

WHAT REALLY MAKES MONEY

An Independent Review of Business Opportunities & Money-Making Enterprises

How to Make Money With Books, Zines, Journals and Printed Curios

At first glance, this might seem like a strangely old-fashioned opportunity for 2019. But far from it. This all about tapping into a strong upward trend right now.

You see, against all expectations, sales of paper and ink products are heading upwards, while electronic book sales are falling. In 2017, eBook sales plunged 17% while printed book sales soared to a five-year high. In fact, sales of physical hard-copy books have risen every year since 2013.

It's not only traditional books that are booming, but other forms of printed matter – journals, magazines, photo books, and pamphlets. Some are published by individuals seeking an audience. But there has also been a rise in the number of small presses, set up from home by one or two people, specialising in niche subject matters, publishing work by artists, travellers, photographers and writers.

Thanks to a host of user-friendly platforms and tools, it has never been easier to publish printed matter and find customers willing to pay for it.

So in this blueprint I'm going to show you how to profit from books, zines, journals and other printed curiosities.

This opportunity is something you should consider if:

- » You're a writer, photographer, artist or journalist and want to publish your work.
- » You are interested in publishing a memoir, family history, local history or travelogue.
- » You have a valuable skill, knowledge or experience that you could pass onto others who might benefit (examples include diet, self-help, gardening, crafting).
- » You have a political, social, environmental or local cause that you are fighting and you wish to find a wider audience and get your message out there.

- » You'd like to set up a home business that you find fulfilling, in which you create physical products you can be proud of.
- » You'd like to run a micro-publishing company, specialising in a niche interest that's close to your heart.
- » You are a small business or start-up looking for ways your marketing can stand out and get noticed.

Later in this issue we will have a look at the thriving industry in Supper Clubs – the business of cooking for foodies in your home, local café or touring restaurant.

First, let's look at why there's a trend for paper and ink.

Why So Many People Are Returning to Hard-Copy Products

When eBooks and Kindle came along in the mid-2000s, it was predicted that the days of traditional paper and ink were numbered.

For a while, electronic books, magazines and newsletters boomed and ate into the sales of traditional formats. However, that trend is reversing.

The rise in smartphones and social media has caused 'screen fatigue'. People are rediscovering the pleasures of paper products. They inspire feelings of reassurance, comfort and nostalgia. They're what we grew up with. They're familiar. Sensory. Emotive. Objects that can grow in sentimental and financial value, which we can pass on as a legacy.

Of course, there are many benefits to publishing eBooks, blogs and videos – they are quick, low cost, easy to publish and share on social media.

But the disadvantage of electronic publishing is that it's a much more saturated market. And because anyone can publish electronically, the standards are highly variable. The value and kudos of an eBook or

please turn over...

electronic report is low compared to a physical work. It's so easy to download an eBook or click on a PDF that many people do it without ever getting around to reading the material.

On the other hand, printing hard-copy products has numerous advantages:

- » You stand out from those competitors who use only electronic publishing.
- » You offer something of higher perceived quality, which indicates a higher level of care, investment and dedication.
- » People will pay more money for a physical product.
- » You tap into strong human emotions for old-fashioned paper and ink, with more likelihood of your message being absorbed.
- » You create something physical that people can own, and keep in the home. They're more likely to digest it, return to it again, or lend it to others.
- » You are more likely to get previewed, reviewed, or covered in the press (offline and online) when you produce a physical book or magazine.
- » The thriving second-hand market on Amazon and eBay means that a copy of your product could be seen by more than simply the person who buys it.
- » You have a physical product you can post through doors, hand out at events, gift to customers or sell using direct marketing.
- » You have a legacy to pass on to your children and grandchildren – something you have that which can endure through time.

What You Need to Get Started

All you need is a computer and an Internet connection.

There is no need for warehouse space or premises – as you'll see, print-on-demand services will allow you to operate this business without headaches over stocking and posting products. Although you are selling physical items you can do so completely via the Internet using free or low-cost electronic marketing methods.

You don't need writing talent. You can publish other people's work or out of copyright material. Your product doesn't have to be literary. It could

also take the form of photographs, illustrations, lists of resources, 'how to' instructions and even audio recordings – or all of these combined as a multi-media product.

You can scale this according to your level of free time, investment capital and goals.

- » **Self-publish a single product** – You create a product you can sell and earn an income from
- » **Publish a continual product** – You can set up an ongoing journal or magazine
- » **Create a home publishing business** – You can publish works by other people by establishing yourself as a small indie press.
- » **Expand a current business** – You can use physical hard-copy products to market your online business offline, or add another income stream to your current business.

Let's go through each one.

1. Self-Publish Your Own Product

If you've ever had a book idea, you might have considered self-publishing an electronic product. However, it may be more advantageous to try the hard-copy route. According to a report in 2018 by ProQuest affiliate Bowker, self-publishing of print books increased by 38% in 2017, the fifth consecutive year of print growth. At the same time, self-published eBooks fell by 13%.

Hard copies can increase sales and reader numbers. They have higher perceived value. They command higher prices. You're more likely to get reviewed in publications and see your product in bookshops and libraries.

Here are some options:

Literary work – Novels, poetry collections, short story collections, anthologies, histories and memoirs. These can be written by you or you could publish on behalf of a friend, or you can even seek out contributors who you can curate into a volume. For instance, here is one that collects the work of a local writers' group in a 92-page book *Never Mind the Pexit*.



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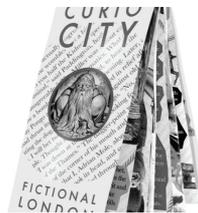
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Multi-media work – You might collect photos, poems, interviews and illustrations on a theme, or based around a specific place, or time in history. There is one called *Language of Objects*, by Murso Eason and Brian Lavelle, which includes poems, photos and an audio CD of music in a limited print run of 100.

Local guides and local history – You can turn local stories into little books. Tina Brown began leading ghost walks in Hastings Old Town. She published some of the ghost stories in *Haunted Hastings* and *Haunted Hastings Trails*. She's since done the same in Middlesbrough and Eastbourne.



Maps – You could create your own fun interactive map of your town or city. For example, *Curiosity* is series of fold-out maps that show locations of interesting places in London. One is about sightings of strange beasts. Another one maps the location of fictional stories.



Travelogue – If you have been on an inspirational journey, whether in Britain or abroad, with plenty of photos, consider putting some of the text and photos into a book that describes your journey.

Art book – You can take your drawings, watercolours, sketches and photos and put them into a perfect bound book (soft cover or hard cover). Artist Paul Watson publishes books of life drawings like *England's Dark Dreaming* and *Myth and Masks*.

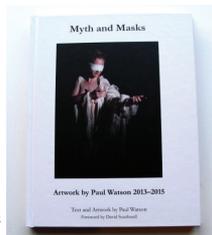


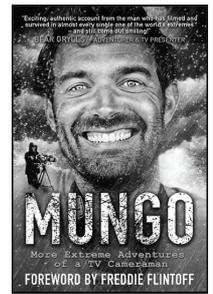
Photo book – If you love taking photos, why not select the best, collect them along a specific theme, or based on a specific location or history, then publish them? Popular titles on Amazon include travel photography, portraits, dog and cats.

Blog post collection – If you have pieces of work you've put on blogs, or written over the years but never published, consider making a collection. Here's one by lecturer Tina Richardson, who practises psychogeography, a method of walking around places and noting its effects on the mind. This was a hard-copy compilation



of pieces she had previously posted online.

Life story – You could put your travels, adventures, work experiences and funny anecdotes into a book. British TV cameraman Paul 'Mungo' Mungeam self-published *MUNGO the Cameraman*, "a collection of stories from behind the scenes of entertainment, sport, travel and adventure TV." He says: "Once your initial outlays are repaid from sales, yes you can make a profit. The margins are better when self-publishing as opposed to being with some big conglomerate."



Puzzles and trivia – You could create your own series of puzzles, jokes and trivia then put them into a paperback book.

Business and education – If you're a teacher, consultant, trainer or successful businessperson, consider putting your ideas together in a book. You can collect talks, essays and materials you've already created.

How-to guide – This can be on a niche subject like gardening, fitness or DIY. Books on arts and crafting (knitting, jewellery, drawing) remain hugely popular. If you have tips, techniques, patterns and ideas to share, put them into a book.

For any of the above you can use public domain material (book, articles, photographs) to create these products without paying a royalty. I'll give you more detail on this later.

2. Publish a Continuous Product (Magazines, Newsletters and Journals)

There is a growing trend for small run, independent magazines and journals. In July 2018, the *Guardian* ran the headline **Smart, cool... and in print: how indie mags became all the rage**. It revealed how independent magazines had become 'a modern publishing phenomenon' with the number of print titles tripling in five years.

Here are some examples:

- » **ErnestJournal.co.uk** This travel journal is 'made for those who value surprising and meandering journeys, fuelled by curiosity rather than adrenaline, and guided by chance encounters.'
- » **Elsewhere-Journal.com** 'dedicated to writing and visual art that explores the idea of place in all

its forms, whether city neighbourhoods or island communities, heartlands or borderland'. It was founded by Paul Scraton and Julia Stone, two Brits living in Berlin.

- » **TheLonelyCrowd.org** A welsh-based literary journal publishing photos, stories, poems and essays.
- » **Accent-Magazine.com** 'Celebrates lives lived outside the ordinary from around the world. It is a collection of true stories about inspirational, extraordinary people who dare to live life on their own terms.'
- » **TheGentlewoman.co.uk** "Offers a fresh and intelligent perspective on fashion that's focused on personal style – the way women actually look, think and dress."

Here are some options to consider:

- » **Culture fanzine** – Also known 'zines' these often small-circulation, self-published, and low-price or free magazines, often printed on rough paper and stapled together, with photocopied artwork. They are often related to culture – eg music, film, literature, art, theatre. They could focus on an artist, a genre, a director, a scene or theme. They can be national, international or hyperlocal. They can include interviews, reviews, drawings, photos, listings, recommended reading.
- » **Community news** – A printed publication with news about your town, village or borough. Or it could be about people working within a community, for instance, a charity, group or people with shared interest.
- » **Team** – You could make a pamphlet, newsletter or zine about your local football team, rugby club, tennis club, running group. It could include news, articles, stories, history, profiles and interviews.
- » **Special interests** – For instance, allotments, gardening, cooking, travel, walking, angling, local history.

You can publish your continuous product quarterly, like many journals, giving you three months' space between issues to prepare for the next.

3. Create a Home Publishing Business

There has been a boom in small independent publishers producing paperbacks and hardbacks. In 2017, Inpress, a distribution company that works with 60 of the smallest players in industry, revealed that sales were up 79% over the previous year.

Many of the small independent players are home start-ups and part-time businesses run by just a handful of people. Examples include:

- » **PeepalTreePress.com** specialises in Caribbean writing.
- » **HobnobPress.co.uk** a publisher of books about Wiltshire, Dorset and the surrounding region.
- » **SerenBooks.com** run from an attic behind a sandwich shop in Bridgend. It specialises in English-language writing from Wales.
- » **InfluxPress.com** which specialises in works about place and landscape.
- » **StrangeAttractor.co.uk** who publish esoteric occult and psychedelic works.
- » **LegendPress.co.k** this was founded without any start-up capital by 25-year-old Tom Chalmers and became one of the fastest-growth publishing houses in the country.
- » **DostoyevskyWannabe.com** was set up by Victoria Brown and Richard Brammer in their spare time, from their home in Manchester. They publish experimental underground fiction and non-fiction. The authors send in work according to the required format, then Brown and Brammer create a cover for it.

While many of these small businesses publish eBook versions of their titles, it's the physical product that drives sales, gets their products into shops and reviewed in the newspapers. Hard-copy products get them noticed, show that they're serious players, and allow them to compete against the big names in the market, winning awards.

4. Expand Your Current Business

Physical books, magazines and pamphlets are a tried-and-tested way to promote a business or special cause. By creating something physical you stand out from the competition, raise trust, offer something of value that encourages reciprocation, and get a higher level of engagement.

For example, groups like Hare Krishna or Jehovah's Witnesses give away books in town centres, or door to door, to spread the word.

In 2014, to publicise their campaign for a cleaner river, the Thames21 charity produced Surface Tension, a multi-media booklet containing an essay, photos and a CD of music.

In the 1990s, a newsletters company called Agora sent free books through the post in order to get subscriptions. The books were full of interesting

content, but served as promotional pushes, whetting the reader's appetite and urging them to subscribe for more information. *Plague of The Black Debt* is an example – a warning of financial disaster, which also included forms to subscribe to a newsletter called *Strategic Investment*.

A few years ago, the founder of beer company Brew Dog wrote a book called *Business for Punks: Break All the Rules – the BrewDog Way*, which not only sold a lot of copies in its own right, but spread the Brew Dog brand.

So consider a book, pamphlet or multi-media product that sets out your cause or tells the story about your business. Make sure that it contains useful, entertaining content and doesn't just advertise. It must be something that can be enjoyed in its own right.

For instance:

- » **You own a café, restaurant or pub** – why not write a short history of the building, or the business, or even the town you're in, and publish it as a book? Great publicity and branding for your business.
- » **You own a specialist shop** (online or offline), for instance angling equipment, vintage clothes or gourmet coffee. Write a guide on the subject or niche in which you specialise, or collect stories of customers and inspirational people in the field. You could even write a guide to how you set up the business, so others can do the same.
- » **You are a consultant, entrepreneur, life coach, or someone who has achieved a level of success in your field.** Why not write a success guide, biography, motivational book or 'how to' that will help others follow your path?
- » **You have a blog, membership site or online newsletter.** Why not take the very best articles and editorials, then compile them into a book?

TIP: Make sure the product contains a 'call to action' in which the reader can make an order, visit a website, or come to your premises.

Examples include:

- » Turn a back page of the book into an order form they can send in.
- » Add a website address and tell the reader to visit it in order to receive more information.
- » Give them a website address where they can put in their email address and receive email updates.
- » Make them a special offer in which they can get a discount, or something for free. If they visit

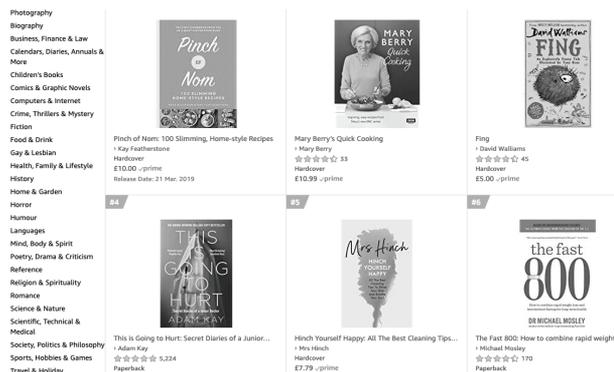
your retail business or website (put a code into the book that they can use to claim their gift or discount).

How to Research Your Product

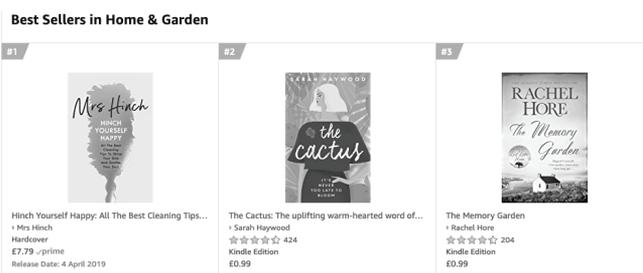
Before you rush into an idea, do some research to make sure there's an audience for your product.

One of the quickest ways to do this is by seeing if there are products like it in existence, and if they are successful. Don't be put off by competition. It proves that there is a bustling market with lots of potential customers for your products and services.

- » Go onto Amazon and use their search box to seek out any books that are related to your subject or in a similar area. Look at the recommended titles beneath the book to find lots of other products in a similar vein. Look at the reviews – ideally, there should be more than one or two reviews, largely positive, though not necessarily all five star.
- » Check the Amazon bestseller list. You can select the bestselling books and get a full updated list of the current top titles.



Then use the list on the sidebar to the left to narrow it down to subject areas, for instance, Home & Garden.



As you can see here, the top selling home and garden book is about cleaning tips.

- » **Blogs** – Are there any dedicated blogs, or blog posts, devoted to your subject matter? Use Google to search for keywords that your potential reader might use. Take note of any adverts that appear for products on Google.
- » **Information products** – Find out if there are any courses or 'how to' manuals, newsletters,

membership sites, video channels and events related to your subject.

- » **Social media** – Check there are people out there searching for information, sharing links, recommending products and generally enthusing, debating and arguing about your subject area. Search on Twitter using keywords and hashtags related to your topics. These should lead to tweets by influencers, fans and buyers. Establish whether there's a community of fans and enthusiasts.

How to Get Content

You can, of course, write your own content. However, if you don't wish to write the product you can enlist other people to contribute:

- » **Seek out friends and colleagues who are writers, artists, experts or specialists in a subject area.** Offer to collaborate with them on a product, giving them 30% of the share of profits if they can provide content.
- » **Write a short, compelling summary of your product idea, then put up a single webpage asking for contributors.** Many fledgling writers are keen to get published and you may find you get a large response, allowing you to pick the best. Offer a 10% share of the profits.
- » **Use public domain material.** There are online sources such as the Gutenberg online PD book. Also use offline sources to find rare PD material, eg. second-hand bookshops, second-hand on Amazon, jumble sales/charity shops. It's not only books that you can find in the public domain, but manuals, reports, surveys, research papers, instruction books, guides, handbooks and directories. Online sources include the National Archives. Photographic and illustration material is also available including postcards, slides, film and negatives. Most pre-war photography is now in the public domain.

Where to Get Your Product Made: Printing Resources

If you want to create a hard-copy book, here are some of the options...

- » [Kdp.amazon.com/en_US/l/print-on-demand](https://kdp.amazon.com/en_US/l/print-on-demand)

This is Amazon's Print-on-Demand service, which can be used by small businesses, sole entrepreneurs or for anyone who just wants to get a book into print. Formerly known as 'Createspace', it has now merged with Kindle Direct Publishing, allowing you to create physical books with the same ease and advantages as

eBooks.

You can create and upload your book for free, with no set-up charges. If you later need to make a change because you spot an error, there's no charge for that either.

They provide free publishing tools for formatting your book, including templates, cover creator, previewer, and PDF proofs.

- » **IngramSpark.com**

This is an arm of the US company, Lightning Source, though it has a UK branch with British customer services.

It's a more expensive option than Createspace, as you have to pay more per copy printed, and also there are fees to set up your book AND a fee if you make a mistake that you spot later and need to change.

They offer global distribution to retailers, so you can use them to get into bookshops. Of course, you can list your book on Amazon too.

- » **Lulu.com**

This is a print-on-demand book service where you can choose from soft cover, hard cover, colour, black and white – including photo books.

You can also pay to get their help in design, illustration, editing, proofing and marketing.

However, I have seen critical comments about this company online that are cause for concern, including writers not getting their royalties, or having customer service issues.

- » **Clays.co.uk**

Clays are a UK book printer who also offer printing for independent authors.

It's not an 'on demand' service, so you will need to do a short print run with them. The price drops the more units you get printed.

This is something to consider if you are able to sell hard copy books yourself, for instance in a shop, on your eCommerce site, or at events and shows.

Photobooks...

BobBooks.co.uk – a print-on-demand service, ideal for creating a travel photo book or a photographic portfolio. They offer free tools to help you to create your photo books, for instance the Bob Designer Desktop software, iOS app for iPhone and iPad. Or you could try Blurb (see below).

Magazines...

Blurb.co.uk can print professional-quality magazines,

photobooks, paperbacks or hardbacks. You can sell your magazine through Blurb.

Zines...

Mixam.co.uk – This is a specialist UK zine printing service. You choose your format then enter your details for a quote. You can toggle options to see different prices to suit your budget. Once your file is uploaded you can view your proof, change the page sequence, add blank pages, rename files, or delete entire pages.

Recommendation: If you're going to publish a photo-book, check out the PublishYourPhotographyBook.com by Darius D. Himes and Mary Virginia Swanson.

You can also look into printing booklets, journals and pamphlets through online printing services, for instance:

- » **HelloPrint.co.uk** Offers 100 copies of a stapled booklet for £50 or 100 copies of a perfect bound magazine or booklet (with a spine) for £550.
- » **PrintedEasy.com** offers similar.

TIP: If you wish to reduce your exposure to risk, consider creating an eBook version of your product first and listing it on Amazon.

When you do this, your book will appear on Kindle stores worldwide within 48 hours. You can earn up to 70% royalty on sales while also testing the proposition of your book. Once you are satisfied there are customers you can then go for the physical product.

You can also test your product by setting up a crowdfunding site (see further down the issue for details) which allows you to pitch the product publicly and offer pre-sales. This will give you a good idea of the viability.

TIP 2: The cover is important for sales. Consider outsourcing it to a freelancer. Go to Fiverr.com and type 'book cover' into the search to see who is available. Make sure you check out their previous work first.

Where to Publish Your Product

If you use Amazon's KDP print-on-demand service you tap into their existing customers and get Prime Eligibility, which means Prime customers get next-day delivery. There are no shipping, returns or inventory costs.

Once the book is uploaded, it is automatically listed on all Amazon sites, similar to their Kindle eBook publishing. Your book is printed and delivered each time a customer buys it, so there's no need to invest

money in stock up front or keep an inventory.

KDP is based in the US but books sold from Amazon.co.uk get printed in the UK or Europe. You'll earn up to 60% in royalties, minus the cost of printing, and your book will be on sale within a few days.

Bear in mind that a print-on-demand book means your product is unlikely to get onto the shelves of book stores. However, by publishing paperbacks and on Amazon's KDP you can also enable 'Expanded Distribution'. The royalty rate is 40% of the book's list price minus printing costs, taxes, and withholding. It can take up to six to eight weeks for your book to become available.

When you publish through Amazon they'll automatically allocate an International Standard Book Number (ISBN) to identify your book. It is used by publishers, booksellers and libraries for ordering, listing and stock control.

In addition to Amazon, consider Ingram Spark, the self-publishing arm of the major print-on-demand company, Lightning Source. It's a US company, but has a UK branch so you can get pricing in sterling and a UK-based customer service. Ingram Spark can give you global distribution, and any copies you order yourself are printed in the UK with discounts for larger numbers.

On the downside, the price per copy is a little higher than with KDP, and there are set-up fees, as well as fees if you decide to make changes to the product.

If you want to distribute on Ingram Spark or outside of Amazon you'll need to order an ISBN number separately. This also goes for printed pamphlets, journals, maps and mixed media publications.

DIY Distribution

Alternatively, you could order a short print run and get 500 copies made, for instance, through Clays (see above) which you can then sell through your own website, store or events.

Do this only if you have some outlets for sale, eg:

- » An existing database of customers to whom you can sell.
- » An email newsletter.
- » A subscriber base for a website or service.
- » Premises with a flow of regular customers.
- » Events in which you can sell your books.

Contact specialist websites related to your subject matter and ask if they will promote your book to their lists, or stock it in their online shop. For instance, a

printed journal about walking in the UK might be an ideal product for an outdoor clothing retail site, or a travel blog.

Contact local bookshops and gift shops, explaining that you are a local author/publisher and see if they can stock your product, which they can then order direct from Amazon's distributors. Email your contacts, friends and family, telling them they should order their copy through that bookshop. This will show the local bookshop that there are potential customers, so they're more likely to say yes.

Recommended resource: for more information on getting stocked by shops, check out this free guide to getting your book into bookshops by the Bookseller Association, which even includes an invoice template: Bit.ly/2Jo5JQe

How to Raise Capital

Crowdfunding allows you to reach out to an online audience – social media followers, email subscribers, blog readers – and get them to fund your product whether it's a book, magazine, journal or multi-media hard-copy product.

You set up on a crowdfunding website where you pitch your idea to the public and ask them to fund it.

An example is Nightscape Press, who used crowdfunding through a site called Kickstart to get money for an anthology of horror stories called *Ashes and Entropy*. The founder, Robert S. Wilson said: "Not only are you able to build a financial foundation for your project, but for *Ashes and Entropy*, we were able to connect with a new audience that probably wouldn't have found us otherwise."

Here are some crowdfunding options:

- » **Kickstarter.com** This launched in 2009, with the UK version launching in 2013. They take a 5% fee of the funds collected, plus their payments processor will take fees of 3-5%. This is only if your book or magazine gets funded.
- » **Crowdfunder.co.uk** take a 5% fee + VAT with a PayPal option (another 3.4%) or a method of paying only 0.5% with GoCardless.
- » **Patreon.com** – If you're an artist or writer who intends to make more hard-copy products this allows people to become your patrons and give you money every month on a rolling basis.
- » **IndieGogo.com** There is a 5% platform fee and 3-5% per processor fee. Campaigns with bank accounts outside the US will also have a \$25 bank transfer fee. If you're a non-profit, socially-

minded campaign you can get a 0% fee platform.

- » **CrowdCube.com** – If you are planning to create a business, this is an investment platform where you offer people a chance to buy equity in it. Minimum investment is only £10.

How to Market Your Product

You have all the usual online options available to you:

- » **Set up a website and post a regular blog about subjects related to your hard-copy product.** Over the weeks, include snippets, behind the scenes stuff, out-takes, images and information that your readers will find useful or entertaining. Share the content on social media to attract visitors. Make sure you give them the option to put down their email address so you can sell directly. Offer a sample of the book, a free report or something enticing in return.
- » **Set up an order page for your product**, with a big promise in the headline, and some bullet points that get across the benefits of purchasing it, with an order form beneath, or an email capture box to get their email address if you have not yet launched the product.
- » **Get onto Instagram and Facebook to share images, posts, updates and news.** Build up some buzz. Follow influencers in your field and encourage your fans and followers to share your posts.
- » **Use specialist forums and public Facebook groups to find specialist niches and join the conversations.** Don't try to hawk your wares, instead offer feedback, comments and information, then include the occasional link to your website.
- » **Use an existing website or shop that you own to promote your products.** Only do this if the subject of your hard-copy product is related to the content of your website.
- » **Get your book listed on Amazon.**
- » **Send review copies of your product to book bloggers, specialist websites, other authors and VIPs in your field of interest.** See if you can get puff quotes to use on your marketing materials.
- » **Offer to contribute guest articles to websites**, or to take part in interviews and talks on podcasts and vlogs.

Good Luck!

How to Set Up and Run Your Own Supper Club

When you're looking for a business opportunity, there's a lot to be said for doing something that doesn't seem like a business at all. Here's an opportunity that fits that description very nicely.

Imagine having a dozen friends round for dinner, cooking what you like and doing just what you normally do... but actually making money from it. It sounds a bit like the kind of opportunity that is too good to be true... but it isn't.

A supper club is an informal – often very informal – restaurant. You invite people round for a meal – though it doesn't have to be in your own home – cook for them and host the meal, and they pay you for it. It's in some ways an unusual concept but it is proven all around the world.

The idea is thought to have originated from the underground or 'closed door' restaurants known as paladares in Cuba. Here families would run a restaurant in their own homes to make some extra money. But, since it was strictly illegal, it all had to be done on a hush-hush basis.

It's estimated there are around 10,500 regular supper clubs in the UK – a small number when you consider the size of the food business. But I think there is loads of scope for more, and in all parts of the country.

Why Do I Think There's Potential Here?

Let's take a look at what's good about the supper clubs opportunity:

- » **Firstly, they fit in with the 'staying in is the new going out' trend that is popular right now.**
- » **They offer value to customers.** They usually offer better quality food for less money than a comparable restaurant.
- » **They have a kind of alternative, anti-restaurant vibe.** Many people are bored with all the casual dining restaurant chains out there that serve exactly the same thing every day in every town.
- » **They are exciting and fun in a kind of quirky, disorganised, anything-could-happen way.** You could be served caviar on mismatched plates – or rabbit on bone china – while perched on a rickety folding chair. Customers really love this aspect of supper clubs.

- » **There aren't many dos and don'ts**, so they're an opportunity to do just what you like and make money from doing it.

Adapting the Supper Club Concept

While the supper club is the main opportunity here you could tweak it to suit your own requirements and your own situation. For example, it could be a breakfast club, lunch club, brunch club, afternoon tea club or – and this could be a great part-time opportunity – a Sunday dinner club.

What You Need to Start Your Own Supper Club

Your supper club business can be as complex or as simple as you like. But whatever type of club you have there are four essential ingredients:

- » **A place to hold your supper club**, ie. your venue.
- » **A chef or cook.** Possibly more than one. They might be professional or just an enthusiastic amateur.
- » **Menu ideas...** a strong concept. More on this soon.
- » **Customers.** Or marketing to attract them, in other words.

Finding a Place to Hold Your Supper Club

One of the good things about supper clubs is that they are something of a virtual business. You're not tied to one place. So if it doesn't work well, or well enough in one place, you can simply up sticks and move it somewhere else. Once you find a successful idea and a hungry market you can run the same supper club in different places – or different supper clubs in the same place.

Your own home. Far from this being a drawback it can be the very best option for a supper club. In fact, I would say the majority of supper clubs are held in a private home. People love the homely, intimate and, yes, underground atmosphere that only this sort of venue can create.

You don't actually need all that much room to run a small supper club – the average sitting room can seat

at least 12 diners reasonably comfortably – and many supper clubs seat diners anywhere and everywhere in the house. In fact people like it if it's a bit crushed. It's also perfectly OK (in fact good) to improvise with trestle tables, or begged and borrowed or cheap second-hand furniture.

A restaurant, café or other eating place. These don't quite have the appeal of a home supper club but the big advantage is that they will have a professional kitchen, tables and chairs and all the equipment, utensils, crockery and so on you need already there.

There are a few options to consider: Some restaurants don't open every day and might rent you their space on those days – or might have a separate room you can book. Places like coffee shops and tea rooms frequently don't open during the evening so would be perfect – even the local 'greasy spoon' café could be an option. Pubs and small local hotels might have a function room you can book.

Try: Hirespace.com for a selection of venues for hire.

An unusual venue. This is really a great opportunity to make your supper club stand out and pull in the customers. What you can use will depend only on your imagination, as well as what is available in your area.

Take a look around, there are supper clubs held in all kinds of unusual venues – the more unusual the better – from disused underground public loos to lighthouses.

Some possibilities to think about: Churches. Schools. Castles. Stately homes. Museums. Warehouses, empty or in use. Boats and barges, moored or on the water. Derelict or semi-derelict buildings. Barns and other farm buildings. Windmills. Garages. Sheds. Empty shops. Caves and caverns. Cellars. Roof terraces and gardens.

Shortcut Opportunity... the Touring Restaurant

Here's an interesting idea that's used by some supper clubs. It's worth thinking about if you want to trial the idea with minimum risk. Also if you want to operate a supper club without actually cooking a supper yourself.

Instead, make your club what is essentially a touring restaurant. That is, find an existing restaurant or other eatery and do a deal with them to bring their restaurant to your venue.

For example, let's say you know a fantastic curry house – or fish restaurant – somewhere 50 miles away or so. Do a deal with them to bring their restaurant

to your location from time to time. Concentrate on marketing and leave them to do the rest. Set up a deal to share the takings.

Finding Someone to Cook for Your Supper Club

Now this is one of the exciting things about supper clubs: you don't really have to be a chef or even an accomplished cook for that matter. As I said, one of the things about supper clubs is that they're a bit alternative. So if you're not a trained chef but you happen to make a mind-blowing shepherd's pie, the most incredible bangers and mash, burgers or salmon en crouete – then you could start a supper club based around whatever you're good at. (Bear in mind though that cooking for 20 is a bit more involved than cooking for two.)

Medium to longer term though, you're probably going to want to pull in some professional or semi-professional help. This will mean you can scale your operation in size and leave more of your own time for organising and marketing.

- » **Try local small ads in newspapers, magazines, notice boards as well as social media like Facebook.** If you're interested in hiring people who are good cooks but not necessarily qualified, say so, as it may produce some interesting offers.
- » **Job sites.** There are lots of jobs sites where you can locate chefs. For example: For chefs: HireAChef.co.uk. For the wider catering trade, the Caterer: Caterer.com/jobs/chef. Or general jobs sites like: TotalJobs.com. Make it clear it is a casual opportunity.
- » **Ask existing restaurants and other catering businesses,** especially chef-operated ones, if they'd be interested in a joint venture.
- » **Colleges.** Colleges which offer catering courses could be an absolutely fantastic place to find people who could cook for you. You could find young people with some fantastic new ideas who aren't afraid to try new things... and maybe even find a rising young star!

Contact local colleges and ask if they'd be interested in pitching your idea to their students. You could even have guest slots, with a different student cooking each time.

If you opt for this route it would be a good idea to run an audition first. Have them cook something for you, so you can see how it works out.

Creating a Concept and Menus for Your Supper Club

The great thing about a supper club is that you can just try whatever you fancy and see how it flies. If it doesn't work as well as you expected (or doesn't work at all) just tweak it or move on to another idea. But here are some things you need to think about:

Have a clear concept for your supper club. This will give your club a USP or unique selling proposition and set it apart from any others that there might be. For example, are you going to be conventional/contemporary by using known recipes or even way-out weird and whacky by experimenting with dishes?

You might choose what to cook based on a style of cookery like grills or stews, a type of food like meat, fish or vegetables, a regional or a national cuisine like French or Asian... or even just mash things up together in your own style.

Have a food story. If you have a story about why you're cooking and serving that kind of food, that will really help engage with your customers. For example, are these family recipes passed down through the years? Did you discover this little-known cuisine on a backpacking trip to South America and are passionate about sharing it? Is it something new you've invented yourself by accident but it just works?

What are others doing... and what aren't they doing? Have a look round at other supper clubs that may be operating in your area. And, crucially, have a look at how they're doing. In particular look at clubs that are repeated regularly – that tends to suggest they are working.

There is something to be said for offering something new in your area to see if it works. There is also something to be said for doing something similar to what an established successful supper club offers but adding your own twist to it.

Know your area. Is it conservative? Or is it cutting edge? In some places classic French or maybe Indian would probably be safe bets. In other areas you might not make much headway unless it is something very new and unusual. It's especially important to come up with something new or a new twist in London where supper clubs are a lot more established than elsewhere.

It can be fancy... but it doesn't have to be. People like the idea of doing something different, and perhaps even a bit rough and ready. They like the idea of perching on a rickety chair at a trestle table and being served an authentic dish straight from the saucepan onto an enamel plate... perhaps even something that's

gone a bit wrong but which tastes delicious.

Think locally sourced. Locally sourced is the buzzword of the moment in food. People actively want locally sourced. It can also be used to differentiate your offer. Not everything can always be locally sourced but aim to incorporate local products where you can.

Another advantage of locally sourced is that you can deal direct with producers and may be able to get what you need cheaper. **Tips:** Ask producers if they'd be willing to give you some free samples or free supplies in return for promoting their products in your marketing. You could also ask producers to come and give a talk about their products at your supper.

Foraged foods have a certain popularity on the supper clubs scene. For example, berries from hedgerows and wild herbs or mushrooms.

Seasonal is good too. And again these food products are often cheaper.

Have a signature dish. Or maybe several signature dishes. These are things that you do really, really well. You can build a reputation for this and it will help with your marketing. Do you, for example, grill the most amazing fish... or have a speciality curry?

Have a set menu. With a supper club it's generally a much better idea to have a set menu where every customer is served the same thing. Or, at most, a set menu with fairly limited choices. (Even then it's reasonable to ask your customers to pre-order.) It's not really practical to offer a restaurant-type a la carte menu.

A set menu reduces waste and so keeps your costs right down. You only need to buy what you serve. It also means you can prepare and plan in advance to some extent and provide slicker service.

Surprise menus. An interesting technique used by some supper clubs is the surprise menu. Give people an idea of a theme or type of cuisine... but don't tell them what is being served until they turn up. (If you do this you'll need to point out your club isn't for fussy eaters!)

Finding Food Ideas for Your Supper Club

As I said, the very best ideas are your own. But if you need some inspiration there are a few methods you can try:

- » **Read foodie blogs.** Today blogs are the very best way of finding out about new food trends.

Try: DeliciousLyella.com. NadiasHealthyKitchen.com. BakingBar.co.uk. SearchingForSpice.Com. EatCookExplore.com. SaltedMint.com. HungryHealthyHappy.com. GreedyGourmet.com. FoodStuffFinds.co.uk. HemsleyAndHemsley.com. OurFoodStories.com

- » **Social media.** Social media is great not only for getting ideas but seeing what people think of them. YouTube, Pinterest and Instagram are packed with photos and videos of food ideas and actual recipes too. You don't even really need to know how to use them – just sign up and search for posts on the areas of food and drink that interest you.
- » **Paper newspapers and magazines.** This is a bit of a slower process than researching online, but just as useful. There are a few magazines that specialise in food and drink. Try: BBC Good Food. Delicious Magazine. Great British Food. Also TV programmes.
- » **Ask foodie friends.** This really shouldn't be underestimated as a great source of menu ideas. Talk to friends, family, colleagues and any other contacts about food and drink – especially if you know they are foodies and eat out regularly. Ask them about their current favourite foods and drinks, restaurants or foodie pubs, and about anything new and unusual that they've tried – and what they liked or didn't like about it.

Trialling Your Supper Club Idea

Once you've formulated an idea for your supper club it would be a good idea to trial it for real. This will help you find out if the concept really hangs together and find ways to refine it so that it's ready to be unleashed on your customers.

A good way to trial an idea like this is to do a 'dummy run' for family or friends. Afterwards, do what you might call a focus group and ask them what they like and what they didn't.

Rules and Regulations to Consider

I think it's fair to say that there are some home-based supper clubs who probably don't bother too much about these. But these are the things you need to know about:

Food business registration. You will need to register your business with your local authority before you can start up, even if it's home based. If you are registered with your local authority you can trade in any local

authority area not just your own. Contact your local authority for more details.

Food hygiene training. Hygiene standards are of course essential when preparing and serving food. You and anyone working for you should have at least basic food hygiene standards training. If you are involved with food preparation in a catering (as well as other things) capacity you will need to undertake at least Level 2 Food Safety and Hygiene training.

Courses are offered by a number of commercial training organisations. Also check with your local colleges. Short half-day courses usually cost around £15-£25.

The Food Hygiene Rating Scheme (FHRS). FHRS-rated caterers are awarded a star rating of anything from one to five stars. Whether or not you will need to join the Food Hygiene Rating Scheme will depend on exactly what you do. Further information: [Bit.ly/1OV1LIW](https://bit.ly/1OV1LIW)

Food intolerances and allergies – could be an opportunity. While food intolerances and allergies can be a problem for food businesses they could also be an opportunity. You could run supper clubs specially for those with intolerances, where the entire menu positively avoids certain foods. Or even supper clubs where dishes are prepared in a guaranteed environment.

Running Your Supper Club... Ways to Make it More Successful

Private and Public Supper Clubs

You can operate your supper club either as a public or private event.

A public supper club is one that anyone can book. A private supper club is one where one customer books your entire event for their own party, eg. friends, family, colleagues or a party. This might be held in their own home.

Most supper clubs are public events where anyone can book. However, private events are in some ways easier to market and easier to organise. You don't have to wait and hope that enough people will book your event to make it viable. You can also rely on the customer to do some of the organising and hosting.

Another advantage of offering both kinds of clubs is that one will generate business for the other. Customers will try your supper club and then might book you for a private event.

Create a Club Within a Club

Here's what I think is a really great idea for this opportunity. If you're already a member of a large club such as a sports club, or perhaps work for a large organisation, you could set up a dining club only for members of that club or organisation.

Doing this will promote the all-important clubby feel. It will make it much easier to market. You'll also attract more like-minded people to your club and, hopefully, create a great atmosphere which people will want to repeat again and again. If you're not all that comfortable with inviting complete strangers into your home this could be a good way round that.

Ask the club or organisation if they'll help you promote your supper club or, better still, endorse or recommend it.

Choosing the Best Day

I recommend you think quite carefully about what day to offer your supper clubs on. Bear in mind that the most popular days for eating out are probably Thursday, Friday and Saturday. You might also want to avoid popular holiday times for a launch too. Bank holiday weekends or the run-up to Christmas probably aren't a good idea.

How Many to Cater For?

There's no set number for supper club events but they tend to be more small-scale, intimate events.

You'll need to strike a balance between attracting enough guests to turn a good profit from the event but not so many that it will lose the clubby feel. Also, you need to consider how many people you can realistically accommodate, cook for and serve in a timely way with the space, resources and staff you have.

Another aspect to remember is that your unit costs fall sharply, and your profits will rise, the more people you cook for. So catering for 12 people will not cost twice as much as for six but you could more than double the profits.

With all that in mind you'll probably want to try and aim for between 10 and 20 customers at each supper club.

Run a waiting list – if you take more enquiries for one event than you can fit in, ask people if they would like to join a waiting list. If you get enough people on the waiting list to run another club, do it all again the next night, or the next week. Having a waiting list will also make your club look more sought after and desirable.

Hosting Your Supper Club

One of the interesting things about supper clubs are that they aren't just a restaurant alternative. They have even more of a social element. So they require a degree of hosting to help encourage this. You could do this yourself or, if not, could you join up with a friend or partner to act as host.

The work of a host is to make sure the club runs smoothly and to ensure that everyone enjoys it and wants to come back again and again.

Duties of a host can include: Welcoming guests. Introducing guests to each other. Leading the conversation. Helping serve food and drinks. Introducing the food and drinks. Dealing with any problems and smoothing over any complaints that might occur – customer service. Sales role – encouraging guests to sign up for future events.

Setting Out the Room

When planning your events decide whether you will provide separate tables, or have one long table for all guests. This might also depend on the space you have available. Seating all guests a round one table creates a more sociable atmosphere – and some customers may even be more attracted to this kind of event.

If you do this then having a seating plan can encourage everyone to mingle and create a better atmosphere.

Equipment You'll Need

With most supper clubs improvisation is very much the name of the game. It doesn't matter if the crockery and the cutlery don't match – in fact it adds to the occasion. If you need extra items look in charity shops or jumble sales. For larger items and appliances – for example you need an extra cooking range – try a hire shop.

Managing the Event

Now, as you might know if you've ever catered for a large party or a dinner party, it's never quite as easy as it might appear. Serving up the perfect dish involves a lot of planning and preparation behind the scenes. So I recommend you fix a schedule and keep to it fairly rigidly.

A sensible technique is to choose starters and desserts that can be entirely prepped in advance. This will leave you free to focus on cooking the main course.

Think restaurant kind of service, even though it's not a restaurant. Aim to serve the first course within 30-45 minutes of customers arriving. Try not to have more than 15-20 minutes between clearing one course and

serving the next.

Including Entertainment

Think about whether you will incorporate an element of entertainment in your supper club. It is by no means essential but helps to add value to the event and may encourage customers to rebook or recommend your event.

Possible kinds of entertainment to consider:

- » **A short talk about the food/wine at each course.** Or about the region/country of origin of the cuisine.
- » **A guest speaker.** Perhaps one who could lead an after-dinner conversation too.
- » **Music**, such as a live musician.
- » **Performance art**, eg. of regional dance or a recitation.
- » **Cookery demonstration** with tips about the food being served. This is similar to the show kitchen concept used in some restaurants. It helps add value to the experience.

Marketing Your Supper Club

Now, marketing a supper club isn't like other businesses. Rather than just advertising what you're doing and hoping to make sales, I think you need to take a holistic approach. Aim to use a wide range of methods which, individually, don't seem that powerful but they all add up to a bigger picture and create a bit of a buzz about your supper club as the place to go.

Think of it this way: A customer just seeing an ad for your supper club in a newspaper isn't all that likely to get you a booking in itself. But seeing an ad, then reading a review, then finding something online – and, even better, receiving a recommendation from a friend – and, suddenly, your supper club becomes something that people want to try.

Give Your Supper Clubs a 'Clubby Feel'

This is, I think, really fundamental to the whole supper clubs concept. You see, a supper club isn't just a restaurant. It's a much more social event. This also connects with the idea of inviting strangers into your home... if that's what you're planning on doing. A supper club isn't a public event as such. It's more about cooking supper for guests... albeit paying guests. In time, supper club customers of successful supper clubs tend to be known as friends rather than guests. Ultimately, people will come your club, get to

know other people there, then want to come again and bring others along. (At least hopefully they will.)

There are a few things you can do to make your events feel like a real club:

- » **Ask people to apply for membership**, to make it more exclusive.
- » **Aim your club at specific groups**, eg. singles, or couples, or professionals or even all male/female. Or people who live within a very local area. Or have different evenings for different groups.
- » **Make your clubs 'invitation only' events.** Ask people to sign up to a mailing list and then invite members to an event.
- » **Have a loyalty scheme.** Attending a certain number of events entitles members to a free gift such as free drinks, a free meal or a special 'inner circle' supper club.
- » **Send out a regular newsletter.** Arrange special offers on food and drink from local businesses (and other products and services) for your members.

With a bit of thought you can also use the club idea to generate business for your club. Have supper clubs where members can bring or invite friends – perhaps in exchange for a discount or freebie. Offer members the opportunity to nominate and co-opt their friends for membership.

Here are some marketing methods to use:

- » **Press ads window cards, leaflets and mailings.** Now these are thought of as a kind of old-fashioned way of generating business but they do have a unique use for a supper club. This is because you can target the sort of customers you want pretty accurately.

For example, think about how you can use these methods to target a particular suburb, or just a few streets, where you think the kinds of customers who will like your club will live. If you are targeting members of a club or colleagues at a work place see if you could use in-house noticeboards, or offline and online newsletters, or even mail out invites.

- » **A website or blog.** It's pretty much essential to have an online presence today. All your other methods of advertising and marketing can direct through to your website/blog. You can also use it to take bookings and payments online.

Your website doesn't need to be complex. You can set it up with Blogger.com or WordPress.org. Facebook can also be used to create a simple online presence.

Here are some things you can add to your website or blog:

- » **Information about your supper club.** What you do and why. What food you cook and why you love to cook it. About you/your chef or cook. About the food you use and how you source it.
- » **A booking diary with available dates.** You can even add details of who's coming if you want to.
- » **Sample menus**, with background information about each dish.
- » **Photos, and maybe even videos.** Lots of photos of your dishes, and your supper clubs once you've run some.
- » **Reviews section.** Ask your customers to post reviews once you have some. Maybe even offer them an incentive to review.
- » **Useful stuff.** Add content that will make your website or blog a useful foodie resource in its own right – as text, photos and video. Add recipes, cookery techniques and tips, news, thoughts and opinions on food, eating and cooking.

Press Coverage

This is an absolutely perfect business for getting free coverage from your local press. This can include local and regional newspapers, local freesheet magazines and, best of all local, and regional lifestyle and business magazines.

You could advertise in these places but a much better method is to persuade them to review your supper club: Find out if there is a food/drink or entertainment editor, critic or correspondent. Offer them a free place at one of your clubs – something that can be very hard to resist – in return for an article or a review.

Fundraising Events

I think this could be a really good way of getting this business off the ground, as well as growing it. It is a way of getting some really powerful publicity, getting experience and helping the community – and it needn't even cost you all that much either.

Here's how a fundraiser supper club might work: First, hook up with a charity. This could be any charity, but a local one would be especially good. Tell them you'd like to organise a fundraising supper club for them, with all proceeds going to their cause.

Next contact local food and drink supplying businesses – whether producers, wholesalers or retailers. Ask if they'll donate food and drink to be cooked and served at your charity event.

Then contact local businesses and business people. If they are well known in the community then so much the better. Also ask the charity to put you in touch with people who already support them. Tell them you're running a fundraising supper club event... be sure to explain what a supper club is in case they don't know. Ask them if they'd like to buy a ticket.

Tip: Rather than a fixed ticket price suggest a 'minimum donation'. This way you're likely to receive more.

Finally, get publicity for your event. Ask your local newspapers and magazines – and even radio and TV stations perhaps – to cover your fundraiser. A good tip here is to set up interviews for those who attend or who donate food and drink so they can benefit from some good publicity too.

Social Media

Facebook, Twitter, Instagram, YouTube, etc. Social media is pretty much essential for promoting any business today and this is no exception. So I'd recommend that you make use of any existing social media accounts that you have to promote your business to friends and followers. Also create new social media accounts for your supper clubs business.

Make use of camera cuisine! In fact this business is more suitable for social media than most, because you can take advantage of the modern concept that is camera cuisine – basically the way that many social media users absolutely love to post pictures of the food they eat on their social media. Get as many pics of your dishes as possible out there and, in a discreet and subtle way, your supper club will become known too.

As well as posting to social media yourself you should ask your customers to post to their own social media. In fact, encourage it – perhaps by offering money off or freebies. (At social events it's not normally great if people spend too much time on their phones but this is one situation where it really can be valuable!)

Directory Sites... and Other Useful Sites

There are a few online directory sites where you can list your supper club for interested customers to find. There are also some sites that are not specifically for supper clubs but which are used to promote social groups and events. Try:

- » **Airbnb.** You could also look at listing your club as an experience on Airbnb.com
- » **Eataway.** A worldwide community of local cooks

offering great home-cooked meals. Mostly only cities. EatAway.com

- » **Eventbrite.** You can use this to sell tickets and collect payment online. You can also post blog posts to generate publicity. EventBrite.co.uk
- » **Find A Supper Club.** Directory of supper clubs and pop-up restaurants. Supperclubfangroup.ning.com
- » **London Popups.** This is a directory site for pop up restaurants but also has a section for supper clubs. Good for finding ideas if you are not in London. LondonPopups.com/p/london-supper-clubs.html

Pricing and Profits

Supper clubs operate at all levels. There are supper clubs charging as little as a tenner for a simple one course supper, up to multi-course banquets charging £100 or more. So you can choose whatever pricing level suits what you want to do and your local market. You'll probably find, however, that most supper clubs operate in the £25-£40 a head price region.

Whatever level you operate at you should aim to offer good value. This is the underpinning ethos of the supper club movement. They have an almost anti-restaurant kind of vibe that is focused on great food and great value food – rather than paying a lot of money to be seen in the right restaurant with polished professional service.

Do some research into similar supper clubs and see what they charge. Aim to charge a similar amount.

Tip: When you start, try to undercut them slightly to encourage customers to try you. You can then raise prices as you get established.

Working Out Your Costs

You'll need to work out a budget so that you can return a healthy profit on your meals.

The wrong way to do this is to add up all your costs, add a profit on top, and then decide what to charge. A much better way is to find a price that people are happy to pay, then work backwards to see how you can make that price work by budgeting accordingly.

If you have to, modify the menu or perhaps substitute for a cheaper (but still good quality) ingredient that will come within budget.

The 'Pay What You Think It's Worth' Model

This kind of pricing model – also known as the

value for value model – is a new and exciting way of charging for things. It's especially good for things that have no obvious known value – and where there is no clear comparable service – to act as a benchmark. I think it could be absolutely perfect for supper clubs.

This model does involve a risk that you will actually collect less than if you had charged a fixed price. So you must accept that risk before you try it. But the whole point of it is that you stand to make more. Another plus is that you're likely to sell more tickets if people think there is a bargain to be had!

For example, let's say you have a fixed price charge of £25 per person for your supper club and serve 16 customers. You would make an income of £400. But if you used 'what it's worth' pricing you could easily find that the average price paid was higher. It could be £30 on average, which would earn you £480.

It's OK to have a suggested minimum price with this strategy. For example, a suggested minimum of £20. Not many people will just pay £20. They are likely to pay £30 and potentially more.

Final Thoughts

I think it's fair to say that this is one of the smaller, more homely opps we've covered for some time. That of course is part of what makes it so appealing.

But, as I said at the beginning, this doesn't necessarily mean it has to stay a small opportunity. Once you have a separate supper club model you can duplicate it over and over, week after week. You can also operate it in different areas, again, week after week. You can also create different kinds of supper clubs and offer them to your existing customer base and so on.

There are other ways to exploit the basic idea too. You could do party or event catering. You could offer your supper food as a takeaway and distribute through Deliveroo or Uber Eats and so on.

With a bit of thought, what starts out as literally a home-based food business could be much bigger than you might think.