

The Starving Musician Who Became a Print Broker

Let me tell you a story about a starving musician who became a successful print broker. To protect his identity, I will use JB as his name. JB started using Amazing Print's eCardBuilder software in September of 2003 and at that time he knew very little about the Internet, let alone, how to run an Internet business.

In fact, it was a bet over a bottle of Cognac with his designer friend to see who could get more business card sales in 6 months that compelled him to sign up for eCardBuilder.

In the first few months, JB's site produced zero sales. His web to print website was unknown to customers as he didn't pay for any advertising. His only expense, however, was a \$10 hosting fee from his internet service provider. After 3 months, JB was beginning to give up hope for his website and feared he would lose the bet and the Cognac. Then something happened at the beginning of month 4. JB got his first online business card sale, then another sale, and another and suddenly generated \$1,500.00 in NET profits in that 1 month producing more than \$4,000 in gross printing sales from just one web to print website. Again this was with no advertising and JB's ongoing costs were just a \$10 monthly hosting fee.

JB never had to speak to customers, or provide any level of customer support. The website was completely automated for a self service customer experience, including order placement, real time design approval in the design online interface, routing printing orders to the appropriate printing facility based on time, cost and quantity requirements. Even shipping and order tracking tools, with automated customer notifications at every step, were available through his website. JB didn't have to worry about accounts receivable from customers, since all orders were prepaid online. Contracted printers didn't have to worry about the quality of files, as they were always in a perfect condition (really), since the tools JB had access to ensured integrity in both the design and printing output.

By August 2004, less than a year from the launch of his website, JB was generating more than \$10,000 a month in net profits, producing more than \$22,000 in gross sales per month in business card sales. In fact, as profits and sales increased and his website grew, he was able to streamline the management of the website to just 1 hour per week... still with no advertising or customer acquisition costs. JB's only costs were still his \$10 monthly hosting fees. JB now bought a new laptop and started considering moving out of his parent's basement.

By August 2005, less than 2 years from the launch of his website, JB's web to print website generated \$19,000 a month in net profits and more than \$55,000 in business card gross sales a month. While his monthly hosting cost jumped to around \$100 per month

due to increased traffic, this and about 4 hours per month in maintenance time were JB's only costs associated with maintaining the website. JB started shopping for a house.

In January 2006, JB's website generated \$25,000 in pure profit, after all expenses relating to the maintenance of the website were covered, which again involved just a few hours of time per month and a modest monthly hosting fee for the website.

In the end, JB lost the bet. He didn't win the bottle of Cognac. As a consolation prize, he moved out from his parents' home into a his newly purchased house in one of the most prestigious areas of the city, got married and purchased a BMW sedan for himself and for his stay-at-home wife a BMW SUV. Currently JB works about an hour a week on maintaining his business card website, still without contacting customers, or ever seeing or touching the end products delivered to his customers.

Today, JB's website has a high customer satisfaction rate, with more than 50% of revenues being generated from customer re-orders. The site continues to generate new traffic every day, outperforming previous months and sees return visitors in excess of 70%. Last year JB started investing money generated from eCardBuilder back into his music career... going back to what he really likes and enjoys.

When Slava Apel asked JB for a comment on this story, JB said, "That's right, I owe everything to Amazing Print. When I started out I was broke, and now I make more in 1 hour of time spent on eCardBuilder, than most good lawyers make in a month."