

HOW TO MAKE FORTUNES FROM PRINTING BUSINESS STARTING WITH LITTLE OR NO CAPITAL

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Introduction

Dear friend, thank you for buying this eBook. You now have with you the passport to your fortune. This eBook is written to help solve the problem of unemployment and financial problem in the country.

If you are unemployed or you are looking for additional job you can do to increase your income, then, this eBook on printing business could be the solution to your financial worries.

This eBook, ***How to Make Fortunes from Printing Business Starting with Little or no Capital***, reveals how fortunes can be made from printing even when you don't have the capital you can use to kick off your business.

Yes, there are businesses you can start which require only little or no capital, and printing business is one of these businesses. You can start printing business with little or no capital. This eBook explains clearly how you can start printing business without capital or with little capital.

The content here is a distillation of the knowledge and practical experience of the author in the field of printing, having being in the business for some years back.

One big mistake people make is that when they want to start a business like printing, they want to wait until they get enough money to start it. Looking at the nature of printing trade, it requires huge capital outlay. Printing involves the use of various machines and many of these machines cost millions of naira.

But it may surprise you to hear that you don't need to buy any of these machines to start your printing business. You don't need any printing machine unless you want to. And even if you want to, it may not be necessary for now.

You only have to acquire the basic knowledge and skill and off you start. Happily, this is what this book is out to teach. I gladly present to you this printing manual, containing all you need to know about printing business and how to start it with little or nothing.

Read this printing manual again and again. Keep it close to you. You will need to consult it from time to time, and please, endeavour to follow the instructions therein. You can never go wrong with this manual.

Chapter One

Printing Prospect

Printing is the act of making impression on an object. There are several types of printing. For instance, there is the screen printing which deals with the making of impression on a piece of cloth, car, plastic, vehicles, etc. There is also offset printing, which deals with the making of impression on a piece of paper.

Offset printing is a type of printing which everything to be printed on paper is first transferred on a piece of aluminum, called “plate.” The plate is then fixed on the printing machine which will transfer what is on the plate (piece of aluminum) into the paper.

Now, this machine contains some parts where inks and pieces of papers are placed for printing.

Over the years, there has been this fear that offset printing will be obsolete, giving way to information technology – use of computer. But if you look at the trend in the printing world today, you will see that the argument doesn’t hold water. Rather than rendering printing obsolete, IT has gone a long way in revolutionizing the printing industry for the better.

Take lithography work as an example. Previously, the lithographer has to manually arrange the graphics, pictures and texts into a printable manner. After that, he has to photograph the whole job to be printed. The content of the negative is then transferred on the plate. Now, these are time consuming. The advent of computer has fast tracked these lithography jobs. The computer is now used to typeset, edit, insert photos and graphics, and “mirror” jobs to be printed, after which the job is taken to the lithographer (plate maker) to have it transferred on the plate.

The first printing press was invented in 1456 by Johan Gutenberg a German. Since that time till now, printing continues to wax stronger and stronger. Many products such as chariot, gramophone, etc have come and gone, but printing machine will continue to be in use for at least the next 100 years to come.

Of course, there may be new inventions. For instance, stencil printing machine has been invented to save printers the trouble of making use of plate for printing. Stencil printing machine borrows the technology in photocopier machine.

Nevertheless, offset printing machine is still in use and it is not likely to be obsolete many decades to come. On the other hand, even if a new machine is invented to replace offset printing machine, the fact is that it would not disrupt printing business.

One major reason printing business will continue to remain lucrative is that the machines used are highly efficient. These machines can print thousands of copies of jobs in just few hours. The advantage of mass production is that cost of printing per unit becomes cheap. Customers will always go for quality jobs that are at the same time cheap.

More importantly, printing business will ever remain lucrative as long as people continue to need the services of printers. Look around you. Those medicine stores, super markets, schools, colleges and universities; companies, hospitals, motor dealers, distributors, law offices, account firms, newspapers and magazines, (the list is endless).

The truth is that printing business will always remain a lucrative business. There are more printing jobs out there for you than you think. If you are totally committed to your job, you do quality jobs, and deliver customer's job promptly, many people will start coming to look for you. Remember, "If a man does a better job than others, even if the man lives in the forest, the world will make a beaten path to his door."

There are ample opportunities for you in the printing business. The printing industry is so large that it can accommodate hundreds of thousands, if not millions of new entrants. In your own locality, except you are residing in the village, there is an opportunity for you to start your own printing business.

If you get to Mokola-Ibadan, the home of printing and publishing, south-west of Nigeria, you will understand what I mean. You will come across men and women, young and old engage in printing business. While some operate without machines of their own; others operate with one or

a few of the machines used for printing. In all, you hardly find a printer having all printing machines required for all jobs.

This is why I said that you do not have to start with any machine. The printing industry is very large and because there is ample jobs, many people specialize in one aspect of printing. For instance some printers specialize in pre-press job. They have their computer, scanner and printer which they use to typeset, design, mirror and print customers job on a paper called film. They are not concerned with the other aspect of printing. Others specialize in plate making. They transfer what is obtained from the typesetter into the plate. Some other printers have one type of printing machine or the other (but not all types), on which they mount the plate prepared by the plate maker before they run the impression. Some other printers only have the Guillotine machine, which they used to cut and trim papers to required sizes. Some others only have the giant Gutenberg Numbering machine; I have a customer who has a Perforating machine and a hand-held numbering machine, the one that looks like the rubber stamp. That is all he has for his printing business. He uses the small, hand-held machine to number such jobs as receipt and invoice. He is not bothered about the other aspects of printing business. Some printers only specialise in binding jobs. They bind such jobs as books, receipt and invoice. Some people sell papers used for printing only; while others sell inks of various colours used for printing.

You see, the printing industry is a big one. You can start from anywhere. The choice is yours. If you wish, you can start with one or more machines. You can even expand to operate like Academy Press in Lagos State.

And then, there is a class of printers who operate their printing business without owning a machine. Most printers having one or more machine started from this class. They started with nothing. There are many printers who have made a lot of money and can buy any machine they want, yet they never bother to buy one.

Why is that so? It is because running your printing business without machines is less stressful. You may not lift a finger to do anything, but

when your job is done for you, you deliver it to your customers. Simple and short!

Dear friend, the only time printing will cease being lucrative is when people no longer have printing jobs to be done.

Below are some of the printing jobs that are done almost on daily basis:

- Letterhead
- Receipt
- Invoice
- Posters
- Calendar
- Boks/booklets
- Jotter
- Exercise books
- Leatlets
- Bread label
- Invitation card
- Fliers
- Greetings card
- Brochure
- Newspapers
- Magazines
- Complimentary card
- Diary
- Directory

Chapter Two

Printing Process

Any printing job that must be done must undergo basically three stages. These stages are:

1. Pre-press Stage;
2. Printing Stage; and
3. Finishing Stage.

1. Pre-Press Stage

It is called pre-press stage because everything done at this stage is done before the actual printing. Mainly three jobs are done at the pre-press stage. These are:

a. Typesetting and Design

When you are given a job to do, the first thing you will do is to take it to business centre for type setting. If the work requires graphics, he designs it. If it requires inserting pictures, he scans the picture and inserts it on the work. After this, he mirrors the job and then separates the colours. Colour separation becomes relevant when the job you are doing contains pictures or graphics having two or more colours. Colour separation is simple. The computer operator clicks on the icon for colour separation and the computer splits the job into the number of colours on the job. Four is the maximum colours. If you are doing a job that contains four or more colours, the computer would split the work into four colours.

The need for colour separation stems from the fact that most printing machines we are using in Nigeria (except Speed Master and only very few printers have it in the country), print only one colour at a time. When colours are separated, it enables the printing machine to print one colour at a time on the same piece of paper used for the work.

After the colour is separated into four colours (for a job that contains four or more colours), the computer operator then print each colour on a separate piece of paper called “film.”

b. Plate Making

Another pre-press job is the making of plate. A plate is a sheet of aluminum which is pre-cut into various sizes for various printing jobs. You can only use the size that fits the job you want to do. Each plate is chemically treated. This makes it possible for any text and graphics pasted on it to be transferred on it.

After your work has been typeset and printed on the film, you now take the film to the lithographer (plate maker). If the job is a four or more colour job, the four films for the job will be pasted on four separate plates representing each colour.

What this implies is that the number of colour determines the number of plates you will make. And since printing machine prints one colour at a time, only one plate is fixed on the machine at a time.

Now, this is not always the case with all coloured printing jobs. If, for instance, you are doing a four-colour flier of one-half A4 size job, you don't need to make four plates. Two plates are enough. Each plate will contain two colours. One colour will be at the top half of the A4 size plate; while the other colour will be at the bottom half of the A4 size plate.

The other colour at the bottom half of the plate will be upside down to the colour at the top half of the A4 size plate. However, when printing, the printing machine will still print all the four colours one by one. You may not fully understand everything that is said here but when you start your printing business, you will come to appreciate it. For now, it is good you understand all these in theory.

c. Cutting of Paper

Most of the papers you will need for your printing jobs are packaged in reams. One ream usually contains 500 sheets. When

you buy the quantity that will be enough for your job, you have to cut it into the size of the job you are doing. Guillotine, a big machine, is used for cutting the papers into required size. Read more about this machine and others in Chapter 3. See same chapter for some of the papers you will need to do printing jobs.

2. Printing Stage

After you have made the plate, the next thing is to take the plate to printers who have printing machines. Note that machines are of different sizes and functions. While some machines print A4 size job; others print A2 size, and others print Kord 64 size (that is, the size of jobs like calendar).

The plate on which your job has been transferred is mounted on the machine. There is a part of machine set for that purpose. Offset printing machines print one colour at a time. This means that only one plate will be mounted for printing at a time.

When a plate bearing red colour is fixed on the machine, it is the red ink that will be used for printing it. At the back of the printing machine, there is a place where papers are kept ready for printing. A press on one of the buttons on the machine will move the papers one by one in quick succession to the already ink-soaked plate. Impression is made on the paper as soon as the paper comes into contact with the plate. Note that the type of machine you will use depends on the size of the job you want to do.

3. Finishing

This is the last stage of the printing process. It is by no means the least stage. A job is not completed until finishing touches are put to them. Receipts and invoice must be numbered and perforated.

They must be arranged in duplicate and triplicate, as the case may be, and stapled. Each booklet will contain 50 copies (other duplicate or triplicate not counted). They must also be trimmed.

Books printed must be bound by the printer. When calendars/almanacs are printed, the edges have to be trimmed and reamed. When complimentary cards, letterheads, magazines, posters and virtually all jobs are printed, they must be trimmed by the Guillotine.

Chapter Three

Machines and Papers Used in Printing

Let us have a quick rundown on some of the machines and papers used in the printing industry:

Machines

Computer and Accessories

- a. **Computer:** printing begins with typesetting, design and proofreading. This involves the use of computer.
- b. **UPS:** Uninterruptible Power Supply (UPS). This small machine provides extended power to enable the computer operator to save his work as soon as there is power outage. UPS also prevents damage to the computer. Sudden power outage can cause damage to the computer.
- c. **Stabilizer:** it is used to regulate voltage. You must first connect it to the wall socket before you connect your UPS to it.
- d. **Printer:** any job that is to be printed has to be first printed out of the computer using computer printer.
- e. **Standing Fan:** standing fan is needed for cooling the computer system.
- f. **Guillotine:** the machine is used for cutting and trimming papers into actual sizes. It is a machine that is big, strong and durable.
- g. **Getstetner 201:** this machine is used for printing A4 size jobs. It is also used to print jobs that are lesser than A4 size, e.g., complimentary cards, booklets, receipts and invoice.

- h. **Multilith:** multilith is used for printing jobs that are above A4 size, e.g., A3 size job. It is also used to print A4 size jobs.
- i. **Heidelberg Kord 64:** the machine is big and it is used for printing big size jobs like calendar, office file, posters, magazines and newspapers. The machine is also used to print A3 size jobs. Heidelberg Kord 64 is expensive. A second-hand Heidelberg Kord 64 was advertised for sale sometime ago for N8,000,000 million. A brand new one will cost much more than that.
- j. **Speed Master:** this is the greatest of them all. It has better quality print. As the name implies, it is the fastest printing machine ever! Speedmaster SM 102 is capable of printing 13,000 or 26,000 printed sides of sheets per hour and a sheet size of 28 ^{3/8}" X 40 ^{1/8}". Speed master prints all colours at the same time. It is the most expensive of all printing machines. In Nigeria only few printers have it because it is very expensive.
- k. **Digital Colour Separation Machine**
As the name implies, this machine is used to separate colours before actual printing is done. This machine is highly appreciated for its high quality colour separation work, but unfortunately, not many printers have it, probably because it is too expensive.
- l. **Stencil Printing Machine:** the objective of Stencil Printing Machine is to fast track the process of printing. With this machine, you do not need to make plate before printing. Once the typesetting and artwork have been completed, you take the job and place it on the machine. This machine borrows the technology in photocopier. You print with this machine the way you photocopy documents. The machine is of different sizes. The one that prints A4 size jobs costs N50,000 as at 2010. The one that prints bigger size costs N250,000.

Be that as it may, most printers are yet to embrace this latest technology. At Ibadan, more than 90% printers are not even aware of the machine.

Perforating Machine: this machine is used to perforate such jobs as receipt, invoice, etc.

Plate Maker: this machine is like a medium-size photocopier. Like photocopier, the job that is to be transferred on the plate (the film) is placed on top of the machine and closed. The plate is kept inside the machine. The machine is started and in few minutes, the content of the film is transferred on the plate.

As efficient as this machine is, most lithographers don't have it. They use the manual method. The manual method involves pasting the film on the plate, fastening it with cello tape and putting the plate in a wooden box. After about ten minutes, the content of the film is brought out and washed with some chemical. Thereafter, the plate is placed in the sun to dry.

Stapler: the stapler used in the printing industry is a big one. The stapler is used for stapling receipt, invoice, booklet, newspapers, magazines, brochures and exercise books.

Reaming Machine: reaming machine is used for putting ream at the edge of calendar. The machine is a high income earner for printers. A good example of this machine is the wire O' printing machine.

Note: there are yet some printing machines not mentioned here. As you progress in your printing job, you will come across them.

Like I said previously, you don't need all these machines to start your business. When you start making money from your printing business, you can then decide which machines to buy.

Papers

Papers are of different sizes, shapes, colours, qualities and prices. The job you want to do determines the type of paper you will use. To make your journey into the printing world a smooth sail, I will shortly give you a list of some of the papers you will need for the jobs you will be doing.

Note that most of the papers you will need are always packaged in reams. One ream contains 500 sheets. One sheet of the paper equals four A4 size papers. The ream paper is also called Kord size. At the point of printing, you will take the papers to Guillotine operators to cut them into the size of the work you want to do.

Types of Papers		Uses
17/27 56 Grammes (GMS)		Receipts, invoice, tracts fliers, bread label, pamphlet.
17/27 60	GMS	Tear-off memo, flier, receipts, invoice, tracts.
17/27 70	GMS	Letterheads, book, booklets, exercise book,
17/27 80	GMS	Letterheads, book, booklets, exercise book.
20/30 56	GMS	Receipts, invoice, tracts fliers, bread label, pamphlet.
20/30 60	GMS	Receipts, invoice, tracts fliers, bread label, pamphlet.
Invoice Papers (they are of different colours),		Used for Invoice
Glossy paper	115 GMS	Magazines, magazine cover, posters, flier, books.
Glossy paper	135 GMS	Magazines, magazine cover, posters, flier, books,
Glossy Card		Complimentary card, office file.
Pelican Card		Book cover.
Vanguard		Book cover
BUFF		Office file, hard cover.

Note: other papers that you will need in the course of your printing business include Conqueror, Emperor and 80 GMS bonded paper. They are mainly used for printing letter headed paper. The first two papers – Conqueror and Emperor – are best quality paper and are more costly. A pack of A4 size Conqueror (500 sheets per pack) costs N3,500; while a pack of A4 size Emperor (500 sheets) costs N3,000.

The third paper, 80 GMS bonded paper A4 size is the most common paper used in all business centre and in the printing industry. It is a quality paper, but the price is cheaper than Conqueror and Emperor. A pack of A4 size 80 GMS bonded paper (500 sheets) costs N600.

Note: Note that the prices of most of the papers are not mentioned here. This is not an omission on the part of the author. The reason for refusing to state the prices is that papers prices are not constant. In fact, the cost of papers is the one that is most subject to change than any other printing cost.

Chapter Four

How to Start with Little or no Capital

Years ago, before you can start printing business, you must have spent 5-7 years learning the trade. Parts of the things apprentices were taught include learning how to operate the printing machines. After they have completed their apprenticeship, the next problem that stirred them in the face was the problem of finding enough money to buy printing machines of their own. Many apprentices ended up becoming machine operators.

The trouble with being a machine operator is that they worked to make their employer rich while they earned only peanuts. The money they earned was scarcely enough for them, not even to talk of saving some money in order to buy printing machines of their own.

Later, things started changing. Many who completed their apprenticeship, and were not interested in remaining machine operators nor had money to buy their own machine, decided to take the bull by the horn.

Starting with Nothing

The apprentices who completed their apprenticeship but had no money to buy printing machines and were not interested in operating machines for peanuts, discovered a simple method of starting printing business!

They went around soliciting printing jobs. When jobs were given to them, they took their jobs to their former masters or other printers who had printing machines to print. They paid for the cost of printing the job and rest of the money was their profit. The money they used for printing the

job was their customers' money, which they collected from them after they have accepted to do the jobs. It is that simple! This is the method of starting printing business without capital. Below is the step-by-step procedure:

Word-of-Mouth

The first thing to do is to go out and start advertising your business. Tell your relations, friends, anyone you meet that you are a printer and that if they have printing job or they know any person who want to do printing job, they should let you know so that they give the job to you. Give them your phone number. Use your residential address as your office address for the main time.

One thing about word-of-mouth marketing is that you should keep introducing your business to as many people as you come across. You have to be serious about your printing business. Go out every day and talk to people about your business, soon, jobs will start coming.

Bargain Your Charges

When the jobs start coming, you must know how to bargain the amount you will collect for the jobs. Are you worried about how much you will charge for jobs? That has been taken care of. Chapter 5 explains vividly how to calculate the cost of printing, including your own profit.

The next thing you must take into consideration is that when calculating how much you would charge, you should be extremely careful so that you don't charge so low as to put you at a loss. Your charges should take into consideration some loss you might incur in the course of printing, e.g., damage caused by ink on papers during printing.

Collect Money from Your Customers

When you have accepted any job, make sure you collect at least two-third of your charges. It is out of that money that you will use in paying for the cost of printing, including your own profit.

This principle of collecting money from customers before doing their job is the basis for starting printing business without capital.

Starting with Little Capital

If you have some money, you can use it to do certain things that will help you position your business for quick progress. Let us take them one by one:

Business Name Registration

The benefit of registering your business name is that it affords you the opportunity of dealing with prospective corporate bodies. Corporate bodies prefer dealing with businesses that are duly registered.

You can register your business name either as a sole proprietor or as a partnership venture. In the case of partnership business, you will bring in one more persons as partners to run the business and share the profits. On the other hand, you may prefer incorporating a company. Like the partnership business, a company can be incorporated when at least two persons agree to float the company.

Both business name registration and company incorporation are done at any branch office of the Corporate Affairs Commission. If you want to register your business name or incorporate your company, then contact me. Irrespective of your location, I can help you register or incorporate your business/company. For details, contact:

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Invoice or Receipt

They are essential. As you progress in your business, you will be doing jobs for corporate bodies. And when you are dealing with them, they will definitely request for receipt for any job you do them.

Flier/Hand Bill

Both flier and handbill are powerful medium for advertising your printing business. If distributed or posted at strategic locations, they can draw customers to you.

Complimentary Card

Print your complimentary cards and distribute them freely. Printing your complimentary card should be your first printing job, so that you can grasp the fundamentals of printing business. Anywhere you go, talk with people and give them your complimentary cards and introduce your printing job to them.

Letterheads

Print your letterhead with your business name or company name on it. It should be boldly and attractively written. Your address should also be included.

Your letterheads portray you as a professional printer who is serious about his business. You will use your letterheads to communicate with your corporate and individual customers.

Signboard

If you have actually rented an office or business premises for your printing business, then, you have to consult an artist to help you design an elaborate signboard, pointing to the direction of your business place.

Chapter Five

How to Determine the Amount to Charge for Jobs You Do

The initial problem you will have in your printing business is knowing how much you should charge for any job your customers want to give you. Now, there is nothing puzzling about it, and this is what this chapter is written to address.

When you want to collect a job, the main factors to consider are the amount it will cost you to do the job and your own profit. Before the jobs start coming, you are expected to know the cost of the following:

1. Paper.
2. Typesetting/artwork
3. Plate
4. Impression
5. Finishing (e.g., binding, trimming, stapling, reaming of calendar, numbering of receipt/invoice, perforating, etc).
6. Your profit.

Note: After you have calculated the above costs, remember to add your cost of transport from your business premises to the place of printing and also from there to your customer's address to deliver his job.

To know the cost of papers, go to paper merchants. Ask for the cost of all the papers they sell. Obtain the prices from several paper sellers. Take a pen and paper and jot down the prices. Write these prices on

separate sheets of papers. Buy from the merchants whose prices are low.

Other costs of printing as at the time of writing this eBook are:

Typesetting and artwork	N200
Plate	N100
Impression	N200 (per 1,000 impression)
Finishing	(It varies from job to job).

Note

Note, however, that if you are inserting graphics or photos in your job, computer operators will charge you say, N50 or N100 for each one you insert apart from the N200 they charge for typesetting and artwork.

Note also that finishing jobs varies. You therefore have to find out from printers that do these jobs before you start any job so that you don't take the risk of charging too low.

Now, going by the printing costs above, let us determine the costs of printing complimentary cards, letterheads, fliers and posters.

Complimentary Cards

Example

Supposing a customer asks you to print 500 copies of two-colour complimentary cards. You can determine the cost this way:

1. Card - 3 packs (= 600 copies of complimentary cards) N300
2. Artwork/typesetting N200

3. Plate	N100
4. Impression (two-colour job)	N200
5. Finishing	N 70
6. Transport	N200

Total	N1,070
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Explanation

- Note that for jobs that require insertion of pictures or graphics, you will be asked to pay extra money for each insertion (they may charge N50 per picture or graphic).
- The plate you need for printing complimentary card is one half of 201 plate (that is, one-half of A4 size paper). The plate is usually precut vertically into two. Half of it is needed for this job.
- Since the job is a two-colour job, printing machine will print two times, that is, one colour at a time.
- It is an unbreakable rule in printing that cost of impression (printing) is per 1,000 copies. So whether you are printing 100 copies or 1,000 copies of any printing job, it is immaterial. Cost of impression is always fixed.
- The card you need for this job (complimentary card) is precut into the size of the plate used for printing complimentary card. One pack of the cards contains 100 pieces. These 100 pieces will bring out 200 copies of complimentary cards when printed. You will need 3 packs, that is, 300 pieces of precut card (which contain 600 copies of unprinted complimentary card). Although you are required to print 500 copies of complimentary card, you have to

buy excess cards that will produce 600 copies instead of 500 copies. The extra cards are meant to cover for wastage. It is a normal thing in printing that in the course of printing, ink wastes cards and paper. So, take note: for any job you want to do, you **MUST** buy extra cards or papers, as the case may be, to make room for wastage.

- When the job is printed, the complimentary cards have to be trimmed to the normal size. You will pay for this. Note that the price is already part of the estimate. The cost is referred to as **Finishing**, which is N70 in the estimate above.
- From the estimate above, the cost of producing 500 copies of two-colour complimentary cards is N1,070.
- But wait a minute! You have not yet added your profit. For a job that is not up to 1,000 copies, you can charge your customers between N3,800 and N4,280 (that is, up to 400%). But remember, if your printing cost is too high, many jobs would not come your way. I will talk about profit margin later.
- If, on the other hand, you are required to print 1,000 copies of two-colour complimentary cards, you would need additional 3 packs of cards, so that instead of N300, your cost would be N600. But other printing costs remain unchanged. So, for 1,000 copies of two-complimentary cards, your cost is N1,370. But the amount you will charge for this job could be between N5,000 and N6,000.
- Note that some printers charge more than that.

Letterheads

Supposing you are given a job to print 2,000 copies of two-colour letterheads, using 80 Grammes (GMS) bonded paper. To arrive at the total cost, let us first of all find out the cost estimate for 1,000 copies of the job:

1. Paper	N1,500
2. Artwork/typesetting	N400
3. Plates (two plates for the two colours)	N200
4. Impression (two-colour printing)	N400
5. Finishing	N100
6. Transport	N200
<hr/>	
Total	N2,800

Explanation

- A pack of 80 GMS bonded paper costs 600.
- A two-colour artwork (2 separate films) costs N400 (If you are adding graphics or pictures, you may be charged N50-N100 per one).
- The number of 201 plates (A4 size plates) you need for this job is two, and the cost is N200 (that is, N100 per plate).
- Cost of impression for the two-colour job is N400 (that is, N200 per impression) for every 1,000 copies.
- The Finishing job here is the trimming of the edges of the printed letterheads. You may be charged N100 for this.
- Although you will need two packs of 80 GMS bonded paper, you will buy additional one-half of the pack, and this brings your cost to N1,500.

- I added N200 as your transport cost from your place of business to place of printing, and then to your customer's home for delivery of his job. Find out your own transport cost.
- Your total cost for printing 1,000 copies of two-colour letterheads is N2,800. Since you are asked to print 2,000 copies, your total cost will be N6,000.
- Remember, you have not yet added your profit. For a job of this nature, you can charge N9,000-10,000 for 1,000 copies; while N18,000 - N20,000 will be okay for 2,000 copies of the job. Some printers charge more than this.

Flier

If you are given a job to print 2,000 copies of half of A4 size, four-colour flier, using glossy paper, what you would do is to first of all find out the estimate for 1,000 copies of the job. The estimate is like this:

1. Paper (300 sheets)	N4,500
2. Cutting	N 100
3. Artwork (2 films)	N 400
4. Plate (two A4 size plates)	N 300
5. Impression (4 colours)	N 800
6. Finishing	N 100

Total	N6,200
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- One ream (500 sheets) of glossy paper costs N7,000. You will only need 300 sheets, the units price will be about N4,500. Note that one sheet of paper in any ream equals four A4 papers.
- The papers have to be cut into half A4 sizes. This may cost you not more than N100.
- For the artwork, two films (a film is a kind of paper used for printing a job from the computer before the job is transferred on the plate in readiness for impression). Each film will contain two colours, and each colour stays upside down to the other. The cost of the two films is N400.
- Two plates are required for this job. Like the two films, each plate contains two colours and each of the colours stays upside down each other. The two plates cost N400.
- For impression, the number of colours determines the number of times impression will be run. Since it is a four-colour job, the job will be printed four times so that each colour will show on the job. The cost of printing a four-colour job is N800.
- Trimming the job to the required size after being printed, costs not more than N100.
- This brings your total cost to N6,200, bearing in mind that you have not yet added your cost of transport and your profit. You can charge your customers N12,000 - N14,000 for 1,000 copies of four-colour fliers. For 2,000 copies of the four-colour half A4 flier, you can charge N24,000 – N24,000.

More on Profit Margin

On the issue of how much you will charge as your profit, there is no hard and fast rule about it. You should use your discretion when adding your

profit, ensure that the amount you are adding is not outrageous. Earning 300%-400% profit is normal in some printing jobs, but it is not in all printing jobs that you can earn such profit. If the job is book printing, you cannot charge up to 100% profit. If you do, you inflate the cost of the book and the author may not be able to make the normal profit other authors are making.

For instance a 30-40 page book that costs N50-N60 to print per copy for every 1,000 copies are sold around N100-N150 per copy in the market. If you decide to charge your customers N100 per copy, what would be the profit that would be left for the author, if he starts selling the books?

Another method you can apply in respect of your profit margin is to charge the prevailing industry price. To do this you have to go out to meet as many printers as you can. You will pretend as if you come to give them job and ask them for quotation on a job you want to do. They will quickly respond. From the various prices you gathered from the printers, you can decide the amount you will charge for the job that is given to you.

Chapter Six

How to Promote Your Printing Business

The good thing about printing is that there is no place you cannot find printing jobs. When promoting your printing business, your target should be anywhere - schools, colleges, universities, religious centres, offices, government offices, homes, bookshop, hotels, companies, medicine stores, supermarkets, political rallies, local government secretariat, state government secretariats, bakery, electronic shops, car dealers, real estate companies, law offices, etc.

Marketing Tools

The following are some of the marketing tools you need to promote your printing business.

Word-of-Mouth Marketing

This is the simplest means of promoting your business. It is cost free. Word-of-mouth marketing entails moving around and telling people about your business. Tell them you are a printer and that if they have printing job, they should give it to you.

Flier

A flier is just a piece of paper usually one-half A4 size on which word of advertisement and some graphics are impressed upon. A flier can contain one, two or more colours. It all depends on how you want to

design it. In all, a flier should be colourful so as to catch the attention of prospective customers. The message should be straight and brief.

In the flier, you introduce your business to the members of the public. Introduce your business, put your business name, address, email, and phone number(s).

Distributing fliers is easy. You can give them out to as many people as possible to distribute. If you print as many as 2,000 copies, you can hire some boys to go to major parts of the town and distribute them. It is another method of advertising.

Complimentary Cards

This is also very effective. The advantage of using complimentary cards as an effective marketing strategy is that when you give it to any person, it is always with him. Any time he needs your services, he will remember the copy of the complimentary card you give to him and will give you a call. Complimentary card can bring you big job you never dream of.

Samples

More often than not, you will come across people who will request for samples of previous jobs you have done. Some of them will not give you job unless you have samples that you can show them. It is advisable that you keep copies of jobs you have done previously. These copies must be of high quality. In printing, high quality is your greatest asset. Of course, nobody likes poor job. Professional printers don't compromise quality.

Chapter 7

Expanding Your Business

As more and more jobs come your way, you will be making profits. If you really intend to make fortunes from printing, there is the need to save some money out of your profits. You can later use the savings to expand your business.

Expanding your business involves buying one or more printing machines, depending on your financial capability at a particular point in time.

Although acquisition of machines is not a pre-requisite for running a printing business, it becomes relevant if you really want to expand. Most successful printers have one or more printing machines.

The advantage of having machines of your own are:

1. You save a lot of money as the costs of printing go into your pocket. You don't need to take your jobs to other printers.
2. In addition to the jobs you do for your customers, using your machines, other printers who have no printers of their own, will be bringing jobs to you.
3. When it involves big voluminous jobs, like textbooks, magazines, newspapers, diary, most printers prefer giving their jobs to printers who have their own printing machines. Their belief is that it would reduce their costs. This is not always the case. The only way customers can reduce their costs is for them to be directly involved in the printing.

4. To do this, the customers must have knowledge and experience in printing. Where these are lacking, they would have to give the jobs out as a contract even to printers who have their machines.

From practical experience, many big customers like government ministries, local governments, construction companies, do bypass printer who are not having their printers.

When you have your printing machines, you stand the chance of either obtaining the bigger contract or doing the bigger jobs.

Where to Start From

It is important to reiterate that every stage in the printing process is relevant. As far as offset printing is concerned, you cannot complete any job if you bypass any of the printing stages. Where to start from is dependent on two things:

- a. Capital;
- b. Interest.

Capital

The amount of money you have determines where to start from. If you have less than N100,000, you can use it to start a pre-press unit of the printing business. You can buy your computer system, scanner, and printer. You need to learn how to operate the computer. Most importantly, you should learn and master such applications as Corel Draw and Adobe Pagemaker. The mastery of these softwares makes you a hot cake. Customers will look for you all the time.

On the other hand, if you have over N600,000 , you can opt for Gestetner 201 machine. With this, you can do any A4 size job or you may buy a Guillotine machine for cutting and trimming.

Other E-books By the Same Author

- How to Make Fortunes from Printing Business Starting with Little or No Capital
- How to Make Fortunes from Import Business Starting with N50,000 or Less
- How to Set up and Run a Lucrative Real Estate Agency Business
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How to Order

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Available Training

The author is now running his Internet Business Coaching Courses (IBCC) every weekend. You now have a golden opportunity of empowering yourself by enrolling for the Internet business coaching courses. The following courses are available:

- Basic Practical Internet Course for Beginners
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- How to Write Compelling Sales Copy that Practically Drives Prospects to Order Your Products
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- How to Make Money from Online Freelance Writing

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