

# Engraving Service

2008-01-10 08:26:39



Engraving doesn't exactly jump to the front of your mind when you think of essential services, but for many organisations, clubs and businesses engraving is quite essential for everything from cups and trophies to name badges and plaques. If you have engraving training (or would like to get trained), have a eye for detail and enjoy working with your hands, this could be your next work at home job.

## Before The Start-Up, Let's Not Get Ahead Of Ourselves

This isn't the type of business you can start with no experience and hope to learn on the job. Engraving requires professional training or extensive on the job experience as an apprentice.

## The Start-Up

To get started you'll need professional engraving equipment; the type of equipment you buy will largely depend on your budget and experience. It's recommended to seek out used equipment in a good condition, some of the equipment you'll require include an engraver, molds, stencils and good lighting. Start-up costs could set you back between \$35,000 and \$75,000 (USD), but you could make between \$40,000 - \$65,000 (USD) if you work hard and build the right contacts.

Do thorough research on the local competition before deciding on your price strategy. Many services charge an additional fee when quick delivery is required such as a 48 hour service.

## Making It Work

You'll need to be a strong networker to be successful in this industry. Much of the work available will be already taken by established engravers. To build a client base you'll need to set yourself apart from the competition by offering a unique service and product. Remember that competing on price is often a good launch tactic but is very difficult to maintain as a long term differentiator. Sell people on your exceptional attention to detail, customer service and prompt turn around time.

## Marketing

Market your business by advertising in the Yellow Pages (if you can afford it), direct mail, networking within the industries target market (businesses, organizations and schools) and creating reciprocal relationships with similar businesses such as shops that sell trophies and jewelers.

## Don't Forget

Don't forget to account for hidden costs such as insurance and your time. In any business of this type its easy to spend too much time on any one job. Use an online time tracking tool such as Slim Timer to account accurately for your time.