

# Personal Biography Distributorship

A feel good business that will generate residual income year after year.

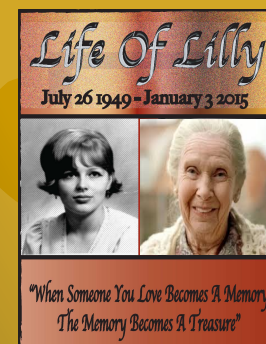
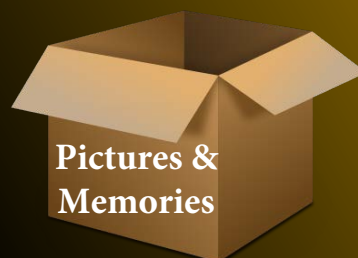
A tribute to your loved one!

A sports career!

A family business story!

A family story!

Published 100's of  
thousands of hard cover  
books since 1995



In your minds eye picture 75 years from now and  
a great grandchild picking up this book and  
seeing their grandparent's family values and  
accomplishments.

**Value - Priceless.**

**Why a book? No device needed.**



# **Canadian Children's Programs**

**(Established 1995)**

200-5 Donald St., Winnipeg, MB R3L 2T4

1-800-447-837 E-mail: [glenccp@mts.net](mailto:glenccp@mts.net)

[www.childrensprogram.net](http://www.childrensprogram.net)

## **Personal Biography Distributorship**

### **Manual**

## A Word from the President

Children's Programs was established in 1995. Throughout our history, we have created, developed and maintained exceptional relationships with thousands of customers and clients. From community organizations to hotels, from sports groups to advertisers in our publications, all are treated with the utmost of respect. Our high company standards are reflected in all of our marketing endeavors, resulting in a level of integrity that has never been questioned.

Children's Programs is extremely proud of our selection of best-selling book titles: "Sick but Not Scared" (health), "Tiny Steps Stories" (morals), "Look Listen Learn" (safety), "Heart of a Champion" (inspiration), "Fire Fighters", "Growing Up", "Remembrance", "Get Active" and "Life on a Farm". 100's of thousands of these books have been sold across the country since 1995.

Our 2nd division: To provide in-room guest directories to hotels. We are now working with 100's of hotels across the country and adding new hotels all the time.

Our 3rd division: Provides free hard cover full colour sports year books to local small town sporting organizations.

Our 4th division: Just launching is the publishing of hard cover personal biography books. eg. a tribute to your loved one, a family story, a family business story or a sports career.

Sincerely,

Glen O. Dyck, President  
Canadian Children's Programs

We are filling a void that has always been in the publishing industry. A niche market that gives people an avenue to express their pride in a loved one in a hard cover full colour book at a reasonable cost for small quantities.

**A tribute to your loved one!**

**A sports career!**

**A family business story!**

**A family story!**

The value of these books are priceless!

We take memories which may be stored away in boxes or photo albums and with almost no work to the customer we produce hard cover books.

A feel good business that will generate income year after year.

We have developed a very unique marketing plan which eliminates the need to sell with no competition.

You would set up our samples in mostly non-profit locations in your area. Non-profits would be nursing homes, churches, arenas, hospital gift shops, libraries, legions, 55 plus condos's, etc. Stands could also be set up in for profit businesses like funeral homes, florists, etc.

**Why would the organization want to have our stand in their location?**

It is a feel good item for them, and they receive **15%** of the sale of the books. (approximately **\$90.00** per order)

The cost for a minimum order of **5** books is **\$595.00. (\$119.00 per book)**

Our indications are that once our customer decides to go forward they already have the sales lined up with their relatives.

Once you have the samples set up in the locations your duties would be to service these locations by answering questions from people interested after seeing the book and dropping off more brochures when needed.

A very good process is to set up times at the location where by you would be available to answer questions from the members for 2 or 3 hours.

The customer has the option to meet with you with their contents at the location, or have them picked up by you at their home. In some cases the customer may require a helping hand in the sorting of their memorabilia. THIS PROCESS IS SO IMPORTANT!! YOU ARE DEALING WITH PEOPLES LIVES. (Make sure you have tissues at these meetings) A personal connection will inevitably happen. Which is a good thing.

You would be required to drop off the contents to our local scanner and then to return the contents to the customer.

Every book that is published by us turns the owner into a sales person. The owner of that book will inevitably show the book to everyone who enters their home. Why? Because they are proud of their loved one. After showing the book the first question that will be asked is, "Where did you get this done?" THIS IS WHY YOUR FIRST YEAR WILL BE YOUR LOWEST YEAR.

When a person sees our book in another area and contacts us to have a book published but lives in your area they would be treated as your customer.

## **Distributor Cost \$8,000.00**

Included in cost: 50 locations. Plus 5 complete packages(value \$2975) for you to either give to your family and friends or sell at a price determined by you. These packages are for the sole purpose of having you comfortable with the process before you start dealing with complete strangers. (these free packages will expire in 2 months from your signing date)Your distributorship area will have approx. 200 potential non-profit locations in which to place your stands. This gives ample room for expansion. We supply all display stands, sample books, brochures and any and all materials for you to succeed. (All stands, sample books, and brochures will remain the property of the company). This distributorship is saleable by you. In the event of a potential sale by you the company has a right to match the offer.

Additional locations \$100.00 each.

We will monitor sales from each location and then based on this information moving the sample to a different location might be warranted. We will also supply a full quarterly financial report of your sales.

All brochures will have printed codes for us to establish where the initial contact was made to ensure that everyone in this process receives their monies.

## **Distributor Remuneration**

**20% of the sale (\$119.00)**

### **Potential income**

**50 locations**

<b>Average sales per location per year</b>	<b>Total orders per year</b>	<b>Income/Year</b>
<b>2</b>	<b>100</b>	<b>\$11,900.00</b>
<b>5</b>	<b>250</b>	<b>\$29,750.00</b>
<b>10</b>	<b>500</b>	<b>\$59,500.00</b>
<b>20</b>	<b>1,000</b>	<b>\$119,000.00</b>

**Once we have all of the distributors in place we will conduct an initial advertising blitz in your area. And from time to time additional advertising will take place. We only make money if you do. We are NOT in the business of selling distributorships.**



Picture of a stand on location

# Distributorships

Based on population we have determined that the following number of exclusive distributorships are available.

## **Alberta**

South of Red Deer - 3

North of Red Deer - 3

## **B.C.**

Vancouver Island -1

Vancouver and area - 5

Kelowna and area - 1

## **Manitoba**

Winnipeg-2

## **New Brunswick**

Moncton-1

## **Nova Scotia**

Halifax-1

## **Ontario**

Toronto-8

Ottawa-3

Hamilton-3

Kitchener-1

London-1

Windsor-1

Barrie-1

Sudbury-1

## **Saskatchewan**

Southern Saskatchewan-1

Northern Saskatchewan -1

There are a number of smaller areas that could be available at a lower cost and fewer locations. eg. Thunder Bay, Oshawa, etc.