



THE
KEEPSAKE
CO.
CAPTURING MEMORIES SINCE 2002

CREATE PROFESSIONAL KEEPSAKES FOR
PROFIT



SOME OF OUR MEMBERS PHOTOGRAPHED AT A KEEPSAKE MEMBERS SPA BRE

CREATE YOUR LIFE

IF IT IS POSSIBLE IN
THE WORLD THEN
IT IS POSSIBLE FOR
YOU

We know what it is like to have a dream. To be kept up at night while you map out what you want to do, how you will do it and what you will do first.

But often this dreaming is not followed by action, which is where the dreams start to fade.

The reason we don't take action is because we don't believe it is possible for us.

We doubt ourselves and our ability to make it happen, so we give up before we start.

The truth is though, that if someone else in the world has what you want, if someone is living the life you dream of, then by the very nature of the universe it means that it is 100% possible for you.

There are no favours in the world. No special treatment. The universe does not decide who can have that perfect creative career or business and who cannot.

The only difference is that those who are living the creative dream took action after they had the dream.

We are here to hold your hand as you do too.



**MESSAGE FROM
FOUNDER VICTORIA
CASEBOURNE**

' I have created keepsakes, as my full time job, for over 15 years and loved every minute. I have also trained many other mums, just like you, to do the same.

The Keepsake Co was established in 2002 and has been going very strong ever since. I now use the success and reputation I have built up over the past decade to help other mums fast track themselves to success. I love working with mums to help them build their business and work towards giving up the 9-5, especially now I am a mum myself and can see how upsetting it is to have to leave your little ones to go off to a job you do not enjoy. I can help you avoid all the mistakes I have made so you concentrate your efforts in all the right places, leaving you time to enjoy being a mum.'

WHO ARE YOU?

We don't work with just anyone. We work with people who are passionate about the future they can create, who are excited to get started and are committed to making it happen for them and their family.

You know you have it in you to create an amazing business. If you are reading this then there is at the very least a tiny part of you who wants more creativity in your life.

You dream of a better life for you and your family.

You long to be free and spend time doing the things you love.

You are fed up working hard to help someone else reach their dreams and put money in their pocket.

You know you can do this but just need some help as you get started and some support to give you the confidence to chase those dreams.

You feel like something is missing and have this unsettled feeling that there should be more to life than this.

You know you need to work hard and understand that the success is entirely down to you and your hard work, but you also know that you can't do this alone.

You understand that being around amazing motivated people will lift you higher than you ever could on your own.

You know what needs to be done, or perhaps you don't, but you also know that knowledge on its own is worth very little. It is the action you need to take with that knowledge which will make your dreams happen and to take action we all need a little support.



IF YOU CAN DREAM

IT

YOU CAN DO IT

WALT DISNEY



THE JEWELLERY

Stunning silver handcrafted jewellery which can feature actual hand, foot, finger or paw prints. The options with these products really are limitless.



ARTWORK JEWELLERY

Can be created using an actual drawing miniaturised and can feature on a wide range of jewellery for men and women.



FINGERPRINT JEWELLERY

Capturing the actual fingerprint of a loved one. These pieces are perfect for children and adults alike. Aswell as making a beautiful baby keepsake they are popular as memorial pieces also.



HAND & FOOTPRINT JEWELLERY

Created using the actual hand and footprints of a loved one miniaturised down to fit onto a wide range of jewellery including charms and cufflinks. Super popular for capturing babies and young children's tiny prints.



THE CASTINGS

Stunning keepsake range capturing hands and feet in stone - they are perfect for marketing to local parents.

3D CASTINGS

Perfect for parents of small children - this product is super popular with Mums and Dads.



HANDS ENTWINED

Brilliant for capturing the entwined hands of those in love, siblings, or parent and child - they make the perfect keepsake for a wider market.



RAISED IMPRESSIONS

A popular way to capture the hand and footprints of babies and small children, also pets. They make a really popular product choice.





OUR PACKAGES

We offer a series of carefully thought out modules taking you from idea to scaling in whichever way you choose. To save money we also include all modules in a simple support package which we feel will give you the very best start in your new business journey. We like to include EVERYTHING you need, so we work with people who are 'all in' with building their business, and because of this we have created an incredible support community of committed keepsake businesses.

If you are looking to dip your toe in the water, then we are not the right company for you.

You can take your time as there is no deadline and we will work with you until you have the business you dream about.

Rest assured that while a franchise will cost you in excess of £20k, our packages are nowhere near that investment AND you are investing in something which you own. However we suggest allowing a budget of £5-10k to start your business properly.

HOW TO GET STARTED

Starting a business can be daunting, it can be overwhelming and it can be lonely.. but not if you have us by your side.

Here are the steps we will walk you through in our "CREATE Your Way To Success' Program. You can take these modules at your own pace and can select the level of support which would help you the most. We are all different so we will try to tailor the packages to suit you wherever possible.

C. Concept. Before we start let's get clear on the concept for your business and make sure you are fully committed to your success.

R. Reality. Let's make your concept a reality and start building your incredible future.

E. Enter Market. Let's take your new business and start getting sales as we learn the intricacies of marketing.

A. Adjust. Let's make sure the business is working for you before we scale.

T. Test and measure. Let's truly understand what is going on in your business.

E. Elevate. Let's start to scale and grow your business now we are on solid foundations.

Before committing to this journey please book a discovery call and we can go through all your questions and ensure that we both feel we are able to work well together in



DON'T SIGN YOUR LIFE AWAY...

(TO A FRANCHISE)

The Keepsake Co does not offer franchises - what we offer is help to build your own brand and business within a supportive and fun community. It also means that you have the flexibility to add a host of other products to your portfolio if you choose.

The new business model means no-one is working under The Keepsake Co. brand. The feedback we receive is fantastic as it really does give you all the benefits of a franchise but without the high costs, restrictions and overheads.

Win/win all round!

If you are going to start a business make sure you do it YOUR way and not simply fit yourself into someone else's shoes (especially if they are too small!).



THE FUTURE BELONGS
TO THOSE WHO BELIEVE
IN THE BEAUTY OF THEIR
DREAMS

ELEANOR ROOSEVELT



WHAT NEXT?

If you are ready to take the next step please book a free, no obligation, discovery call and see if this is right for you.

During this call, about an hour long, we will take some time to understand what you are looking to achieve and how you want your future to look when you have successfully started your business. We will also look at what is worrying you and any questions you have. From there I will explain a little around what we offer and how we work to see if our solution is the right one for you.

There is never any pressure on the call and is simply a chance to get your questions answered and see if I am someone you could work with.