamed) newsletter, we are running full page ads in opportunities magazines, as well as implement a direct mail campaign.

Our initial marketing thrust will be directed at individuals seeking to start their own business, or a second source of revenue.

The BizOpp market is at a strategic crossroads where new economic opportunities intersect with our growing disenchantment with conventional employment.

This market thinks! And it is quick at recognizing new opportunities. This is why we decided that the growth of How-To CDs depend on the variety of titles available.

### **WE CAN REPRESENT AND SELL YOUR CD TITLES.**

While we are selling subscription to our newsletter, we offer customers the opportunity to purchase other CD titles. We also have a regular New Titles ad which lists new PowerGuides and How-To CDs available.

Every time we send out a newsletter and a catalogue, we include your CD on our title list and orders are sent directly to you. We do not take a commission or a percentage of your sales.

Your customer's orders and payments come directly to you. You fulfill the

orders and keep the money. We will design and print your ad for you.

#### CREATE YOUR OWN NEWSLETTER

We will accept advertising from those of you who plan to produce your own CD newsletter. Producing a newsletter on CD allows you to collect subscriptions in advance, which is extremely helpful in generating cash flow during your start-up stages. Producing a newsletter gives you a continuing link with a market that shares your common interests. Consider also the the interest factor for a newsletter in CD form is quite high.

#### PRODUCTION NOTES

As of this writing, it is still uneconomical to try and produce your own CDs in-house. It is still cheaper to create a master program and then have it produced by a replication service who can produce copies of your CDs in quantities of 1,000 or more, at under \$3 a piece.