

SACRED SPACE

To create a private environment to launch your global empire, the next big thing or some simple sanity.



Creating Sacred Space Delivering freedom and sanity

Recently, while at a software party in Portland, I was describing the studio that Left Coast had built for the Merwin's. A good friend listened intently and grew increasingly excited as he learned more and more about the project. In the end, he stated simply, "You should sell that!" And a barrage of fireworks went off in my head.

The idea is to create a company that sells the thinking behind the studio that Left Coast Industries has built for the Merwin's. By leveraging the talents and tools of the Merwin's and Hadley's, we work together to develop and launch a website that

sells the plans and material's list for the studio.

The product will be a downloadable package that will contain a Google Sketchup 3D model, a plan view set of schematics, and 3 different sets of materials lists. Each set will be based around a theme and all will be as Green as possible. In addition, tips for decorating and outfitting with links to Ikea and others will be provided. The entire package will be digital so we do not need to ship anything. In addition, we can include video and more in the overview PDF to talk about the space. At the end of the day, the complete package

should require NO support from any of us.

Marketing and advertising will primarily be by creating a community that can discuss their spaces with each other documenting processes and ideas. Additionally, we can blog about the studio that we have built, how it is going, what is great about it etc.

Finally, we create a LLC that offers us tax protection and we split everything 50/50.

The following pages show the potential costs, the potential gotchas, and the potential profits.



Keep it simple. PDF, downloaded from our site. Use the PDF To tell our story and how to make it the customer's story.



What are we selling? A PDF of dreams

The core of this idea is a PDF that holds all the materials that you could need. Designs, photos, 3d models, materials lists, video and more. The PDF is what the customer will buy from the website. We will not ship anything, that would require more work!

In fact there will be no "hard asset". The product and the experience will all take place online. The customer will download a customized PDF with their own username and password. This PDF will be married to a specific email, so

incidental distribution of the content is kept to a minimum.

There is a risk of digital duplication. That is always a risk. However, this product, and the website that supports it, will work to differentiate the product for the consumer.

In the end, the entire experience will be the product. We can create a great download, but the entire experience will be what we can use to create an exciting experience.

Features

3d Model Of Building
3 Different Materials Lists

Silver
Gold
Platinum

Photos
Our "Story"
Possibilities
Video Interviews
Video Marketing

Hot Link to Blog and Site
Suggestions For Decorating

What will this take?

Potential Costs

If we use 3rd arty services and put caps on advertising, our ongoing costs will be relatively simple. Obviously our costs go up and down with the costs of the plan. The advertising costs are more about being able to learn more about the market than they are about actual advertising. Google adwords can teach us a great deal about the market. Learn more here: <https://adwords.google.com/select/Login>

Monthly Costs	Annual Totals
Advertising: \$50	\$600
Web Hosting: \$35	\$420
Email Newsletter: \$15	\$180
Per Transaction Fees	10 Sale Totals (\$200?)
\$0.20 and 2%	\$4.20
Potential Monthly Cost	\$104.20 (\$52.10)
Potential Anual Cost	\$1,250.40 (\$625.20)

Make It Green

The materials list should be as green as possible. This will help sell the idea for the folks looking to expand but do



What can we make?

Potential Profits

This type of product varies a great deal in cost. Most of what I have seen is between \$200 and \$500 a pop. The goal is to create a price point that is easy to sell automatically. The website supports the product completely with very little input from us.

In looking at what will be involved after the site launches, there is about 1 to 2 hours a week supporting the product. This will include tech support, blogging, and customer support. It will be

important to define who is doing what as far as job responsibilities.

However, the goal is to make this as automatic as possible. If the work load increases, we need to reevaluate what we are doing and how to make it more profitable.

All in all, I believe that this will be an easy project to make automatic income. Personally, the magic number will be 10 sales a month. To me, that makes it worth doing.

Monthly Costs	Annual Totals
Estimated Price	\$200
Based on 10 Sales Per Month	\$2,000
Monthly Costs	\$104.20
Monthly Profit	\$1,895.80
Annual Profit	\$22,749.60
Annual Family Profit	\$11,374.80

Basic Math

One Sale a month will cover costs. Two sales and we are profitable.





Using free and established services will help us tap into excellent and complete solutions for our customers.



Available Services Services for creating a complete solution

Get Satisfaction <http://getsatisfaction.com/>

Get Satisfaction is an excellent customer support tool. We can be responsive to users and communicate directly, without a great deal of repetition or redundancy.

Google Sites <http://sites.ourcoolcompanyname.com/>

We will use google sites to document who is doing what and how it is progressing. We'll use the spreadsheets to track expenses etc. There are some really good templates for everything already included.

Google Adwords [http://adwords.google.com/support/bin/answer.py? answer=6084&topic=115](http://adwords.google.com/support/bin/answer.py?answer=6084&topic=115)

Google Adwords will be a cheap and efficient way to learn more about what is happening with our competitors and to drive customers back to us.