



**The No Capital Required Way to Success in the
Leaflet Distribution Industry...**

**How to Start Small and Grow Large
A Self Financing Business Plan**

© Copyright 2009-2012 Michael Alker – Leaflet Your Way to Success

**[CLICK ON THE LINK BELOW TO GO BACK TO MAIN PAGE:
www.start-a-leaflet-distribution-business.co.uk](http://www.start-a-leaflet-distribution-business.co.uk)**

**WHY THIS IS SUCH A GOOD BUSINESS
OPPORTUNITY**

***Earn £150 to £300 per week part time without
employing staff***

***Earn £300 to £600 per week full time without
employing staff***

***Then boost your income to £500 per week still
part time***

***Or boost your income to £1,000 per week full
time***

***Learn How to Make £3,000 per Week Employing
Only Five Leaflet Delivery People***

***Learn How to Make £900 Profit Everyday with
only Five Leaflet Delivery People***

Start This Business Today Without Any Capital

No Prior Business Experience is Necessary

Customer's Will Pay, Before You Deliver

***Leaflet Distribution has No Expansion
Limitations, the Business can be as Small or as
Large as you like***

© Copyright 2009-2012 Michael Alker – Leaflet Your Way to Success

**[CLICK ON THE LINK BELOW TO GO BACK TO MAIN PAGE:
www.start-a-leaflet-distribution-business.co.uk](http://www.start-a-leaflet-distribution-business.co.uk)**

This self financing business plan, allows you to expand from profits already made

There's No Risk Associated with Starting This Business...and

Leaflet Distribution Services Are Always In Demand

There is No Age Limit whether your 21 or 71 it doesn't matter

You Can Be Your Own Boss, Starting Tomorrow, it's Really That Simple

The complete 'Leaflet Your Way to Success' manual is 140 pages in total, and you'll be up and running by the time you've studied Part One. The manual provides you with everything you'll ever need to know in order to be highly successful in the leaflet distribution business

© Copyright 2009-2012 Michael Alker – Leaflet Your Way to Success

**[CLICK ON THE LINK BELOW TO GO BACK TO MAIN PAGE:
www.start-a-leaflet-distribution-business.co.uk](http://www.start-a-leaflet-distribution-business.co.uk)**

SHORT OVERVIEW

Introductory Pages:

Includes table of contents...15 pages

Part One:

A simple and straightforward business plan, which provides a fast start, can't fail money making method of starting your own leaflet distribution business, without the need for capital...39 pages.

Part Two:

How to double your income with no extra work, whilst, establishing your business and learning the ground rules in readiness for major expansion and profitability in Part Three...25 pages.

Part Three:

How to increase profitability exponentially through employing others, together with everything you'll need to know in order to become a major player in the leaflet distribution industry...61 pages.

140 pages in total, which if implemented and followed will provide anyone with the means to become a successful self-employed business person; or for the more ambitious, build a substantial self-financing business.

This manual has been compiled in three easy stages so as to appeal to everyone regardless of ambition. You can implement some of it or all of it; it's entirely up to you.

Leaflet Your Way to Success

Table of Contents

Page	
1	Introduction.
2	“ “
3	Leaflet distribution is easy to start.
3	No capital investment is required.
3	You'll be earning as you learn.
4	No prior business experience is necessary.
4	Businesses are going to pay, before you deliver.
4	Leaflet distribution is easy to sell.
5	<u>There's no age limit.</u>
5	Graduate towards employing leaflet delivery people.
5	Business success comes through helping others
6	Leaflet distribution services are always in demand
7	Leaflet Your Way to Success, Part One
7	Some background to the manual.
7	Study Part One, then start the business.
7	Start earning fast.
8	Which businesses to target first.
9	Why your service will stand out.
9	You have an <u>instant</u> competitive edge.
10	Pricing your leaflet distribution service.
11	“ “ “ “ “
11	The competition.
11	Newspapers
12	Royal Mail...Other distributors.

Page

- 12 You can be more competitive.
- 13 How many leaflets per hour can you deliver?
- 14 “ “ “ “ “ “
- 14 Earn £150 to £300 per week part time.**
- 14 Earn £300 to £600 per week full time.**
- 15 Please remember this at all times.
- 16 No risk self financing business concept.
- 17 Step One: What to do first.
- 18 Your target market nailed down.
- 19 This is an essential service you're providing.

20 Step Two: Four Methods of Promoting Your New Business

- 20 Method Number One.
- 21 “ “ “
- 21 Method Number Two.
- 22 “ “
- 23 Method Number Three.
- 24 Method Number Four.
- 25 Likeability factor.
- 26 Promotional sales leaflet template.
- 26 Step Three: Finalising the paperwork and delivery**
- 27 Order form/invoice template.
- 27 The target delivery area.
- 28 Obtaining payment.
- 29 Finally
- 30 Summary of Part One.
- 31 Business Matters.
- 31 Taking care of those business requirements.
- 31 Business name.

Page

31	Business bank account.
31	Housekeeping.
32	Income.
32	Outgoings
32	Public Liability Insurance.
32	Value Added Tax.
33	Vehicle Insurance.
33	Resources Section, Part One.
34	Leaflet Your Way to Success, Part Two.
34	Business cards and letterheads.
35	“ “ “ “
35	Ordering stationery and print online.
35	Selecting a local printing company.
36	The importance of a solid business allegiance.
36	Your success to date.
37	Well done you've made this a success.
38	Stick with this business formula for now.
38	The next step
39	No need to employ leaflet delivery people yet.
39	<u>How to double, your income.</u>
40	Stay focused on delivering leaflets.
40	How to get more Ready-To-Go leaflets.
40	Method Number One.
41	“ “
42	“ “
43	How to get more Ready-To-Go leaflets.
43	Method Number Two.
44	Ready-to-go and ready-to-print leaflets.
45	Additional profit for almost no extra work.

Page	
45	Copyright.
46	Flush out who owns it.
46	Commission.
47	How to get more Ready-To-Go leaflets.
47	Method Number Three.
48	“ “ “
49	How to get more Ready-To-Go leaflets.
49	Method Number Four.
50	More potential customers.
50	How to get more Ready-To-Go leaflets.
50	Method Number Five.
51	“ “ “
52	Sound ambitious, you're expanding.
53	Employ ten to twenty, leaflet delivery people fast.
54	Creative sales prospecting.
55	Pricing the leaflets.
55	If you want to expand.
56	The importance of already having decided.
57	Earn £250 to £500 per week working part time.
57	Earn £500 to a £1,000 per week full time.
58	If you have more business than you can cope with!
59	<u>Contents Part Three.</u>
60	Leaflet Your Way To Success, Part Three.
60	Part Three, Section One, Employing Leaflet Delivery People.
60	How to find them.
61	“ “ “

Page	
62	Free advertising, well almost.
62	Leaflet delivery people rates of pay.
63	Set your remuneration structure on a similar basis.
64	Terms of employment.
65	Self employed and pay-as-you-earn.
66	Short Contract Agreement.
67	List the requirements.
68	Don't rely on some pre-made contract.
68	Health and Safety.
69	Listing basic risks.
70	Legal advice a small price to pay.
70	Training and Instruction.
71	Training and Instruction leaflet.
71	Paying your leaflet delivery people.
72	30 days additional cash flow through doing this.
72	Organising your leaflet delivery people.
73	Leaflet delivery teams.
74	Setting up leaflet delivery teams.
74	Selecting team leaders.
75	Solo leaflet delivery people.
75	Mapping, delivery zones.
76	Mapping delivery zones, alternative method.
77	Whichever mapping method, you use.
78	Solo delivery, mapping requirements.
79	Sufficient leaflets for one zone.
80	Solo delivery works when...
81	Final words regarding employing others.
82	Leaflet satchels.

Page

- 82 Part Three, Section Two,**
Pricing Multiple Leaflet Delivery
- 83 Multiple leaflet delivery pricing in your area.
- 84 Other distributors can help.
- 84 When to charge a delivery premium.
- 85 “ “ “ “
- 85 Will you compete on price or service?
- 86 Collecting payment, a reminder.
- 87 Cash flow is the life blood of any business.
- 88 Actual multiple leaflet delivery prices.
- 89 Mixed delivery.
- 89 Leaflet delivery, profitability estimates.
- 90 Five leaflet deliverers weekly return £3,125 profit.**
- 90 Ten leaflet deliverers weekly return £6,250 profit.**
- 91 100 + leaflet delivery people.
-
- 91 Part Three, Section Three.**
Marketing your Business.
- 91 Prospecting for business.
- 92 The only marketing method you'll ever need.
- 93 Free advertising.
- 93 Your own website.
- 94 Use the content to guide you.
- 95 How to become a professional.
- 96 The industry and other advertising mediums.
- 96 The importance of credibility.
- 97 Handling complaints.
- 97 Every new sales prospect will ask this question.
- 98 Back checking deliveries.
- 99 Make sure every leaflet gets delivered.

Page

100 Part Three, Section Four.

Leaflet Design and Printing Service.

100 What you'll need to do.

101 How to produce high impact door to door sales leaflets.

102 Knowledge of your customer and their requirements.

103 You can turn out explosive sales leaflets.

104 Incentives that increase response rates.

105 The bait which grabs the readers, attention.

105 The hook that reels them in.

106 The three essentials for high impact sales leaflets.

107 Make it easy for the reader.

107 Using illustrations and graphics.

108 Printing.

109 More free advertising.

110 Part Three, Section Five.

Other Bolt on Business Opportunities.

110 Leaflet design service.

110 Design, printing and delivery.

111 Commission deals.

112 Multiple advertising leaflets.

113 Extra leaflet delivery profits.

114 How to make £910 profit, every day with only Five leaflet delivery people.

114 How to make £1,820 profit, every day with only Ten leaflet delivery people.

114 Sell your own products.

114 Promote your own services.

© Copyright 2009-2012 Michael Alker – Leaflet Your Way to Success

[CLICK ON THE LINK BELOW TO GO BACK TO MAIN PAGE:](http://www.start-a-leaflet-distribution-business.co.uk)
www.start-a-leaflet-distribution-business.co.uk

Page

115 Part Three, Section Six.
Other Sales Prospects.

116 “ “ “

117 “ “ “

118 “ “ “

120 Part Three, Section Seven.

Parting thoughts...You can do this

121 Resources Section, Part Three

122 to 128, Promotional Leaflet and Invoice Templates

INTRODUCTION

A great many people crave to start their own business, and for many different reasons. Some just want to find a way to bring in some additional income during tightening economic times, others may have recently been made redundant; many will have been planning to sack the boss for years but just need to prove to themselves that something will work before taking that step.

The following business plan has been specifically written for anyone who wants to start earning fast and who also wants the option of turning this concept into a full time business should they so wish. This opportunity is for those who want a real business, it's not some get rich quick scheme.

There's always a demand for this service and you don't need any experience, you can start immediately with no capital outlay.

You'll earn as you learn, and without risk; choosing to work alone, or with family members. Later, and only if you so wish you can employ leaflet delivery people to do all the work for you.

You can build the business in stages and at your own pace. When and if you decide to expand you'll be able to do so out of profits generated, and without the need for a bank loan.

The concept about to be revealed is very simple and it always works providing you follow the plan.

The business plan has been split into three parts; Part One concentrates entirely on a simple concept that gets you earning fast! Just follow the step by step instructions, stick at it and you'll have your own business before you know it.

Part Two explains in detail how to double your profits, and consolidate your business, before, expanding to employ leaflet delivery people.

Part Three explains in-depth, everything you'll need to know in order to build and run an established leaflet distribution business.

It also goes into the substantial profits to be made once you start employing leaflet delivery people, together with the numerous high profit business opportunities that become available to the professional leaflet distributor.

Whether you work solo, with family members, or employ leaflet delivery people, 'Leaflet Your Way to Success' provides you with everything you'll need in order to be extremely successful in the leaflet distribution business.

I know this business plan is going to be of great benefit to you, but before we move on to Part One I just want to provide some additional motivating reasons why this is such a great business opportunity!

2

© Copyright 2009-2012 Michael Alker – Leaflet Your Way to Success

[CLICK ON THE LINK BELOW TO GO BACK TO MAIN PAGE:](http://www.start-a-leaflet-distribution-business.co.uk)
www.start-a-leaflet-distribution-business.co.uk

Leaflet Distribution is Easy to Start

You will start this business from home using your existing car and telephone. You can start full time if you wish but most likely you'll start part time by working evenings and weekends, enlisting the help of your partner, friends and family, if and when required.

Your initial goal is likely to be additional income, or, to start developing your own business on a part time basis; then if you find leaflet distribution enjoyable and rewarding you'll want to go full time becoming financially independent; on the way to employing leaflet delivery people.

No Capital Investment is Required

You'll require no capital investment when you start out, only the use of your car. Even if you don't have a car it's still possible to start this business.

Everything you'll need in order to get started is inside this manual and all you have to do is follow the plan.

You'll Be Earning Has You Learn

Don't worry about not having any previous experience in leaflet distribution; by following the steps in Part One; of the business plan, none of your sales prospects will be expecting you to have any previous experience.

You'll be earning and learning as you go, and at the same time providing a very necessary service.

No Prior Business Experience Will Be Necessary

Enthusiasm will take priority over general business experience. If you follow the business plan and have the ability to learn, you'll have no problem starting this business. There's also no relevance to your previous employment background, everyone will have the same chance of success.

If you're enthusiastic, determined, honest, and most importantly love your work, you'll be very successful!

Businesses Are Going To Pay Before You Deliver

This is a cash-with-order business which is great news when you're just starting out. I recommend you ask for payment with the order. You obtain cash or cleared funds before you start delivering. NO CREDIT!

So you require no capital to start this business and you receive payment before you go out and deliver any leaflets.

This is a self-financing business!

Leaflet Distribution Is Easy To Sell

Leaflet distribution is dead easy to sell and you're going to find many potential customers saying, "I wish I'd heard about you before", or, "I've been looking for someone like you for ages".

Most of the small businesses you're initially going to contact rely on door to door leaflet distribution as the life blood for their survival.

These businesses will actually have leaflets ready to go.

No Age Limit

Don't worry about your age either, anyone who is reasonably fit and active can start this business. Whether you're 21 or 71 it doesn't matter. If you like working outdoors you'll enjoy this business.

Start Small & Graduate, Towards Employing Leaflet Delivery People

Once you've established Part One of the business plan, you move on to Part Two where you'll double your income.

Then, and finally you advance to Part Three where you'll learn everything you need to know about employing leaflet delivery people, marketing and advertising; and, how to explode profits and become a major player in the leaflet distribution industry.

Business Success Will Come Through Helping Others

You're going to make lots of friends during the course of running your leaflet distribution business. Think about the pleasure and satisfaction you're going to get from helping other businesses grow.

Leaflet Distribution Services Are Always In Demand

There's always a regular demand for a reliable leaflet distribution service, or 'door drop marketing campaign' as they are often referred to; during good or bad economic times.

The medium to larger leaflet distribution companies, whilst being successful and good at what they do, cannot provide, and cannot compete with the service you'll be able to offer. This leaves a vacuum in the market, which is always waiting to be filled by the new entrepreneur who's just starting out.

Because you're a small business you're going to be able to beat them every time on service and pricing!

So with that I hope you're now suitably motivated and eager to get started.

LEAFLET YOUR WAY TO SUCCESS

PART ONE

Some Background Too the Manual

In Part One, we're purely going to concentrate on getting your business up and running immediately. I'll be throwing other stuff in from time to time with one intention only, that intention being to provide any necessary background information.

Please do not read the entire manual before starting your leaflet distribution business. The manual has specifically been written in three parts so as not to overwhelm you, and, to get you earning fast.

Study Part One, first, then start the business

I've purposely tried to keep the manual very simple, whilst providing everything you'll need in order to be successful.

This is truly a no risk business concept and it's virtually impossible to fail provided you go out and physically put the plan into action.

You have the opportunity within this manual to either earn an additional income, or change your life forever!

It's up to you how far you want to take this business.

I'm now going to show you how to start earning immediately