

PRINT YOUR THING CHALLENGE

DAY ONE

print timeline

Stage One

Stage Two

Stage Three

Part One:

Part Two:

PRINT YOUR THING CHALLENGE

DAY ONE

standard launch timeline

Mass Printing - Marketing Prep

Launch / Sell

Fulfillment

pre-launch timeline

PRINT YOUR THING CHALLENGE
DAY TWO

ideation & vision

"And the LORD answered me, and said, Write the vision, and make it plain upon tables, that he may run that readeth it."

Habakkuk 2:2

What

Who

Help

vision statement

I am making a
for
to help them/her

PRINT YOUR THING CHALLENGE

DAY TWO

ideation & vision

The sauce

What are your must haves?

My _____ must have....

My ideal customer probably likes...

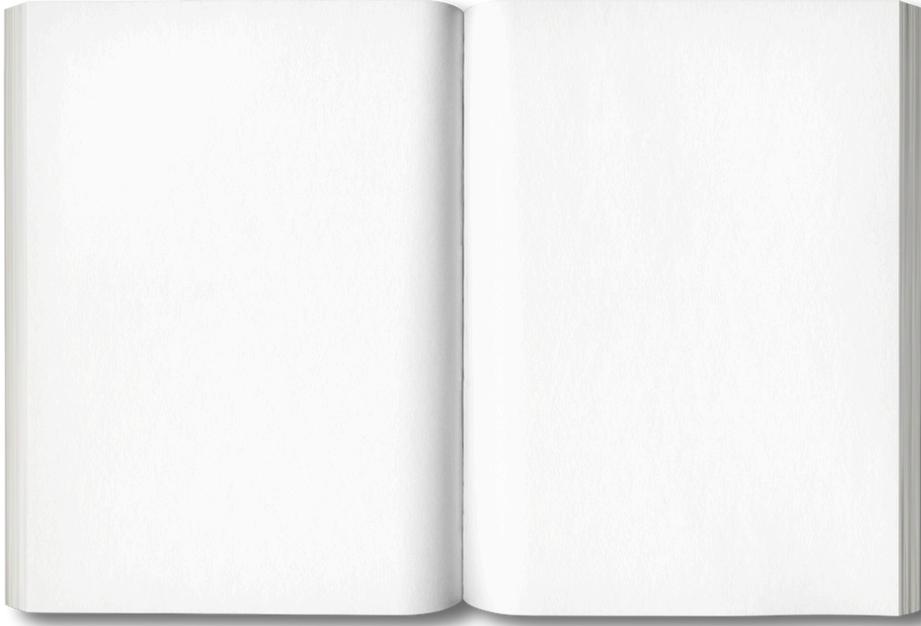
My ideal customer probably struggles with...

Dear _____

PRINT YOUR THING CHALLENGE

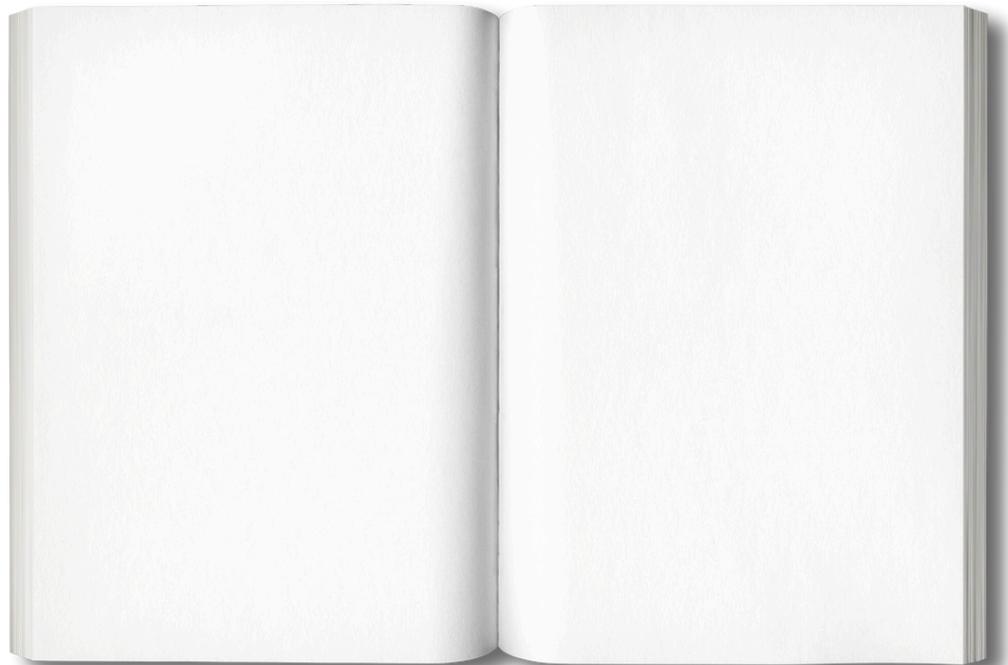
DAY TWO

ideation & vision



Eight horizontal dotted lines for writing, located to the right of the first notebook.

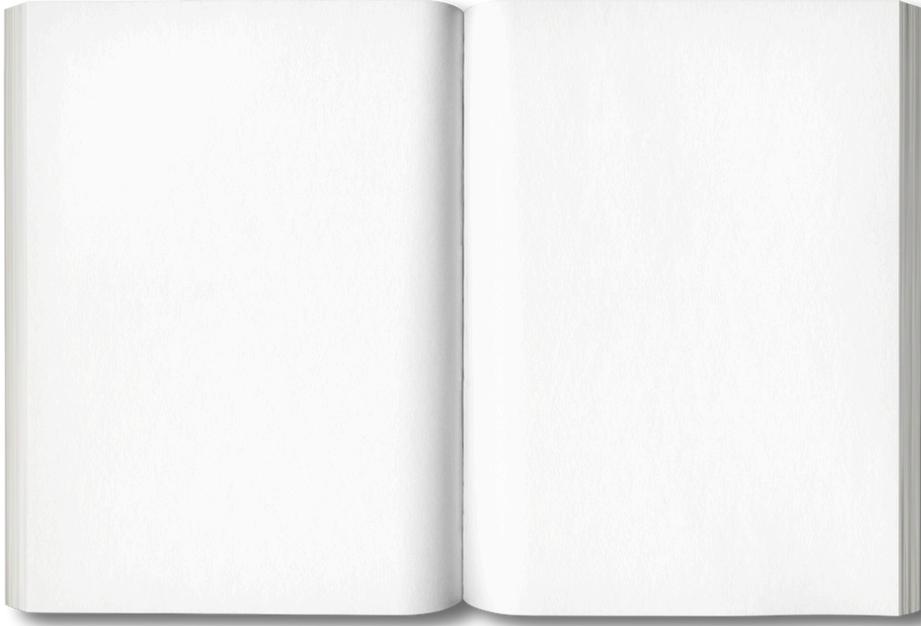
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PRINT YOUR THING CHALLENGE

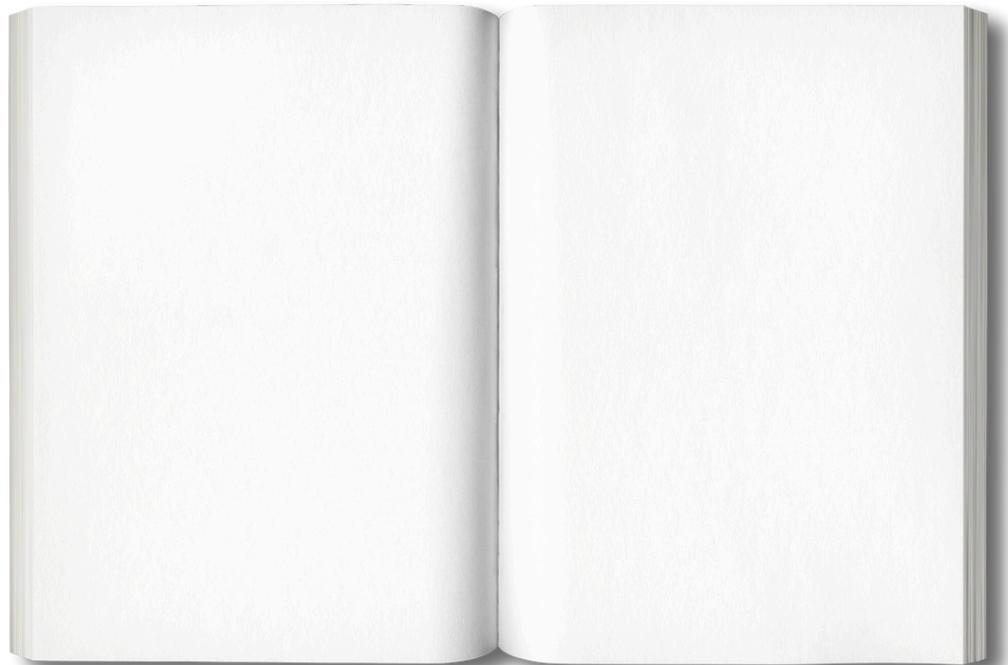
DAY TWO

ideation & vision



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PRINT YOUR THING CHALLENGE

DAY TWO

prize time! good luck!

Print School Prize Winner

Enrollment into Print School 2.0
(\$1997 Value)

Everything you need to have full confidence in running a printing business.

My Preferred Partners

As a Print School student you will get direct access to all my business contacts in the print world. This includes my printer, fulfillment center, designers, and secret weapons to make it happen!



Printing Confidence 101
Ideation
Design
Printing
Fulfillment

- **Print School 2.0 Support :**

- Two Years of Group Support Calls 4X per month! (via zoom)
- Private Student Community Group, Student Email Support

- **Built-In Bonuses \$3000**

- **Launch School :** (\$2,000 Value) Additional Course - Launch School is the Step 2 after Print School to take you from your prototype to fully launched business!
- **DIY Design Module :** (\$1000 Value) Adobe + Canva DIY Design course taught by one of our designers. Includes three templates in both design programs as well as training on how to edit and use them. (journal, planner, and devotional)

CHALLENGE300 -> \$300 OFF FULL PAY OPTION
CHALLENGE100 -> \$100 OFF FIRST PAYMENT

PRINT YOUR THING CHALLENGE DAY TWO

DREAMPRINTING.CO/BONUS

FAQ

What is in Launch school?

Launch School is my masterclass in HOW to effectively launch + sell a product. You get ALL my templates and strategies I use to at Horacio Printing. You will get:



Launch Campaign Template + Project Workflow
Pre-Order Marketing Strategy
Website // E-commerce Set up on Shopify Training
E-mail Marketing Training
My Email Templates

How to Create + Launch a kickstarter
Photography + Videography Training
My Black Friday Sale Playbook
Growth Strategies for after launch is over (SMS, Affiliate Marketing, etc!)

Launch School is a \$2,000 Bonus that comes with Print School!

How long will it take? Long do I have access?

Print School is designed to allow you move through the entire program in as little as 6-12 months; however you are welcome to go through the modules more slowly.

When you enroll in Print School course, you will get TWO years of access to all the modules, bonuses, support calls, and community!

What have other students made?

Explore our Print School Alumni here : dreamprinting.co/alumni

Where do I sign up?

As a Challenge bonus you get to SKIP our application process and JUMP straight in today!



[DREAMPRINTING.CO/BONUS](https://dreamprinting.co/bonus)

PRINT YOUR THING CHALLENGE

DAY THREE

printing + design

Printing Options

PRINT ON DEMAND

TRADITIONAL PRINTER

Which option makes the most sense for you?

Design Options

#1 Key =

BINDING:

PAPER:

SIZE:

COVER STYLE:

POTENTIAL QUANTITY:



DAY THREE

sample quotes



YEAR TWO:

2,000 UNITS @ \$5.50

COST : \$11,000
PROFIT: \$79,000



1,000 Units: Costs \$28,000 Costs \$7,000

Profit \$8,000 Profit \$29,000



notes

PRINT YOUR THING CHALLENGE

DAY THREE

sample quotes

		quantity					
		300	500	700	1000	2000	10,000
style	LARGE PLANNER // COIL BINDING	\$14.00	\$10.25	\$9.50	\$8.00	\$6.50	\$6.15
	LARGE PLANNER // BOOK BINDING	\$15.00	\$10.00	\$8.50	\$7.00	\$5.50	\$4.25
	MEDIUM BOOK // COIL BINDING	\$10.00	\$7.00	\$6.00	\$5.25	\$4.25	\$4.00
	MEDIUM BOOK// BOOK BINDING	\$10.25	\$6.75	\$5.75	\$4.75	\$3.75	\$3.00
	SMALL BOOK // COIL BINDING	\$5.80	\$3.90	\$2.75	\$2.50	\$2.00	\$1.80
	SMALL BOOK// BOOK BINDING W/ linen	\$5.50	\$3.75	\$3.00	\$2.50	\$2.00	\$1.75
	SEWN - PAPER COVER	\$3.25	\$2.00	\$1.50	\$1.25	\$0.75	\$0.50

notes

PRINT YOUR THING CHALLENGE

DAY THREE

printing + design

my first order

MY STYLE CHOICE:

★ QUANTITY TO PRINT

COST PER UNIT(CPU):

MY FUNDING CHOICE:

★ RETAIL:

★ REVENUE POSSIBILITY: (QUANTITY #) X (RETAIL \$) =

my dream order

MY STYLE CHOICE:

★ DREAM QUANTITY TO PRINT

COST PER UNIT(CPU):

MY FUNDING CHOICE:

★ RETAIL:

★ DREAM REVENUE POSSIBILITY: (QUANTITY #) X (RETAIL \$) =

PRINT YOUR THING CHALLENGE

DAY FIVE

your project timeline

Track A *lightning track - my design is done!*



Track B *fast track*



Track C *smooth track* ❤️



Track D *spacious track* ❤️

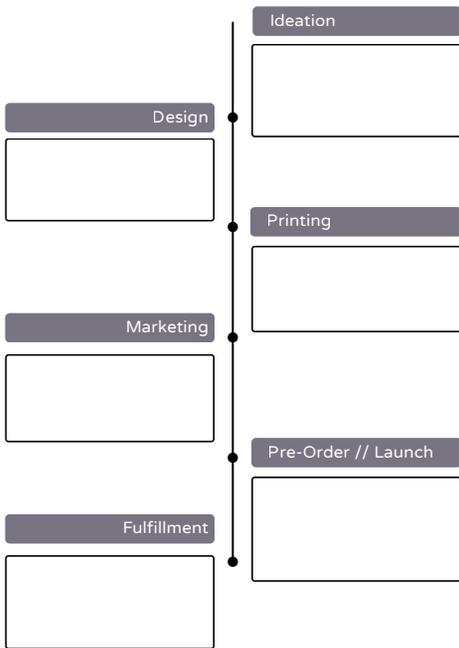


NOTE: from day you place your mass order you can estimate arrival of products in ~ 65 - 75 day.
I like to order my planners late June / Mid July .

PRINT YOUR THING CHALLENGE

DAY FIVE

your project timeline



<i>January</i>	<i>February</i>	<i>March</i>
<i>April</i>	<i>May</i>	<i>June</i>
<i>July</i>	<i>August</i>	<i>Sept</i>
<i>Oct</i>	<i>Nov</i>	<i>Dec</i>

PRINT YOUR THING CHALLENGE

DAY FIVE

your project timeline

January

February

March

April

May

June

July

August

Sept

Oct

Nov

Dec

PRINT YOUR THING CHALLENGE

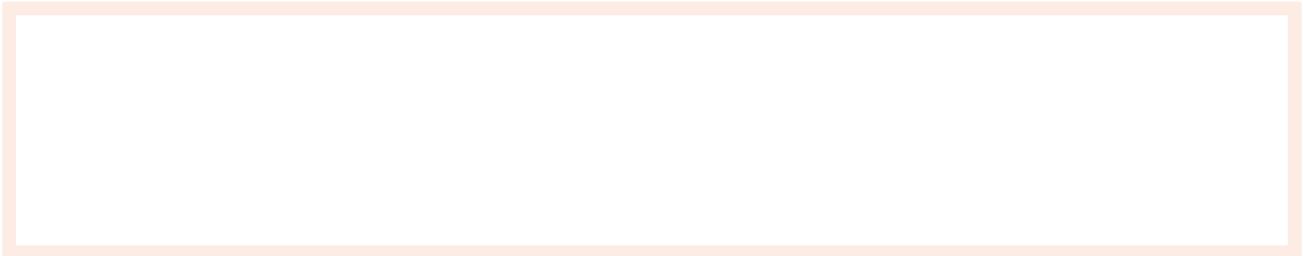
DAY FIVE

project development

How would / could your product help her?



How do you want her to feel holding it and using it?



How could your product fit into her day? How might it fit in her season of life?

