

# Your Own Marshmallow Gun Business

*Have fun and make money at the same time*

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## About the Author



Hunter Beck is 19 years old and he currently lives in Bryan Texas. He spends his time doing school, playing guitar, and working on his business. He also fills his time playing three sports a year, football, basketball, and tennis. His goal is to be a successful business man when he grows up as he grows. Hunter has been making money many different ways since he was 10 years old. He has had his own marshmallow gun business which he started at the age of 10. He has sold hundreds of marshmallow guns and made over thousands of dollars through his sales of marshmallow guns.

## **Chapter 1**

***“Let everyone be sure that he is doing his very best, for then he will have the personal satisfaction of work well done, and won't need to compare himself with someone else.” - Galatians 6:4***

### **My Marshmallow Gun Story**

Through out my story you will see how I went from a boy at a birthday party to a boy who owned his own marshmallow gun business. It all started when I was 10 years old and I went to my friend's birthday party. The party was at a local park and while we were there, my friend gave each of us who were at the party a marshmallow gun. During the party we had old western draws, played capture the flag, and had a blast playing with the marshmallow guns. At the end of the party we were able to keep a marshmallow gun as a party favor.

Later on, after the marshmallow gun party, I was trying to find ways to make money. I brainstormed with my mom and dad of and I thought of many ideas to make money such as walking my neighbor's dog and a number of other ideas. Then, something struck. My dad mentioned that we could make some marshmallow guns, just like the one I had received at my birthday party. We decided to give it a try, so my dad and I went to the store and bought some PVC pipe and spray paint to get started. We made some marshmallow guns, and took them to a book show, where my mom and dad sold curriculum. What do you know? They actually sold. I realized that marshmallow guns are a great way to make some money.

That was just my first marshmallow gun venture. There were many more to come. Over the years I have gone to many book shows across the nation and sold hundreds of marshmallow guns. I also sold my marshmallow guns online, on a website and on ebay. I have taken them to local farmers markets. I have sold them to family friends who were eager to get some marshmallow guns for their sons and daughters. I have sold many marshmallow guns over the years to many different people. The great thing about marshmallow guns is that all people enjoy them, whether a girl at age 10 or a man at the age of 45. This is why marshmallow guns are such great products. They can be sold nearly all people, no matter who they are.

Another story about my marshmallow gun business includes the time when I was 13 and hired a married man with a wife and kids to work for me. I was talking with my dad one day about painting the marshmallow guns. I was asking him if there was another way to do it.

He said to me why don't you hire someone to paint the guns for you. At first, I was a little hesitant, being only 13 years of age and about to hire someone to work for me. However, I wrote an email and sent it out to my church loop. I told them what I was doing, I gave them my price, and someone took me up on the job. The man came over one day and I showed him how to do paint the guns and the things he needed to know.

The nice thing about it was that I did not have to be there while he was working on the guns. I showed him where the supplies were and he actually painted them

when I was out of town with my family. This was an awesome experience to have a man who was married and who had kids to work for me when I was only 13 years old.

I had many other awesome experiences throughout my marshmallow gun business career. I want to show you all the things you need to get a marshmallow gun business started and tell you the experiences that I had throughout my marshmallow gun business. I want to tell what worked for me, but also I want to tell you my failures so that as you begin to brainstorm different ways to make your business more successful, (and yes! You should be brainstorming how to make your business better) you won't fall into the same traps. You may think of the same ideas I had, but I am here to tell you honestly and lovingly that some ideas just don't work. I don't want you to spend so much time and effort into a really promising idea that turns out to be a bust. I am here to save you time, money, and frustration. Instead of falling into traps, you can follow my successes and immediately start making money.

Before we jump in, I want to get you excited and give you some reasons to get started right away. No matter who you are, making marshmallow guns is a great way to start making money.

Here is a list of reasons for why my marshmallow gun business was profitable and why it can be profitable for you too:

- The pieces are easy to find for a cheap price
- Marshmallow guns are easy to make

- They are easy to paint
  - They make a great profit
  - They not only made a great profit but they were also a tremendous way to make money fast
  - They are easy to sell and store away.
  - They are a great business for any young entrepreneurs to make some money.
  - Kids can run a marshmallow gun business on their own
  - They are also great for the whole family to join in and spend time together. Not only having fun, but also making some money while you're at it.
- One of the greatest things about my marshmallow gun business was that I was able to spend time with my dad.

One thing I want to tell you before we get started is there may be some marketing techniques that I do not put under the marketing section. The reason why is because, there may be something that links directly with what I am talking about at the time. And although I could put it into the marketing section, it would be easier to just tell you right then so you know:

1. How it applies to your marshmallow gun business.
2. What I am talking about and so that I do not confuse you. It might take me a while to describe a situation so that you understand the marketing hint. So instead of telling you later, I will tell you right then and you can understand how to use it.



So before you start reading this book, pay attention to each part because you can get different marketing ideas through out the book, even if it is not in the marketing section.

Enough talking though, let's get started right away, as I show you how to make the marshmallow gun.

## Chapter 2

***“All hard work brings a profit, but mere talk leads only to poverty” –Proverbs 14:23***

### **How to Make the Marshmallow Gun!**

The first thing you need to know for your Marshmallow Gun business is how to make the Marshmallow Gun so you can immediately get started. Below, I have the instructions step by step on how to cut the pieces, assemble and paint the marshmallow gun. I have pictures of how the gun should look after each step. If you're not sure on how to make the marshmallow gun from the directions, then look at the pictures, and copy mine.

I also have videos throughout the process teaching you how to cut and assemble your marshmallow guns.

#### **Building the Marshmallow Gun**

1. First, you will need to buy 3 feet (91.44 centimeters) of 1/2 inch (1.27 centimeters) PVC pipe, 2 (1/2 inch (1.27 centimeters)) PVC elbows, 2 PVC T's, 2 PVC end caps, and spray paint.

#### **NOTE:**

If you are going to make more than one gun, then you might want to buy your PVC pipe in bigger (longer) pieces. I personally buy my PVC pipe in

10 feet pieces. I buy around 20 of those, which makes around 60 guns. However, I didn't start my business that way. At first I only made around 20 marshmallow guns, which is about 6 PVC pipes. I started small which is what I would suggest for you as well.

2. Once you have your PVC pipe, cut one piece of PVC pipe 12" (30.48 centimeters) long for the barrel.

3. Cut four pieces of PVC pipe 4" (10.16 centimeters) long, two for the handles and two for connecting other pieces of PVC pipe together. Cut one piece 1 3/4" (4.45 centimeters) long. Cut one more piece of PVC pipe 6" (15.24 centimeters) long.



**NOTE:**

Cut the 1 3/4" (4.45 centimeters) piece of PVC pipe first. This is very important. Whether you are dealing with a 3 foot piece of PVC pipe or a 10 foot piece of PVC pipe. The reason why I stress this, is because if you wait to cut it at the end, you will have to place your fingers near the saw blade and you risk a possible injury to your fingers. Cut the 1 3/4" (4.45 centimeters) piece of PVC pipe first, so that you have plenty of room for your hands to work with the PVC pipe and you don't have to hurt yourself trying to save every little bit of PVC pipe. You want to get as much out of your PVC pipe as possible but you do not want to lose a finger in the process.

**NOTE:**

Something that could help save your PVC pipe is when you are getting near the end of a PVC pipe and there is just a little bit left on the end you could maybe use that for one of your 1 3/4" (4.45 centimeters). **But again** if it is too dangerous do not worry about it. A small piece of PVC pipe does not at all compare with losing your finger.

**SPEED IT UP:**

My dad and I also found ways that could speed up the process significantly.

- First, before I tell you all of the methods, it is good to buy pvc pipe and all of the connecting pieces (tees, elbows, and caps) with as few stickers on them as possible. It is best if there are **no stickers** on the pipe or on the connecting pieces at all. One reason is so you do not have to spend time taking the stickers off when you get home. You do not have to take the stickers off, because you can paint over the stickers. But, it does look better to have clean PVC pipe with no stickers. You also do not want to have stickiness on the gun from the sticker's residue.
- One thing to help you speed up the process is to make **small marks**. When you are cutting the PVC pipe, instead of measuring each piece out individually, make a small simple mark on your saw. Instead of having to measure every single piece of PVC pipe out, all you have to do is put the PVC pipe up to the mark and cut.

Again, building off of this, my dad and I figured out another way to make this process quicker. We then took a **stop** (a piece of wood or plastic, or any solid object) and we lined up to the mark we were cutting. Once we had done this, we clamped it down and made it secure. With this contraption I could push the PVC pipe up against the board without having to line the pipe up each time with the mark on the saw. This also helps steadiness. You can push the PVC pipe up against the board and not worry about accidentally bumping it and wasting some of your PVC pipe because of a bad cut. When you make your marks, mark it with a pencil,

which is what I did, in case you need to erase them later.

One thing to keep in mind in all of this, is that, since the PVC pipes are pretty long at the beginning, 10 feet, they tend to sag, causing there to be a bow in the pipe. This makes it harder to cut because they are such a long length and all the wobbling makes it really hard to work with and to keep the pipe steady. So to fix this, you need to get some old boxes or crates from around the house and set them beside the saw. Try to find boxes that are equal in height with the saw. If the boxes are too short just add some more materials, such as old phone books or relatively flat boxes, to make sure the PVC pipe is flat when you lay it on the boxes and on the saw. You want your PVC pipe to be parallel with the ground so that you get a good and accurate cut. This will help time efficiency because you don't have to fight with the pipes when they are hard to work with.

- I use a **chop saw** which is what I make the marks on, to speed up the process. However if you have a **handsaw**, which is what I used when I was not under my dad's supervision, I'll give you some ways that can help speed up the process. Again, like I said before instead of measuring each piece out after every cut, make **small marks**. However, instead of making the marks on the saw, make the marks on the PVC pipe. Take your PVC pipe and put a tape measure on it. Then, just put little marks every distance you need to cut. If you are cutting your 6" (15.24 centimeters) pieces then put a tape measure up to the pipe and make a dash at 6", 12", 18", 24", etc. You do need to draw an entire circle around the pipe just a

little tally mark so you can easily identify it and make a quick cut. Also try to marks on the same side of the PVC pipe so you can find the mark quicker and speed up the process.

You may be thinking, "I don't want to mark on the PVC pipe, it will ruin the guns." But don't worry about making marks on the PVC pipe because you are going to paint over them later, you can barely see the marks, and you may even cut through them when you make your cut. Again, like I said with the saw, I would mark it with a pencil, not a sharpie.

- You may also set up a **table with a gap in the middle**. You can do this by getting two big boxes or saw horses and set them side by side. You can lay the pipe on top of these boxes and let it rest. When you have this, you have room and stabilization to use a handsaw. This also allows you to have a friend or parents help you saw by grabbing onto the other side.
- Something that really helps speed up the time and you can use this whether you use a chop saw or hand saw, is to cut all of **one length at a time**. Instead of cutting all the pieces necessary for a gun like the 12" (30.48 centimeters), the 6" (15.24 centimeters), etc... cut all of the 12" at one time then move on to the next length. This really helps because you get into a rythem and you don't have to worry about which piece you're supposed to cut next or if you have already cut a certain piece for that gun. However be **CAREFUL**. You do not want to cut one length for a long time (say your 12" piece) and then when you move on to your 4" piece,

you don't have enough pipe left to make the guns you planned for. It pays off to do the math, so you do not have to go back to the store, or so that you don't have to buy more than you wanted. Here is an example of the math you should do:

- If you want to make 20 marshmallow guns, which are 3' (91.44 centimeters) a piece, you would have to buy 6 10 foot PVC pipes (60'). So you would need to cut 20 12" (30.48 centimeters) pieces, 20 6" (15.24 centimeters) pieces, 80 4" (10.16 centimeters) pieces, and 20 1<sup>3</sup>/<sub>4</sub>" (4.45 centimeters). This may seem simple, but you do not want to get on a role and cut 30 6" (15.24 centimeters) pieces, when you only needed 20. If you do this, you will not be able to make as many guns as you desired, until you buy more pipe. However, do not throw the extra 10 pieces of pipe away, store it for the next batch you make. Before you start cutting though, do the math and get the exact numbers for each piece you need. When you have the math done, all you have to do is remember the number for how many times you need to cut a certain length and you don't have to worry about cutting too much and thus not being able to make the number of gun you wanted.
- The last thing which tremendously helped speed up the process was cutting multiple pipes. It may not work as well with a handsaw, but you can do this with a chop saw, and it can really help. The best way to do this, is to have a partner or parent helping you. One person can push the stack of



pipes up against the block or the mark that you've made on the saw, hold it firm then the other person can cut the pipes. You can either line the pipes up side by side or stack them two stacks high in a pyramid style. However you must be super careful when doing this because it can be dangerous. My suggestion would be to start out with one pipe even if you are really good with saws and carpentry tools. I started out with one pipe and then moved on to multiple pipes to help speed up the process. **But**, the first time you cut your pieces, you should definitely only use one pipe so you get the hang of it.

#### SAFETY:

I cannot tell you how important safety is. First of all, you should **NEVER** use a chop saw without a parent's supervision. Usually my dad helped me and either he would cut the pipe or I would. However, when my dad did not have time to help me, and I was eager to make some marshmallow guns, I would use a handsaw to cut the pipe. This is very important because you do not want to lose a finger while you are cutting. You must be extra careful.

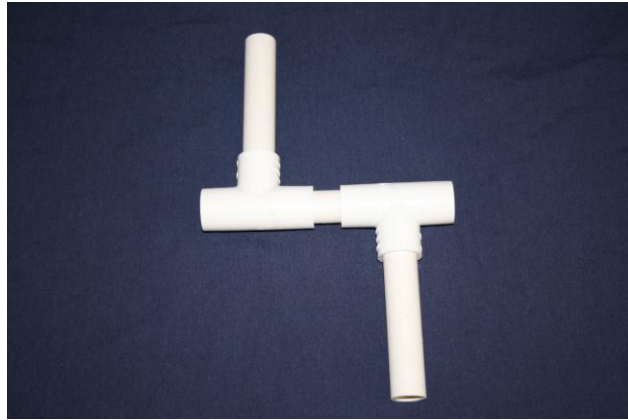
4. Those are some of the methods I used to really help speed up the process and make it more time efficient. However now that you have the pieces cut, here is what they should like.



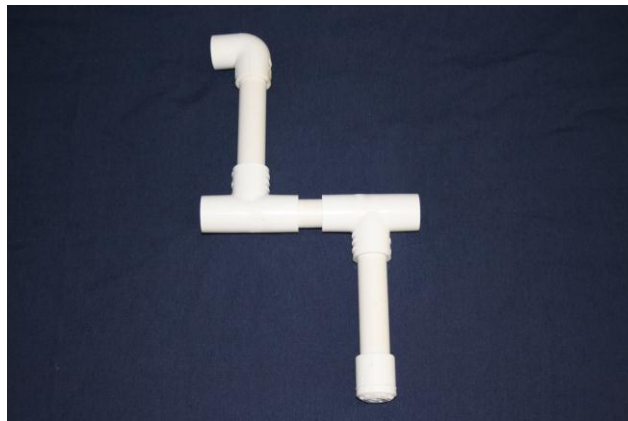
5. Now that you have you're pieces cut, you can start assembling the gun. Take your two Tees and the smallest piece of PVC pipe, that is  $1 \frac{3}{4}$ " (4.45 cm) long. Place the  $1 \frac{3}{4}$ " (4.45 cm) in between the two sides of the Tees.



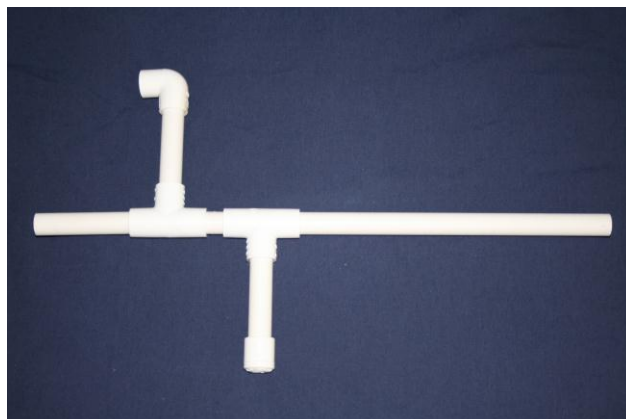
6. Now put two of the 4" long pieces on top and bottom of the T's.



7. Next place a cap on the bottom 4" PVC pipe and an elbow on the top 4" PVC pipe.



8. Put the barrel (the 12"/30.48 cm piece) in the Tee that has the cap closest to it. Also, put a 4" (10.16 cm) piece in the other tee.

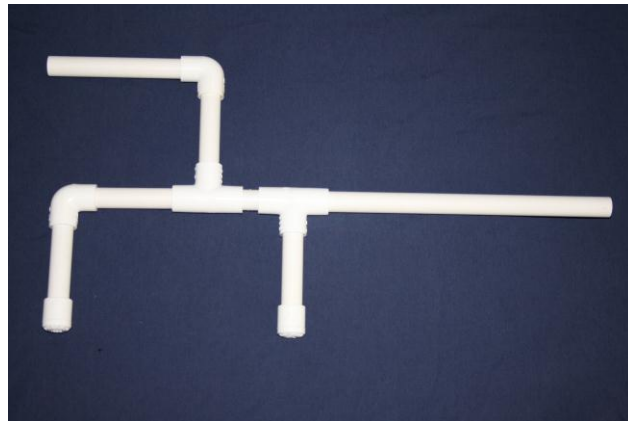


9. Now, place the PVC pipe that is 6" (15.24 cm) long on your elbow. Place an elbow on the end of the 4" (10.16 cm) long piece of PVC pipe.



10. Place your last 4" (10.16 cm) piece on the elbow. Place your other cap on the 4" (10.16 cm) piece, you just placed on the elbow.

Your marshmallow gun should be fully assembled and it should look like this.



### Painting the Marshmallow Gun

Now that the pieces are all put together, you can paint your marshmallow gun. Your marshmallow gun can have designs, be solid, or however you want. I am going to tell you the method I use which I think is the fastest way to paint the

marshmallow guns. Then, I will tell you all of the other methods I tried, some of which worked pretty well and others which did not work at all.

Before you start, no matter how you paint the guns, you will want to lay a tarp or cloth down that you don't mind getting paint on. Also make sure you paint in an area that you don't mind if it gets painted on, because sometimes the wind can make the overspray blow onto objects.

The method that I think is the fastest, I did not learn until years into my business. I'll tell you the process of how I do it. First, I take 2 to 3 different colors and choose one color to be the main color. Once I have chosen my main color I paint it over the entire gun. It doesn't matter if you miss some of the PVC pipe, because you have other colors to get the blank spots.

**NOTE:**

It is wise to choose a dark color as your main color. The reason why I say this is because the PVC pipe usually has stuff written on it and you want a color that can cover up those words.

I then choose another color and paint on random places of the marshmallow gun. If I have chosen 3 different colors than I do the same with my third color as I did with the second color I chose. I usually pick 3 different colors, but it doesn't matter how many you choose. Make sure if you use this method, to get every white spot on the gun, especially on the backside of the handles and on the bottom of the caps, which are probably the spots I have the most trouble getting to. However, if you want white to show on the gun, because that is the

look you are going for then you don't have to get every spot. It all depends on what you are going for.

Once you have painted your marshmallow gun, lean it against an object. Do NOT lay your marshmallow gun on the ground, because when you pick it up, paint will stick to the surface you laid the gun on and the bottom side will be messed up. I have done this before and I have had to go back and repaint all of the marshmallow guns that got messed up on the bottom side. However, as I said before, if that is the look you are going for then you can lay it down and lay something on top of it, to give it that look.

I put the barrel down on the ground and lean the other part of the marshmallow gun against a card board box that is about 3 feet (91.44 centimeters) tall. Try to have as minimum points touching the surface you are leaning your marshmallow gun up against as possible, so that the paint does not get ruined.

#### FAILURES:

Now not all of the methods I am about to mention, were failures, but these methods just tended to take a little bit of extra time. Not all of these ideas were bad and you may even think of something when you read this that makes your painting process improve rapidly. Again, you should be experimenting and trying out new ideas. That is how you can improve your business. For one, you stay up with the latest methods and news, but also you may find ways to cut down on the time or cost to make your marshmallow guns. Lastly, there is a method that I

used to use that I mention later in my ebook.

- Bucket of paint. My first method that I want to tell you was not a success at all. The idea was that, you could take some wet paint (the sloppy real paint, not spray paint) and pour into a container. You could then take your marshmallow guns and dip them into the container of paint. It seemed that all you would have to do is dip the marshmallow guns and you were done, you wouldn't have to spray paint the whole gun. So, my dad and I bought two buckets of wet paint (the ones that are in the big gallon tins). We then poured one of the buckets of paint into a box. We took the barrel off of the gun and stuffed corks in the holes of the PVC pipe and PVC connectors on either end (so that paint would not get inside the gun). After that, we dipped the gun into the paint, and hung it to dry. This was one of the experiments which did NOT work so great. This did not work very well because when we hung the marshmallow guns to dry, the gun was very thick and dripped everywhere. With spray paint it is a thin coat so you don't waste as much paint. Also, spray paint isn't very drippy so it doesn't make as much of a mess. I did not get a picture of these, because we only painted around 2-3 marshmallow guns this way, and sold them at a book show. However, we put these marshmallow guns in with the other normal painted ones. We did sell them and the customer that bought one of them told us that she liked the look of it. That it was blobby looking and it was cool. So, you can try and experiment with it, or maybe say it is a limited edition to create scarcity and maybe more people will buy it, but just know

it is messy and kind of a hassle to work with.

- I also tried using a spray gun when I was at my grandpa's farm. I got a small can of paint (the wet paint like I used in the previous method) and attached it to my grandpa's spray gun. I then painted the marshmallow guns. This didn't work very well either, because even though it was coming out in a spray gun (similar to the spray paint in a canister) it used up a lot of paint and it was not worth it. The amount of paint in a canister of spray paint painted more guns and was cheaper than when I used an actual spray gun.
- I also tried laying a bunch of marshmallow guns down on the ground on a tarp and painting them. However I ran into two problems. The first problem I ran into was when I first started. I laid my marshmallow gun down on the ground painted it and once it was fully painted, I flipped it over and painted the other side. I let them dry and when I came back to check them out, I realized the bottom of my gun was ruined. The paint had dried to the gun and to the tarp. So, when I picked the marshmallow gun up, the paint was messed up and the gun was splotchy all over. Learning from my mistakes, I realized I needed to paint my marshmallow gun on one side, then let it dry, and later go back and paint the other side. I did this, but this is where I ran into my second problem. TIME!! I had to wait an entire afternoon or a whole night before I could go back and paint the other side. I still painted in



this way for a while, but it took time that I didn't need to spending on painting the marshmallow guns. There was a quicker way.

- I also tried laying a bunch of marshmallow guns down on the ground, one on top of the other. The idea was to overlap the marshmallow guns so that any over spray or paint that didn't land on the gun I was painting on, would at least land on the guns underneath. I did not want to waste any paint so this seemed like a good method, overlapping the marshmallow guns so that maybe the paint that missed the gun I was aiming at would hit the guns near it. However, this did not work well either. One reason was that only the gun on top received a good layer of paint all of its sides. And because only the top gun received a good layer of paint, I would have to go back and touch up on all of the other guns that were underneath. Some paint did drift onto the bottom guns but it was just a spot of paint, which didn't really help improve my time in painting the marshmallow guns.

**NOTE:**

One thing I wanted to note was that even after I had painted the marshmallow gun that was on top it still had an entire side left to paint. I was only half way through, and I had 3-4 guns that had paint splotches on them.

I will tell you in just a little bit how I learned to paint my marshmallow guns a

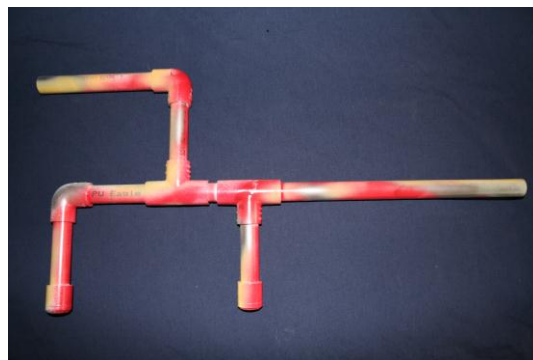
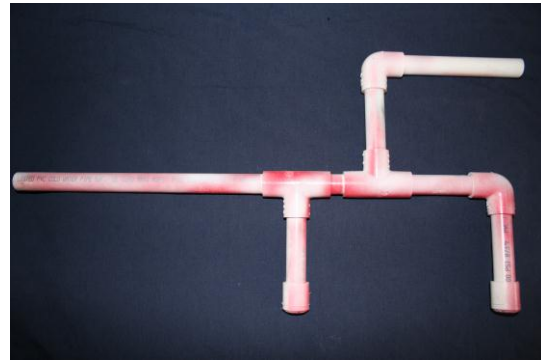
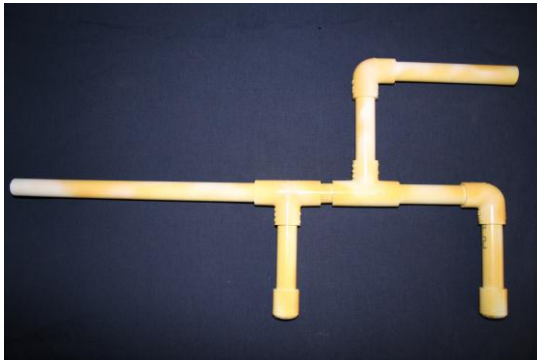
lot quicker without having to let them dry and then come back and paint the parts I missed.

- Another method I tried was that I used two wires, about 6 to 12 inches (15.24 to 30.48 centimeters) long and wrapped them around each other; the measurements do not have to be exact. I then put one gun on each of the four ends of the wire. This worked alright, but once I painted the gun I still had to go back and paint the bottoms of all the guns and underneath all of the handles that I missed. Again, this took a while, which cost me time.



So again, the method that I use is random. I explained it to you earlier in how to make the marshmallow gun. I will give it to you again though, so you don't have to go back. Choose 2-3 different colors. Once you have chosen your different colors, choose one to be your main color. Paint the main color all over

the gun. It doesn't matter if you missed some of the PVC pipe, because you have other colors to paint over that. A dark color is good to be your main color that way you can paint over anything on the PVC pipe. Then, choose another color and paint on random places of the marshmallow gun. If you have chosen 3 different colors than do the same with the third color as you did with the second color you chose. I usually pick 3 different colors, but it doesn't matter how many you choose. Make sure all of the gun is painted. These are some examples of mine when they are finished. The first two pictures are marshmallow guns painted with two colors, and the third marshmallow gun has three colors.



As you can see I used white as one of my colors which you can do as well.

Even though it is the color of PVC pipe, it is still a good accent color. You may want to use a different color than white for your base color, because the pvc pipe is white, but it is alright to use.

Now that you know many different styles to try out, you may be wondering **how exactly to paint your marshmallow guns**? As I said before I tried dipping them into a box of paint, I tried overlapping them and I tried just laying them flat but really none of these were that great. The method that I found worked the best and was the most time efficient was to just held the marshmallow gun in my hand and paint it while I was holding it. Sure, my hands got messy, but for one I got paint remover or gasoline, rubbed my hands, and it came off pretty easily. And, secondly, my hands got messy even when I used the other methods, because I still had to pick up the gun and move them around to set them to dry, or I had to check to make sure they were dry so I could bag them. So your hands are going to get messy no matter what, so find an area where it is alright to paint, and maybe use a tarp so you do not accidently paint anything you do not wish to get paint on. I would also suggest wearing old clothes or clothes that you don't care if they get paint on them because you may get some paint on yourself. An lastly, wear old ratty shoes. If you are painting a lot of guns, I can almost assure you, you will get paint on your shoes. Even if you don't paint ON your shoes, you may step in paint and the bottom of your shoes will get wet and sticky with paint, so be careful where you walk!

One thing that helps me when I paint is a paint gun that I attach to my spray

paint can. The reason I do this is because after you paint for a while your fingers start to get sore, and it helps so that your finger doesn't get painted. You don't need this, it just helps when you paint.



After all the different ideas my dad and I have thought of, the way I paint my marshmallow guns is random, because it is the easiest I think. Of course if you are going to paint them solid or solid with a little bit of the gun painted another color, then that will probably be quicker, but it won't have as many colors. The different amount of colors you use, the more it can help increase your sales. For example: if you have only blue marshmallow guns, customers might not be as willing to buy, then if you had blue and red and green. As I mentioned before, remember while you are painting your marshmallow guns to put a tarp down so that the surface you paint on won't get messed up. Also make sure to paint your marshmallow guns that girls and guys both like. If you are going to use die cuts you may try putting flowers on a couple of them because girls do play with marshmallow guns as well. However the main market will be interested in your marshmallow guns will be guys. So you could

paint an entire gun brown and then make camoflauge designs and paint over in dark green and black. Even older guys like guns, and fathers especially if they are buying one for their son and daughter, because they will want to buy one for themselves as well, so make it a family event.

When you are done painting your marshmallow guns make sure you let them dry in a place where it is not very windy or they will not get wet. If the marshmallow gun gets wet it can ruin your paint. If they get blown over and fall when the paint is not dry it will ruin them and scratch them up. Even if they are dry and they fall, it can still scratch, and chip paint.

**13.** Once your marshmallow guns are fully painted, let them dry over night. Try to keep them out of the wind, because they can get blown over and the paint can scratch. The paint could scratch when it falls over or the paint could stick to the ground if the marshmallow gun blows onto it's side.

**14.** Bag them. I personally bag my marshmallow guns after I have painted them and after the paint has dried.

**NOTE:**

When I first started making marshmallow guns, I did not bag my marshmallow guns. Instead I put them in all into a bucket together. The problem with this was

that the marshmallow guns would rub against each other and scratch each other so the paint would get scratched.

So to stop this, I ordered some bags from online. You can see a picture of these bags, when I show a picture of the kits. You may be wondering how I got an entire marshmallow gun into one of those bags. What I did was take the barrel off of the gun and put it into one of the bags. I then put the rest into another bag. After this I would put the bag which had the barrel into the other bag with the main part of the gun. I would then fold the top over a little and staple it. This also helps with fitting them into a smaller box.

## **Chapter 3**

***“Character is what emerges from all the little things you were too busy to do yesterday, but did anyway.”  
~Mignon McLaughlin***

### **Shooting the Marshmallow Gun**

Now that you have the marshmallow gun made, you need to be able to shoot it. You also need to teach your customers how to use the marshmallow gun.

First, put a marshmallow in the beginning of the nozzle, the top piece. Do not put it in the barrel. Then blow one big breath of air, not a long weak breath. The bigger, harder, and shorter the breath, the farther the marshmallow will go. You may wonder why I said short, and by that I mean a big burst.

You may want to give some instructions to your customers on how to use the marshmallow gun. You can print off pieces of paper telling the customer how to use the gun, or you could even collect their email and send them the instructions on how to use it by email. You will have to get their consent, but with the email you will not only be giving them something they need, but you can also be building your email list.

You can either create new instructions on how to use the gun, or you can copy and paste mine at the top. Also, since the instructions will probably not fill the entire front and back of a page, you can use the extra room to place other ads for any other products that you have, or any other things you would like to put on there. You should definitely put your website or blog or any other internet



site that your customers can access onto that page. The reason is so that your customers can remember you in case they want to buy more later on for a friend, buy some in bulk, or they can recommend you to a friend. Even if your customers know how to use the marshmallow guns already, you should give them instructions anyway, so that they can come visit your website later on. It is a great way to expand your business by building your email list and getting your name out there.

## Chapter 4

***“Leaders are made, they are not born. They are made by hard effort, which is the price which all of us must pay to achieve any goal that is worthwhile.”***

***- Vince Lombardi***

### Where to find the Marshmallow Gun Pieces!

Now that you know how to make the Marshmallow Gun, you need to know where to find the pieces. Here, I have a list of places you can buy your materials. The places that are highlighted are the places where I bought my materials. There may be more than one place where I bought a certain thing, but I will explain that later on.

#### **Different places to buy PVC (pipe, pipe connectors)**

I bought my pvc pipe connectors (tees, elbows, and caps) online, but I bought my pvc pipe locally. The reason why, is because the shipping with the big pipe can be expensive. You need to first look in the yellow pages at where you could find pipe locally and then compare the prices to the internet, but remember to add in shipping cost.

#### **Local**

**Plumbing stores**

Lowes

**Home Depot**

#### **Internet**

Ebay

Yellow Pages

- [http://www.magicyellow.com/category/Pipe\\_Wholesale/Cities.html](http://www.magicyellow.com/category/Pipe_Wholesale/Cities.html)

Wholesale websites

- <http://www.flexpvc.com/>
- <http://www.castlewholesalers.com/cpvc-elbows-90-deg.html>
- <http://www.plumbingsupply.com/pvc.html>
- <http://www.creativeshelters.com/Fittings/PVC-Structure-Fitting.aspx>
- <http://www.greenhousemegastore.com/PVC-Fittings/products/1182/>
- <http://www.hartnagels.com/pvc.htm>
- <http://www.snapclamp.com/prices.htm>
- [http://www.simplifiedbuilding.com/pvc\\_fittings.php](http://www.simplifiedbuilding.com/pvc_fittings.php)
- <http://www.littlegreenhouse.com/accessory/pvc.shtml>

### **Different places to buy paint**

I bought my spray paint locally, because I did not want to worry about shipping hazards. Plus, it is cheap enough locally not to worry about getting it cheaper online. However I have given you a couple of places to research and check out to make your business the most profitable.

### **Local**

#### **Walmart**

Craft stores

- Hobby Lobby
- Joanns

- Michaels

### **Internet**

#### Yellow Pages

- [http://www.yellowusa.com/category/Paint\\_Wholesale/cities.html](http://www.yellowusa.com/category/Paint_Wholesale/cities.html)

#### Ebay

#### Wholesale websites

- <http://www.aaacloseout.com/id14.html>
- <http://www.sprayproducts.com/spray-paints.php>

Call (610) 277-1010 or (800) 543-7710 to place an order.

There are many more places you can find your materials. You can look more on the internet or more at local stores. I bought everything local at first, but then once my business began to grow, I bought my connectors online because I could buy them in bulk and they were cheaper. Still, all through out my business, I bought my paint and PVC pipe locally. Only the PVC connectors did I eventually buy online.

## Chapter 5

*“Turn away my eyes from looking at worthless things, And revive me in Your way”*

*-Psalm 119:37*

### Cost and Profits of the Marshmallow Gun!

Now that you know where to find the materials for the marshmallow gun and you know how to make the marshmallow gun, you need to know your costs. The reason is so that you know how much you pay for each marshmallow gun and therefore you know how much to sell the marshmallow gun for. Here I have an example of the cost and profits of the marshmallow guns that I sold. Your cost should be about the same as this chart.

<b>Marshmallow Gun</b>			
<b>Materials</b>	<b>Quantity You Need</b>	<b>What to Buy</b>	<b>Cost Per Marshmallow Gun</b>
1/2" pvc pipe	need 3'	10' piece for \$2.29	\$0.76
1/2" elbow	2		\$0.16
1/2" tee	2		\$0.17
1/2" cap	2		\$0.16
paint	1 can covers 8 guns	1 can for \$0.97	\$0.12
subtotal			\$1.37

tax			\$0.07
<b>total</b>			<b>\$1.44</b>
Dad's labor	Dad helped cut the pieces with a chop saw		\$0.25
Hunter's Labor	I did everything else (assemble and paint)		\$0.25
Overhead	Phone, web hosting, gas, etc.		\$0.25
<b>Total Cost</b>			<b>\$2.19</b>
*****			
<b>Retail Cost</b>			<b>\$7.97</b>
Profit			\$5.78

If you have any other costs then you will need to account for them. One important thing to mention is that the prices may vary for you. So be sure to not copy my model completely, but take from what I give you, and design your own to match exactly what fits your business. Once you know the costs of your marshmallow guns, you can know what to set your price at, so that you are making a profit off each one.

In my bonuses, I give you a template like the one above that you can just insert your own numbers in. So, be sure to go look at that and use it. You can modify it for any specific reasons, but be sure you take advantage of it.

Another thing you will need to account for is shipping. You do not need to put this into the costs, but you need to charge them a little bit extra if you are going to be sending the marshmallow gun to your customer by mail. You can give them an incentive to buy more by saying if you buy 10 marshmallow guns then you get free shipping. Although shipping is fairly simple, there are some things you should know to help your business. Here are a few options that you can take when you ship your products.

- Flat Rate Shipping. This is where you can put up to 70 lbs. into one box and it costs you one flat price. Is is with the US Postal Service. You can use an envelope for \$4.90, a small box (dimensions are 8 5/8" x 5 3/8" x 1 5/8") for \$4.85, a medium box (dimensions are 13 5/8" x 11 7/8" x 3 3/8" or 11" x 8 1/2" x 5 1/2") for \$10.20, or a large box (dimensions are 12" x 12" x 5 1/2"). You can check out their main website at <https://www.usps.com/>. Or you can check out where all of their prices and options are at <https://www.usps.com/ship/ship-a-package.htm>. From this site click on whether it is international or domestic. Then they will send you straight to everything they have.

Although flat rate shipping can really help you cut down on costs, you may check out other options like Fed Ex, UPS, or USPS where you package and

weigh it yourself. Sometimes it is cheaper to weigh and see how much it is, as opposed to a flat rate cost. Each order may be different. Depending on how big the order is will determine which route you should take.

You may also want to get a tracking number. You can include this into your shipping and give it to your customers. In the event that your product may get lost in the shipping process, a tracking number can help you easily identify where it is and you can estimate how much longer it will take to get to its destination. Even if they do not want or need it, it can help with customer satisfaction and you can show that you really care about their business. And you must care about your customers. You have to treat them well and show that you are interested in their experiences.

One of the biggest hassles with shipping, is having to wait in line at the post office. There is a way in which you can skip straight through line and not have to waste your time standing and waiting in line. You can buy postage on your computer and print the “stamps” on your printer all at home. The company you use for this, is Endicia (<http://endicia.com/>). They give you a software where you can insert the name, address, and any other information about your customer and then you can print the postage label on your own printer. You can either use sticky labels which you can buy at any office supplies store, or you can use regular paper which you tape onto the package with clear packing tape. Then after the shipment is ready to ship, you take it up to the post office and ask where the “bulk mail counter” is and drop it off there.



**Note:** Shipping during Christmas time.

When you ship your products during Christmas time, you need to allow yourself more time to ship a package, because the post office slows down. Make sure to inform your customers about this as well. Tell them that because of the holidays shipping may take 3-4 days extra. You can also check your shipper's website to see how much longer it will take.

Christmas time is just one example of why you would want to use Endicia. As the Holidays approach, more and more people want to ship items through the mail. By using Endicia, you can skip the lines that extremely long and go on with your day.

## **How much should you sell the Marshmallow Gun?**

As you can see from the chart I sell my marshmallow guns for \$7.97. However, when I first started selling my marshmallow guns I only sold them for around \$5.00. Also, when I sold my marshmallow guns for \$5.00 I did not offer deals, because the price was so low already.

How much you sell your marshmallow guns depends on how much your costs are. You do not want to sell the marshmallow gun too low, because then all your work will not be worth it. On the other side you don't want to sell them too high, because then it will push your customers away. A good price for your

marshmallow gun, if your costs are around \$2.00 to \$3.50 is around \$6.50 to \$8.00.

## Chapter 6

***“When you live for a strong purpose, then hard work isn’t an option. It’s a necessity.” - Steve Pavlina***

### Marketing

Marketing definitely goes along with how much you should sell the marshmallow gun for and it definitely effects how many marshmallow guns you will sell. So first, I will tell you some different ideas so that you may vary your price according to your market and then I will tell you other marketing techniques.

**When should I charge higher then normal, when should I charge lower than normal or should I just keep it at a flat rate all the time?**

If you are selling marshmallow guns at a local area, for example: book shows, craft shows, farmers market, county fairs, etc and you are the only one that is selling marshmallow guns, then it is ok if you charge a little bit more. The reason for this is because you are the only one there who sells them, so you are a unique vender. If you are the only one selling marshmallow guns and your customers can not find it anywhere else in the location, especially at a cheaper price than yours, then they have to come to you to buy a marshmallow gun. Your marshmallow guns are unique and thus there is scarcity for your product and you are able to charge a higher price.

Even though you can up your price you need to make note of a few things so that you do not charge too high. These ideas not only apply to events like the ones mentioned above but they can also help in your other marketing

techniques, such as your online marketing. Read through these techniques and try to use them throughout your marketing, but also try to understand the concepts, which can help you in your overall business.

- First you need to know who your **target market** is. If it is youth, then you need to make the price reasonable. Usually kids do not have a lot of money that they are willing to spend. You may lose a little money, but it is better to sell 25 marshmallow guns at the price of \$5.50, then to sell 10 at the price of \$7.50. If you do the math, you can make \$62.50 more by selling more marshmallow guns at a lower price, then selling less at a higher price. So just experiment with the different prices.
- Also you may need to experiment with the price if you are going after a market where all ages are buying. You may start at a low price, and if you are selling A LOT, then you can raise the price at the next place you sell them.
- Once you start selling marshmallow guns at an event, your customers will start running around and playing with them. Other people will see them and they may stop by the booth and buy them. Two things to take from this. First, it is not a bad idea to walk around the place with your marshmallow gun and even demonstrate it. When I was in my booth at some of my parent's homeschool conventions, I would almost ALWAYS have a marshmallow gun with me for demonstrations. I would go out and shoot straight up in the air or at the back of our booth. Either way, the fact

that they saw me, a kid, who was able to shoot the marshmallow gun, was a testimony to them that even kids could play with the marshmallow gun. Second thing to note is that you may want to give your customers a few marshmallows with each purchase. That way they start playing with it right away. For one thing they are excited that they don't have to wait to get home or to have to go to the grocery store to buy marshmallows in order to play with it. They can play with it immediately after they buy it. So it is good customer satisfaction. But secondly, like I said before, when they start playing with their marshmallow guns, other people and kids see that and they want to play too. So they then come to your booth and you have more possible customers!!

- You may get so much business that you run out... which is good that you sold out but it is not good that you do not have any more to sell. Your customers are eager to buy what you have, so what do you do? Well, do not let those possible customers get away. You can take orders and gather their information. Then when you go home, make some more and ship their marshmallow guns to them. You will have to charge a little extra for shipping costs, which I will talk about later on. But you can still make money off of them. If they do not want to spend any extra on shipping cost, at least get their email and say I can send you all of the information by email, and I even give discounts every now and then by email.
- You may want to give little printed out or hand written voucher for all who get a marshmallow gun at that event. This will give them a consent and a

reason to go check you out online, or email you later on to buy one. You do not have to give them a huge discount, just enough to entice them back to buy and not forget you. A good discount may be 10%-20% off.

Those are just a few of the different strategies to try and make more sells and to make your business more successful.

Another great way to make more sales is to give them something back when they buy in bulk. I used this method. There are two ways of approaching it, and I tried both.

1. One way is to tell your potential buyers that if they buy 5 marshmallow guns, then you give them a **FREE** marshmallow gun. Someone may be only looking to buy 4 marshmallow guns. Maybe they have 4 kids, so that is all they need. However, when they have this deal staring them in the face, they may think, “You know, I might like a marshmallow gun myself” or “We could get one for Jimmy’s birthday party next week.” It gives them an incentive to buy more.
2. Another way is to give your customers a 10%discount if they buy 10 or more marshmallow guns. This is a great example for when you would want to give your customers a discount. The discount gives them incentive to buy more. You may be wondering **why would someone buy 10 marshmallow guns?** One reason someone might buy a lot of marshmallow guns, is if they are having a birthday party, which as I

mentioned before is how I got my first marshmallow gun. You could call it the “Birthday Party Special”.

Other marketing ideas would include online strategies and following up with your customers who have already bought something from you. You may want to send some mail the old school way or you may want to shoot your customers an email, so that you can remind your customers about your products.

You can also sell on consignment or do many things locally to get your name out. Some of these ideas which I will talk about may seem similar to what I have already said, but as I said before you need to take these ideas and apply them to where your prime market is, so as to make the greatest number of sells.

## Online

First I will tell you different ideas of how you can sell the marshmallow gun online. The internet and emailing can really make a significant difference in the number of marshmallow guns you sale. You can create a website, sell marshmallow guns on ebay, make a blog to create hype, and create videos to draw attention. All of these are great ways to drive more traffic to you and your product. So let’s get started!

## Website

One thing that can really help you in your online success, is getting a website. This can give your customers an easy way to look at your product and buy it. But

how do you get traffic to your website? One thing that can help create some buzz about your marshmallow guns, is to put videos on your website of you actually shooting it and having fun with it. I will talk more about videos later on, but this is a great way to draw some attention. Also you want to make your website a little flashy. Use colors and bigger fonts to draw your customer's eye to the important stuff. But, make it to where they want to keep reading. You want your website to catch the viewer's attention and to hold on to it so you can get your message to them. Don't be too bland, but at the same time don't make your page so busy that it is hard to find the buy button or it is hard to find the description about your products.

You should also put a box on your website that can capture your customers name and email. But, give them something when they sign up and give you their email address. You can tell them to fill out their name and email and they will receive a code which will give them 10% off their next marshmallow gun purchase. Or more simply, just tell them they can receive a FREE video along with the latest news concerning your products.

This video could contain tips on how to shoot a marshmallow farther or cool ideas to play with the marshmallow. Give them Value, but also give them a need and a reason to buy the marshmallow gun. They see all these cool things that you show them in the free video, now what are they waiting for. They need to go buy your marshmallow gun.



The screenshot shows the FamilyEbiz.com website. At the top, the logo reads "FamilyEbiz.com" with the tagline "Teaching Families to Start Online Businesses!". Below the logo is a navigation bar with links for "FamilyEbiz Home", "FamilyEbiz B", "Affiliate Program", and "Contact Us". A red box highlights the "FamilyEbiz B" link with the text "This is the email capture box" and a red arrow pointing to a form on the left. The form is titled "The 7 'Do or Die' Criteria For Starting Your Own Home Business!" and asks for a "First Name" and "Primary Email" in exchange for a "FREE Report!". A disclaimer states, "We will not share your email. Period." To the right of the form is a "Welcome to FamilyEbiz!" message from Stephen Beck, a man in a suit. He says, "My name is Stephen Beck and I want to help you gain more FREEDOM over your life and finances. And the BEST way to do that, in my opinion, is through an online business!" He then says, "Now, starting an online business may seem a little daunting at first, but let me assure you, there are resources that can help. Let me tell you about a few..." Below this is a section titled "First, I have certain 'laws' that I believe in..." with two highlighted points: "Stephen's Law #1: You have knowledge in your head other people will pay dearly for!" and "Stephen's Law #2: Webinars are the BEST sales tool". To the right of this is a box titled "Why An Online Business?" with three bullet points: "It doesn't take a lot of money to start one.", "It doesn't take a lot of time - you can start one and keep your day job at the same time!", and "Passive income - set it".

The best way to accept your customers money online is through Paypal. Paypal allows your customers to pay with their paypal account or their credit cards.

Play around with what works and with what does not. In order to make a website, you can buy a domain for your website at <http://www.godaddy.com/default.aspx> for around 10-15 dollars.

You can also get a tumblr account which is kind of like a website. You can put information, videos, photos, and more on this site. Plus, it's FREE! You can have multiple pages, such as your home page, your products page, your about me page, and any others you want to add. To set up a tumblr account go to <http://www.tumblr.com/>.

## Blog

You may be wondering **why do I need a blog?** I was wondering the exact same thing when I did not have a blog. I thought I do not have any friends that would join, and I do not want my friends to join any ways. I thought there is no one I know who would join and subscribe to read my blog. I also thought, why would anyone want to read what I have to say. However, there are many great things about getting a blog, and one reason that gives you no excuse for not getting one is, it is FREE!! Besides the fact that it is free, it can generate lots of buzz about your marshmallow guns. You can upload videos to your blog. You can write something or show a video that contains some controversial stuff. This will in turn give you a lot of feedback and people who write on your blog. You need to be careful on what you say though, so you do not make customers mad at each other or mad at you. You can get lots of followers and it can help build your email list. You can also start contests on your blog which your customers have to respond to in order to win a free marshmallow gun. You may not want to give a marshmallow gun away but if you can get some publicity and create some hype over your marshmallow guns, it can lead to more followers, and then more sales. I would not start out immediately with contests and free marshmallow guns, especially if you do not have but a couple of people following your blog, but I would definitely try to use this method to give you some publicity. You should also put a link to your website on your blog so that your followers can purchase your marshmallow guns. Or you may even put a buy it now button or link straight onto your blog. Blogs do not necessarily sell marshmallow guns, but they can

create buzz about your products and they can help increase your number of followers and build your email list.

## Ebay

You can also sell your marshmallow guns on ebay. This is an example of how marketing affects the price you put on your guns. Since there are already people selling marshmallow guns on ebay you may not sell them for as high as you usually do. There are 3 ways in which you can sell marshmallow guns on ebay.

1. Auction. You can create an auction by typing up a description putting up a picture, and putting a certain number of days on it. Auctioning has a fixed time where when the time runs out the person with the highest bid wins. You have to give it to them at that price.
2. Fixed price/buy it now.
  - With an Auction. This is where you can put up an auction and then set a price in addition to that, that you would be happy with selling your marshmallow gun for. The viewers can see that price, then before the auction has run out of time they can buy it at that fixed price
  - Without an auction. This is where you put up your product, but there is no bidding. There is still a set amount of time that you

place on it, just the buyers can only pay one price for it, the price you place on it.

3. Store. Lastly you can have a store. With this, you pay a monthly fee to have a store, but you can put items up for cheaper. Also you do not have to worry about re-auctioning an item each time you sell one. A store allows you to put your marshmallow guns up, tell how many you have in your inventory, and continuously sell them.

All of these are just ideas to get you started, and you may want to team up with someone who has an ebay account, and it could possibly limit your fees.

## Videos

I have mentioned a little bit about videos earlier in the website and blog section. Now I really want to focus purely on videos and how it can drive you traffic. You can make videos and upload them to youtube, your blog, and your website. This can be a great visual for people, and they can see the excitement you are having with a marshmallow gun, which can entice them to buy their own marshmallow gun. You want to put a website name somewhere in your video, so that they can watch the video and then once they are done they can go to your website to learn more about your marshmallow guns. You can make the video exciting, crazy, and funny or you can give some information about marshmallow guns, but you want to give them enough of an incentive to go check your website out.

## Emails

Emails are a fantastic way to keep in touch with your customers and send them information about any discounts, great deals, or bonuses you are giving away. I have mentioned before multiple ways to build your email list, and the reason for that is you can send your customers a special for the upcoming Christmas Holidays. You can say, since Christmas time is always so busy all you have to do is buy your Christmas gift right here online. You may even want to give them a discount to give them an incentive to buy. You can just be creative with the sales you give, and you do not just have to give discounts off but give them a reason to go back to your website or to tell a friend about how great your marshmallow guns are.

### **NOTE:**

I want to tell you the reason for why you need to get your customers email. The reason why you should collect their email, is in case you have any trouble with sending the kits to them. Not only should you collect their email just for kits, but for any time you make a sale to someone, and I will explain why. For example, if their mailing address does not exist anymore, or you need to send them the tracking number for the shipment, or any other complications you can just send them an email. You can call them as well, but if they do not pick up, it is nice to send them an email. Sending them an email also helps protect you from any blame that they may put on you for not getting the product to them. Not only

is the email great for all of these things mentioned above but it also helps you in building your list, which is very helpful in sending your customers emails to remind them about you and your products, and to help you make more sales.

The possibilities are endless, so I will not bog you down and make you read through it all. Just use your creativity and start selling those marshmallow guns.

### Local

Lastly I will talk about things you could do locally besides the ones I mentioned at the beginning. There are many things that you could do. I will give you a list of possible methods you can try to boost your sales locally:

- Sell on consignment. If you know of anybody that goes to book shows or other conventions which they pay to have a booth in, you can talk to them about selling your marshmallow guns. "Sell on consignment" is where you give a number of marshmallow guns to that person, say 50. That person then goes and sells as many as they can but they might not sell all of them. Say they only sell 35. Then they pay you for the 35 and you keep the other 15. You will probably sell the marshmallow guns to them for a little cheaper so that they in turn can make a profit at the event. This is good for those who are starting and can not afford an entire booth at a show to make a profit.

Similarly, a little different version of “Sell on consignment” would be that a person you know takes your marshmallow guns to a convention and sells some. Again let’s say he or she sells 35 out of the 50 you gave them. Well instead of them paying you for each marshmallow gun, you give them a percentage of the sales that they made. It almost identical to the other version, it is just a little different. So whichever one you feel most comfortable with.

- Fliers/grocery store. Here are a couple ways right near your home to sell some marshmallow guns. You can put up fliers around town, but you want to be strategic where you put them. For example, you would rather put them near toys-r-us, an ice cream parlor, or somewhere else where kids and parents go, rather than a bar or a post office, etc. When you put your fliers up make sure to put your website, blog, or link to your videos if you have any of those. You may also try selling them in front of a grocery store. Again, you want to be strategic at which store, and if it is very busy or not. Try and go to a store where there are many people going in out. It does not necessarily have to have kids coming in and out of the stores, because the parents may see it and want to buy it for their kids either way, but if the child gets excited over the gun, it can encourage the parent to buy the gun. One thing you need to do before going and selling your marshmallow guns in front of a store, is make sure it is alright with the store first. So if your parents or friends own a local store ask them if you

can put it in there to sell. You may have to give them a little bit of the sale but ask first and just try to get started.

These are all ways in which you can expand and get your name out there. You can do it online or locally. Here is what I did personally. I took them to book shows, because my parents had booths. I displayed them near the front and I made a lot of sales off of that. I also sold them online on my parent's website and on ebay in my mom's ebay store. I went to a farmer's market and sold a few there. I had connections with my parents, which helped me sell them. Find opportunities around your area and start selling there. You may have better connections than I had so try to connect with those people and expand your business. Don't be afraid to ask. Think of people who would be a good fit for your product, which is a marshmallow gun, and ask them if they wouldn't mind letting you set up a little stand in their shop.

There are so many ways to market your marshmallow guns, so here I will wrap up and give a few more options for you to consider. You can get other people to put your marshmallow guns on their blogs or websites. You may even want to pay them a commission if they sell a lot of guns for you. A few other places would be classified ads online and in the newspaper and magazine ads to market your marshmallow guns. I wouldn't suggest this at first, but if your business really starts booming, then you may want to give a try.

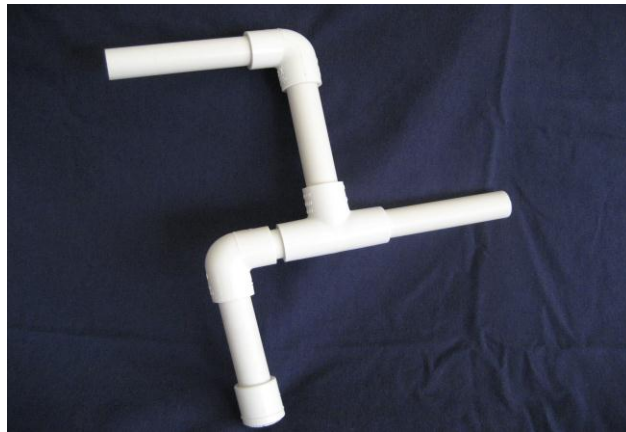


## Chapter 7

*“Hard work is the key to success, so work diligently on any project you undertake... Also, have faith in yourself. If you come up with a new idea that you believe in, don't allow other people to discourage you from pursuing it.” - Charles Lazarus*

### Different Ideas for your Marshmallow Gun business!

- **Handheld**



This model uses the exact same pieces as the original marshmallow gun. As you can see from the picture, just take off the second handle along with the small 1 ¾” (4.45 centimeters) piece and put on a 4” (10.16 centimeters) piece. You can also experiment to see which model of a handheld marshmallow gun works the best.

- **Kits**

If someone is saying to you, “I really want to be able to buy marshmallow guns for a lot of kids, but I want them to be able to make them.” If they are trying

to organize a retreat, like a boys retreat, this would be Great! With this the kids can have a blast making and painting the guns in their own style that they want, and plus it is way easier and cheaper for you. So, when you are out selling your marshmallow guns, make a few of these kits (which is all of the PVC pipe pieces and connectors) and keep them with you in case you want sell them. If you run out or you didn't bring any, all you have to do is get their mailing information, email, and their payment information.



#### **MARKETING:**

Kits can be a great way for you to sell in bulk. As I mentioned before, you can sell them to retreats, camps, boy scouts (maybe even girl scouts), clubs, and any other group that has a lot of youth in it. If you are selling a lot of marshmallow guns to a retreat or camp, you may just give them the PVC connectors and multiple 3' pieces of PVC pipe. They may enjoy cutting the PVC pipe themselves. And all that means for you, is less work!!

You may also think about lowering the price of a kit if you are selling to

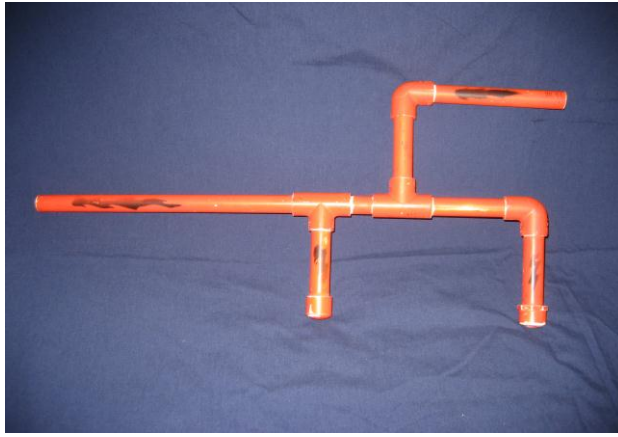
individuals or groups because it is not fully assembled nor painted. I personally sold my marshmallow guns for \$7.95, but I sold my kits for around \$5.50. Now I didn't figure this idea out until later in my business so I'm not sure what you would charge them if you sell your original marshmallow guns for around \$5-6. But, my suggestion would be take the price of your original marshmallow gun and take \$1-2.50 dollars off. But make sure you ATLEAST make a \$2 profit. If your cost are \$2 for each marshmallow gun. Charge no lower than \$4 for a kit.

Another great thing about kits, is if a customer is still a little unsure about buying your marshmallow gun, you can tell them, "Well, for a cheaper price we can give you a kit. It is the marshmallow gun that is unassembled and unpainted. But you kid can have a blast putting it together!"

I actually had a customer who was buying around 4 marshmallow guns. And, she told can to take apart all of the pieces and ship the marshmallow gun to her unassembled so that her sons could try to put it together by themselves. So I shipped the marshmallow guns to her unassembled. But, this shows you that a marshmallow gun kit can be just as fun if not more exciting than a normal marshmallow gun. And if this is the case that lots of people like your kits and they are not buying your original marshmallow gun as much, raise your marshmallow gun kit price. I know that seems a little contradictory of what I said before, but it is all about what your customers want. If your customer want "product A" and they are willing to pay money for it no matter what the price is, then raise your price.

You can also sell your marshmallow guns as painted or as non-painted. There are pros and cons to both, but you can market each in different ways according to what your customers want. There are many ways to paint marshmallow guns. Below, I have a number of different ways you can paint your marshmallow guns. My dad and I have tried to figure out ways to speed up the painting process, so I will tell you the ideas that worked and didn't work.

1. Die Cut. For this method, first, you draw a shape on a piece of cardstock paper and cut it out. Then choose your main color, preferably dark, and paint a full layer over the marshmallow gun. Make sure this layer covers the entire gun. Once you have a layer of paint on the marshmallow gun, place the cardstock right next to the gun so that you can see the pvc pipe through the paper. Then, paint your shape onto the marshmallow gun. You may wait until the gun is dry before you put the shapes on the gun. An important thing to make note of is that you want to make your shapes in such a way that they fit on the PVC pipe and still look professional. Because of this, make shapes that are long and skinny, such as lightning bolts, snakes, sports equipment (golfing club, baseball bat, football, etc...), and more. You can use different colors if you wish, and you can put more than one shape on the gun. This is how I started out painting my guns but it was time consuming so I changed to another method. Here is an example of one that I did, in which I used lightning bolts.



I have also used the Texas A&M team logo... Gig 'em Aggies!!! So just experiment with what you like and with what works.

2. **Bucket of paint.** My dad and I bought two buckets of paint. We then poured a bucket of paint into a box. We took the barrel off of the gun and stuffed corks in the holes of the pvc pipe and connectors so that paint wouldn't get inside. After that, we dipped the gun into the paint, and hung it to dry. This was one of the experiments which did NOT work so great. This did not work very well because when we hung the marshmallow guns to dry, the gun was very drippy and thick. With spray paint it is a thin coat so you don't waste as much paint, and it isn't very drippy so it does not make a mess and it dries quickly. I did not get a picture of these, because we only painted around 2-3 marshmallow guns this way, and sold them at a book show. We did, however, put these marshmallow guns in with the normal painted ones and the customer that bought one of these paint dipped marshmallow guns, told us that she liked the look of it that way. So, you can try and experiment with it, or maybe say it is a limited edition to create scarcity and maybe more people will buy it, but just know it is messy and kinda a hassle to work with.

I did something similar to this, when I was at my grandpa's farm. I got a small can of paint and attached it to my grandpa's spray gun. I then painted the marshmallow guns. This didn't work very well either, because even though it was coming out in a spray gun (similar to the spray paint in a canister) it used up a lot of paint and it was not worth it.

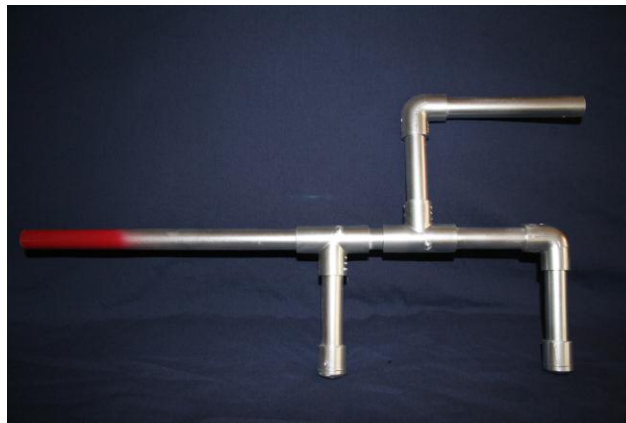
I also tried laying a bunch of marshmallow guns down on the ground and overlapping them so that the least amount of paint would be wasted. My hope was that the paint that missed the gun I was aiming at would hit the guns near it. I was hoping that I wouldn't waste any overspray. This did not really work well either, because only the gun on top got a good layer of paint all over one of its sides. I still had to go back and paint all the other guns underneath the top gun and this just took more time. Plus, even after you painted one whole side of the top gun, you would have to go back and paint the other side. I will tell in you just a little bit how I painted the whole thing a lot quicker with out having to let it dry and then come back and paint the parts I missed.

3. **Solid.** Another way to paint marshmallow guns is with just one color. Paint one layer of the color you have chosen all over the marshmallow gun and let it dry.

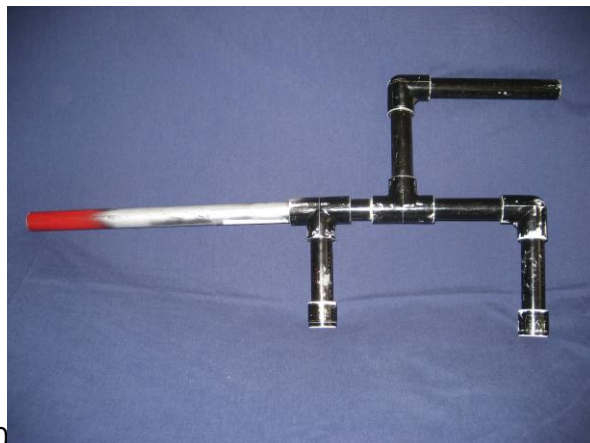


If you can see it is a little darker in some places so you can use more paint in some areas and spray a light cover on other areas. I love using this effect on my guns. It makes the color fade in and out along the gun. And you can use this technique with the other methods as well. It doesn't just have to be solid.

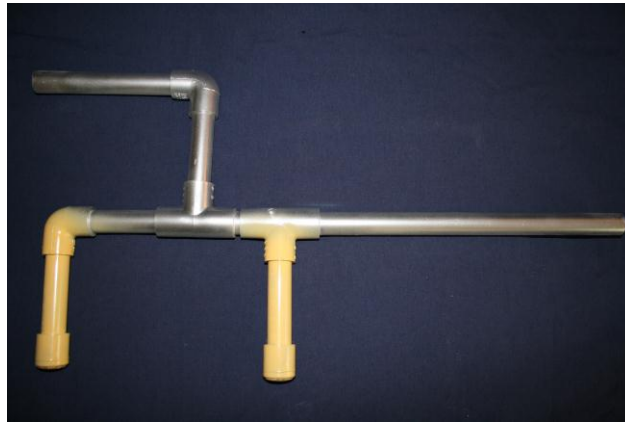
- a. **Solid with the tips painted.** In this method, you paint the gun solid and then paint the tip of the barrel another color.



- b. If you want to paint the entire barrel another color, that is ok too. My first gun I received, was a mixture between both of these ideas. Here is a picture of my first gun. As you can see the paint is a little worn from using it so much.



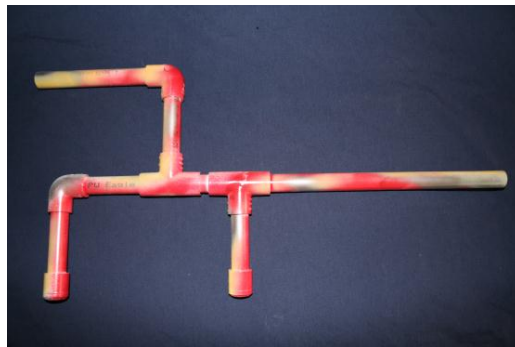
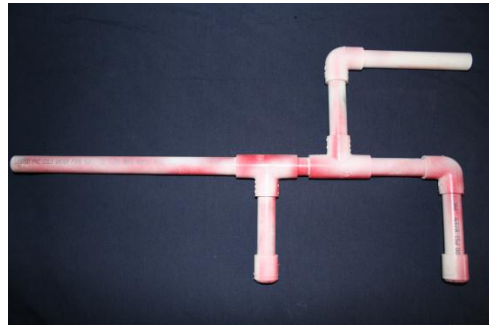
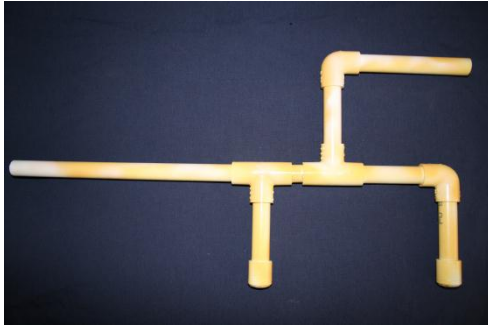
- c. Another idea like the guns above is to paint just the handles a different color.



4. **Random.** Here is the method that I personally use. I believe it is the quickest and most efficient. I believe it significantly cuts down on time and I still like the look of the guns. They don't look trashy, but they look good. So, I told you before how to paint with this method, but here it is again. Choose 2-3 different colors. Once you have chosen your different colors, choose one to be your main color. Paint the main color all over the gun. It doesn't matter if you missed some of the PVC pipe, because you have other colors to paint over that (This is one reason why it is time efficient. You don't have to get every single spot on the gun with your first coat). A dark color is good to be your main color that way you can paint over anything written on the PVC pipe. Then, choose another color and paint on random places of the marshmallow gun. If you have chosen 3 different colors than do the same with the third color as you did with the second color you chose. I usually pick 3 different colors, but it doesn't matter how



many you choose. Make sure the whole gun is painted. Here are a few examples of mine when they are finished. The first two pictures are two colors, and the third is three colors.



As you can see I used white as one of my colors which you can do as well. You may want to use a different color than white, because the pvc pipe is white, but it is alright to use.

- 5. Custom.** This method, I actually never used, but I believe that it would have worked very well. Ask your customers to pick out 2-3 different colors. You can then paint two of those colors randomly on the marshmallow gun.

With the third color you can paint the person's name on the gun. How can you do this? Well, two ways. First, you could write their name in block or bubble letters on paper and cut them out. Then you have a stencil to use, just like the stencil method above. Or you can actually buy some paint and a paintbrush and paint their name on the gun. If you don't have great hand-writing or you have a little trouble painting and keeping a steady hand, you may ask someone else to do it. You could also paint the entire gun one solid color and paint the person's name in different colors. Ask your customers what they want to be put onto the gun. Maybe they want the name of a sport, a sport's team, someone's name, a Bible verse reference, a shape or die cut of something. I would have a list of everything that you can put on the marshmallow gun and if someone is ordering a custom gun, give them the piece of paper that shows them what you can put on the gun. You could say with you order of one custom gun, you get 3 custom designs. Anything after that is an additional \$.25 for each design. Just give them a bunch of basic shapes to choose from. And give them the option to write something on it.

#### **MARKETING:**

This can be a great marketing tool. If a parent has 3 or more kids and they want to get marshmallow guns for all their children, they need to have a way to identify which marshmallow gun is which. You can give them the option of

custom designed marshmallow guns.

Also, if a customer is buying a marshmallow gun for a present (Birthday, Christmas, Easter, etc...), then you can give them this option so that the marshmallow gun is personalized.

If these custom-designed marshmallow guns are taking too much time, then you can either discontinue them, or what I would do is charge more. Think about it. You are taking your time to make these marshmallow guns personalized and look very detailed. You could be making more marshmallow guns in mass. So, you need to charge more for the time you are putting into these marshmallow guns.

#### MARKETING:

I don't know if I even need to say this, but again, you can leverage these guns to make lots of sales. If you don't want to sell these as one of your normal products, then you could say, "If you buy five original marshmallow guns, I will make you a personalized marshmallow gun with your name on it and everything. Or, if certain products of yours are not selling great, then you can work out a strategy where if they buy 3 or more of the products that are not selling well, then they get a FREE custom made marshmallow gun!

Now that you know many different styles to try out, you may be wondering **how exactly to paint your marshmallow guns**? As I said before I tried dipping them into a box of paint, I tried overlapping them and I tried just laying them flat but really none of these were that great. Later on I just held the marshmallow gun in my hand and painted it while I was holding it. My hands got messy, but for one I got paint remover or gasoline, rubbed my hands, and it came off pretty easily. And, secondly, my hands got messy even when I used the other methods, because I still had to pick up the gun and move them around to set them to dry. Or, I had to check to make sure they were dry so I could bag them. So your hands are going to get messy, so find an area where it is alright to paint, and maybe use a tarp so you do not accidentally paint anything you do not wish to get paint on.

I used to get two wires about 6 to 12 inches (15.24 to 30.48 centimeters) long and wrap them around each other; the measurements do not have to be exact. I then put one gun on each of the four ends of the wire. This worked alright, but once I painted the gun I had to go back and paint the bottoms of all the guns, which took a while. And my hands still got messy with this method.



One thing that helps me when I paint is a paint gun that I attach to my spray paint can. The reason I do this is because after you paint for a while your fingers start to get sore, and it helps so that your finger doesn't get painted. You don't need this, it just helps when you paint.



After all the different ideas my dad and I have thought of, the way I paint my marshmallow guns is random, because it is the easiest I think. Of course if you are going to paint them solid or solid with a little bit of the gun painted another color, then that will probably be quicker, but it won't have as many colors. The different amount of colors you use, the more it can help increase

your sales. For example: if you have only blue marshmallow guns, customers might not be as willing to buy, then if you had blue and red and green. As I mentioned before, remember while you are painting your marshmallow guns to put a tarp down so that the surface you paint on won't get messed up. Also make sure to paint your marshmallow guns that girls and guys both like. If you are going to use die cuts you may try putting flowers on a couple of them because girls do play with marshmallow guns as well. However the main market will be interested in your marshmallow guns will be guys. So you could paint an entire gun brown and then make camoflauge designs and paint over in dark green and black. Even older guys like guns, and fathers especially if they are buying one for their son and daughter, because they will want to buy one for themselves as well, so make it a family event.

When you are done painting your marshmallow guns make sure you let them dry in a place where it is not very windy or they will not get wet. If the marshmallow gun gets wet it can ruin your paint. If they get blown over and fall when the paint is not dry it will ruin them and scratch them up. Even if they are dry and they fall, it can still scratch, and chip paint.

There are many ways to paint the marshmallow gun. The possibilities are endless. So no matter how you paint your marshmallow guns, sell them because chances are someone will like one look as opposed to another. You will also want to use multiple colors so there are more options for your customers to choose from and so that if they buy more than one gun for their children they can tell them apart from each other.

Now that you have all of these ideas, you can start painting your marshmallow guns in a variety of ways. However painting, as I figured out, was probably the most time consuming of the entire process. So, what I did was I hired a student who was at seminary. I paid him \$.50 per gun. He was able to paint the guns and make money and I did not have to deal with the hassle. All I had to do was show him how to paint one and then whenever he had the time he could come over to my house and paint them whenever. This was truly amazing, because I did not have to find time to go out and paint all the guns. You can do this too! You can either find a student looking to make some money or you can ask one of your friends to come over and help. However much you pay them, you need to include into your costs. You may not want to pay someone else to paint the marshmallow guns because you want to take home all the profits. I was exactly the same. Painting the marshmallow guns was not really hard it was just time consuming and although it is fun, sometimes I would rather do something else. When you hire someone else you not only do not have to paint the marshmallow guns, but you can use that time to get your name out into the public. You can spend that time working on viral videos, updating your blog, or making your website better.

Here are a few ideas in which you can advertise and give your buyers a reason to buy:

- Party favors

- Christmas gift. Maybe put a sale on during the holidays to get people to buy more. Tell them everyone loves the marshmallow gun even moms and dads. Tell them to buy one for everyone on their Christmas list
- Birthday gift.

Lastly I want to tell you about a **Bundle Package**. With this, you get one of each of the marshmallow guns you sell (for example, an original, a handheld, a kit, and a custom) and sell them all in one bundled package. You will want to charge more for this. This option gives your customers an opportunity to buy a variety of marshmallow guns. You may want to knock off a little of the price, then if you were to add each of the prices together. For example, say your original costs \$6, your kit costs \$5, your handheld costs \$5, and your custom costs \$9, your total would be \$25. And these are just random numbers. But you may want to charge them only \$22. Give them a reason to buy one of each of your marshmallow guns right at that moment. Don't let them say, "Oh, I'll just come back and buy the others", or "I'll just go to their website and buy it". Chances are they're not going to come back and buy it. Even if they love your product! Give them an incentive to buy and to buy immediately!!



## **Chapter 8**

***"Remember the Sabbath day by keeping it holy. Six days you shall labor and do all your work, but the seventh day is a Sabbath to the LORD your God. On it you shall not do any work" - Exodus 20:8-10***

***"Wealth is worthless in the day of wrath, but righteousness delivers from death." –Proverbs 11:4***

### **More Questions People Are Asking?**

Here are a some questions people have asked. Some of the answers I give might be a little bit of repeat, but I surveyed a number of people and I want to answer your questions specifically.

#### **Who to sell to?**

You are going to be selling to all ages, most likely. Sometimes it is moms buying for their children (and even their husbands), sometimes dads, and sometimes even kids buying for themselves. Make sure you have a way to appeal to each of potential customers, whoever that might be.

#### **How to use the Marshmallow Gun?**

First, you need to get mini marshmallows. Not the big marshmallows because they will not fit in the PVC pipe. Then, once you have those, you will put one right inside the pipe of where you blow from. Do NOT stick the marshmallow in the barrel, because it will not go very far at all. Once the gun is loaded all you need to do is take a quick big burst of air, and blow in the end you loaded the

marshmallow. The marshmallow will travel through the marshmallow gun and go out the barrel. Make sure you are safe when you use the marshmallow gun. Do not shoot any marshmallows at things or people that should not be shot at.

**NOTE:**

If you take a long slow breath the marshmallow will not travel as far. The Quicker and bigger the breath the farther the marshmallow will go.

Like I mentioned earlier, when selling the marshmallow guns online you might want to include an instruction manual or video.

When selling the marshmallow guns offline, like at fairs or book shows, etc you might want to keep a demonstration gun that you yourself use, to show them how it works. The demonstration gun can also help increase sales since they can see the gun in action.

**Information on selling wholesale versus retail.**

I personally have not sold wholesale, but this is what I do for retail.

I offer a discounted price for those who buy 5-9 marshmallow guns. And for those who buy 10 or more. Since I sell my marshmallow guns for \$7.97, when my buyers buy 5-9 I mark it down to \$7.47. When they buy 10 or more I sell the marshmallow guns to them for \$6.97. This may not seem like a big price cut, but in the end it may help your sales. Also this can help to encourage them to buy

more. If a customer was only going to buy 4 and then he saw that he only had to buy one more to get a discount, there is more reason to buy 5 now, than before he saw the deal.

### **What age uses the marshmallow gun?**

All ages use the marshmallow gun. Mostly boys, but girls, moms, and dads all enjoy playing with them. You may actually tend to sale more to parents or you may tend to sell more to grandparents. You can tell your customers, all ages can use the marshmallow gun. Once you get going you may find that one market is better than another, so you might target your market and focus on a certain group of people rather than another.

### **Can teens or kids do most of the work or do parents have to help with most of the work?**

The parent actually does not have to do any of it. If the teen is using a handsaw they may cut the PVC pipe by themselves, but if they are using a chop saw or other electric powered saws I would strongly recommend them having adult supervision around. It is always best to have adult supervision around, when dealing with saws or other sharp items. Personally, when I cut the PVC pipe for my marshmallow guns I have my dad help me. My dad cuts the PVC pipe with a chop saw, because it speeds up the process, but if you do not have a chop saw that's ok. All you need, is to get something that will cut the PVC pipe SAFELY! While my dad cuts the PVC pipe I sort the pieces he cuts into different buckets. For example I put all the barrels into one bucket, all of the next size

down into a different bucket, etc. Besides cutting the PVC pipe, a teen or kid can assemble the marshmallow gun and paint it. When the paint is dry they can also bag it (so the paint doesn't get scratched off). Kids can also ship marshmallow guns, if they are selling their marshmallow guns online. Even though the teens and kids can do all of the work by themselves, except if they are using a power saw like I mentioned before, families can have a lot of fun making them together.

### **How safe are the marshmallow guns?**

The marshmallow gun is a very safe fun toy for people of all ages. You can pretty much shoot marshmallows at anything, BUT you still must be careful at where you point the marshmallow gun. A good safe idea is to make a target to shoot at. You can also make a game out of it. Whoever gets closest to the bulls-eye wins. This could also help your marketing. If you were at a show then you could tell everyone that you are having a competition and you are giving a free marshmallow gun to the person who shoots closest to the bulls eye. Everyone gets 1-2 shots. You may even ask the people who are running the show to announce over the loud speaker that you are having a contest and will be giving a marshmallow gun away. This can be a great way to get attention to your products. If you get 20 to 30 kids to come to your booth, then that is 20 to 30 potential customers. You will be giving one marshmallow gun away, but since a marshmallow gun costs roughly \$2-3, then you just paid \$2-3 to advertise your products to 20 to 30 kids. And on top of that, they may buy multiple guns for family members or friends. Their parents may even buy a marshmallow gun as a gag gift for a friend.

## **How difficult is it to build the marshmallow gun?**

The marshmallow gun is easy to make. It does take a little time to make. One way to make it easier and quicker is to make more than one marshmallow gun at a time. I personally make about 50-100 at a time with my dad. Of course I did not start out this way. At first I only made about 20. Even though 50-100 seems like a lot, you don't have to paint and bag them all immediately. I paint about 20 and then when I get more orders and need to paint more than I can just go outside, get a tarp, and paint a few more. You might want to paint them all and then you won't have to worry about them later, but if you are selling kits or non painted marshmallow guns, and you have already painted them, then you will have to go get more supplies which will take time. One nice thing about the marshmallow gun business is you can assemble and bag your marshmallow guns in front of the TV!

## **What do you need to get started?**

Besides the materials for the gun, you won't need too much more to get started. You will need to get a saw, either an electric powered saw or a handsaw. It doesn't matter which one you get, but the electric powered saw will help speed up the process. You might also want to get a tarp, so that when you paint you will not let the overspray get onto the surface you are painting on. A tarp is helpful, but it is not necessary.

Optional materials: An extension cord. This is for your saw if it is electric powered and it doesn't reach the electric output. Paint gun



The paint gun makes it easier to paint the marshmallow gun. It is something that hooks on to your spray paint can. I use it and it helps so that your hand doesn't hurt, but it is really not a necessity. Above, is a picture of the attachment to put on your spray paint can.

The main thing you need to get started with your marshmallow gun business is a saw.

### **How competitive is selling marshmallow guns?**

First, it depends on where you are selling your marshmallow guns. If you are selling them at a flea market, book show, arts and craft show, etc, which is offline, and no one else is selling marshmallow guns, then it will not be as hard to sell them. You are the only vender there with marshmallow guns, so you are unique. If you are selling them online, there will probably be more competition and it might be harder to sell your marshmallow guns. A great way to get more

sales when there is competition is to offer deals. You don't have to lower your price, you just have to give them a better deal than your competitors who are selling marshmallow guns. One idea is if you have more of a selection to choose from, say snipers, non painted, hand-held, etc, then they might look at your place rather than at someone else's.

### **Other different ideas to sell?**

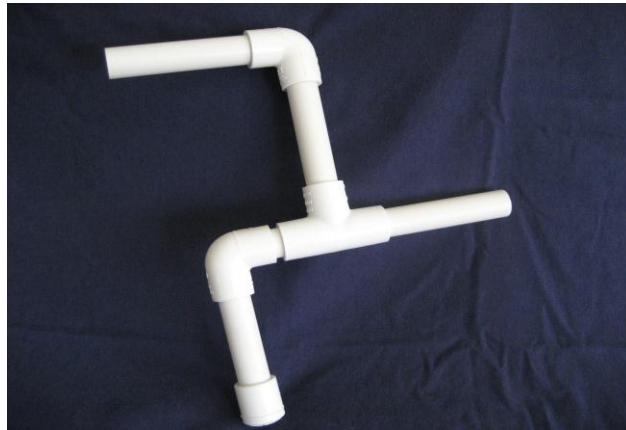
The first thing you probably want to start with is the original marshmallow gun. After you get started, you can expand the number of products to other things like non painted, kits, hand-held, snipers, bigger guns, and guns with longer barrels.

Non painted: These are very easy to make because all you have to do is cut the pieces and assemble them. You will not have to paint them. If you are selling them online and have to ship them, then you will need to bag them either.

Kits: You will not need to paint these either. All you need to do is cut the pieces and bag them. You don't need to assemble them. You need to bag the pieces so that you won't lose any of the small ones.

Hand-held marshmallow gun: You do not need to worry about buying more pieces for the hand-held gun. You will need the same type of pieces in the hand-held as you need in the original marshmallow gun except not as many.

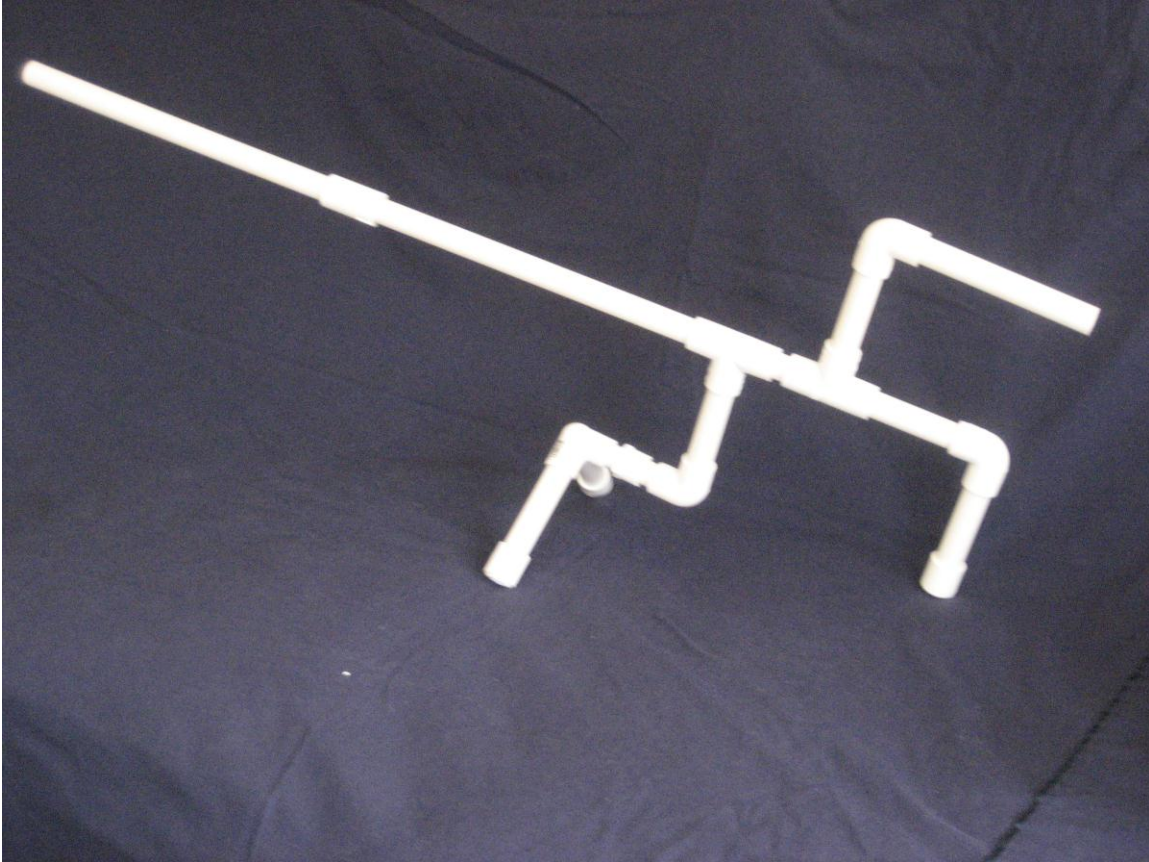
1. You will need to get 2 elbows, 1 elbow, 1 cap, 1 short piece and 4, 4” pieces.
2. Attach a 4” piece to an elbow. Then attach another 4” piece to the other side of that elbow.
3. Take a tee and place the top of the tee on one of the 4” pieces that is attached to the elbow.
4. Now, take the short piece and another 4” piece. Put both of them on the tee.
5. Take the other elbow and put it on the short piece. Then place the last 4” piece on the elbow, and cover that with the cap. When you’re done it should look like this.



Snipers: This is like the marshmallow gun. All you need to do is get some pieces to add on to the original marshmallow gun.



1. You will need to get 1 elbow, 2 caps 2 middle pieces, 1 cap to screw, 1 screw to 3 way, 1 barrel, 1 helper.



I made the picture a little bigger so you could see all of the connecting pieces.

Here is a chart for different products that you could sell. Each product has the basic information about the average cost and price of the gun.

Different Products	Regular (painted)	Non-Painted	Handheld	Snipers	Kits

Estimated Cost	\$2.19	\$1.95	\$1.66	\$3.55	\$1.90
Price	\$7.95	\$6.95	\$5.00- \$5.50	\$9.45	\$6.45

These are just rough estimates so you do not have to follow them. All of the “prices” and “estimated Costs” include labor costs. Remember that when you do not have to paint, your labor costs goes down. Also, remember to start small! Again I charged only \$5.00 when I first started then I bumped up my price to \$7.95. Just keep in mind if you have to put in more work for a product or if it requires more materials, it will probably cost more. However, there is one exception. All of your painted marshmallow guns, whether die cuts or random or solid, should all be priced the same. This is so that you do not have to deal with your customers asking you why one is priced higher than the other. It may take longer to paint die-cut then solid, but make all painted guns of the same style, the same price. And, always remember to include your labor costs.

**When you start making your regular** guns you can make other guns while you are at it. You do not have to set up a time to create pistols then set up the next day to create snipers. Just cut all of the pieces at once so that you do not have to get all of your equipment out over and over. You do not have to assemble them all that day, but at least you have the pieces cut incase the

weather is bad outside or something else happens. Once you get started the possibilities are limitless. You can make your own style's of guns. You can buy different PVC connectors and try to make different types of guns: rifles, pistols, etc. Just play around, make up your own guns, and see what your customers like the best! It does not even have to look like a gun just go out and have fun inventing your own products. More products can also help give your customers more to choose from.

### **Other people to promote your product to?**

Even though you will probably sell most of your marshmallow guns individually, you can sell them in bulk. Here are a few ideas to sell in bulk and make more money. You can sell to co-ops, boy scouts, and summer camps. A good idea for selling to these groups is to sell them as kits, as I mentioned previously. You can also sell them as party favors, which is how I got my first marshmallow gun. If you are selling marshmallow guns as party favors, you will sell them fully made. However, you can talk to the customers who are buying them and see if they want them unassembled, so that the kids can make them at the party. You can even ask if they want all of the pieces in one big box so that the kids have to find the pieces they need at the party. Just be creative and try to appeal to each of your customers in different ways.

## **Other Helpful Resources**

**(If you can't click on the link to read more about that resource,  
please copy & paste the link in your browser)**

**How To Start Your Own Business for Families & Teens**, by Stephen Beck

<http://stephenbeck.com/how-to-start-your-own-business-dvd/>

**How to Teach Your Children about Debt & Finances, from a Biblical  
Perspective**, by Stephen Beck

<http://stephenbeck.com/teaching-your-children-about-debt-and-finances/>

**Scientific Approach to Finding Your Niche**, by Stephen Beck

<http://stephenbeck.com/the-scientific-approach-to-choosing-a-niche/>

**Promote Your Blog in 30 Minutes a Day**

<http://stephenbeck.com/promoting-your-blog-in-just-30-minutes-per-day/>

Please call or email if you have any questions about kids business or  
the resources above

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