Daniel Hall Presents

REAL FAST RESULTS PODCAST

Episode 81

How to Create & Sell Card Decks Using POD with Amy Harrop

Welcome to this episode of the Real Fast Results podcast! Today's special guest is Amy Harrop. She has been an avid writer and reader all her life, and she's happiest running her own business. She lives in northern Idaho with her husband and two cats. Her background is in film production, writing, teaching, training, and sales. It was about six years ago that she got into publishing and writing. That's when she first became self-employed, and she really hasn't looked back since.

Promise: How to Take Advantage on Popular Trends

Thank you so much for having me, and I want to say a big "Hello" to everyone out there. The reason why we are here today is that I'm really excited to share how you can take advantage of some very popular trends and also emerging technology. This emerging technology is going to allow you to make money and grow your business in ways that you were never able to do before. **By getting into the forefront of this trend, where people are spending millions, billions, and even almost trillions of dollars within these industries, you are going to be able to grow your business.**

What I'm talking about is card deck publishing. What's really exciting about card deck publishing is that it is at the crossroads of two trends. First of all, there's eCommerce. I've been doing some research recently on eCommerce, and eCommerce is an "over-a-trillion dollar business" now. It's going to continue to grow even more as we

get into 2018-2010. That has crossroads with self-publishing, and self-publishing is a multi-million dollar business, and it's getting close to becoming a billion dollar business. **Card deck publishing is really a hybrid, or a marriage, between the two of these.**

One of the reasons why eCommerce and self-publishing were able to take off is because the average person was able to enter these. The barriers of entry were removed. It used to be that if you wanted to sell products, you would have to have relationships with wholesalers and distributors, and you would have to be like a door-to-door salesman, pretty much. **Nowadays, not only can you sell online, but you also have access to products that are ready to go as well as personalized and unique products.**

Companies like [Amazon](#), which of course is at the forefront, but also [eBay](#), [Shopify](#), [Etsy](#), all make it very, very easy for people to sell their own products. In addition to that, we also have the self-publishing boom. It wasn't very long ago that if you wanted to publish, you had to get an agent, and you had to go through a publishing company. Only very few lucky people were actually able to publish. Now pretty much anyone can publish.

I'm not just talking about eBooks. N**ow we have, again with these emerging technologies, the ability to do physical products and print on demand.** Companies used to have to spend millions and millions of dollars on their equipment, but now individuals can use their technologies and create customizable, unique products that they can instantly put out in the marketplace.

Types of Card Decks

This is great because it can fit into a wide variety of niches. We are talking about tapping into industries like the self-help industry with card deck affirmations. Also, tapping into the new age industry with oracle and tarot cards, and tapping into the education industry with flash cards, and the game industry with games. Card decks can cover a wide variety of different niches and interests.

We're not only thinking about traditional card decks, but also in today's "grab-and-go" society, a lot of people are taking things that didn't exist as card decks, such as coloring books, which is another hot trend. They are taking that type of content, and they are putting in that type of format so that people can grab a few cards instead of taking a big bulky book somewhere. They can just use those instead.

The way that people are learning and consuming information is changing, and card decks really speak to that. It's not even just necessarily with individuals. We've also seen a lot of companies and corporations who want to make things like team building exercises or project management streamlining, and they are

actually using card decks to accomplish this with individual people because they are finding that because, I guess you could call it...

Part of this aspect too is communication. It's about making things more interesting, and you are able to learn them easier, which is what you do with flash cards, but you can make it into a game or into a smaller step or a smaller process. So, this is one of the concepts being adopted more widely by corporations and corporate culture, as well as individuals too.

How to Create Card Decks Using Print On Demand (POD)

This is exciting because this is something that's relatively new. That's why I grabbed hold of this and started working on cards. It's because we now have technology that allows individuals to design, print, and sell our own cards. **The way that this works is you create your cards, and then you use drag and drop technology to upload them to print on demand card publishing sites.** Then, you can either sell the cards on different marketplaces, or a lot of these companies will actually drop ship and sell them for you, which is really cool. You have this type of self-publishing, where you have the creativity of putting together your ideas and your designs, but then you have all of these eCommerce platforms that are available to you as well.

There's very little to no risk. **You also don't have to do a lot of high-quality design work to put together a card deck.** You can use quotes, mostly, or you can even use royalty-free images. You can take work that you've already done, like for a blog, or a website, or a book, and create cards from it. Then, you can test out the marketplace by doing the print on demand and just putting a few cards out there, until you see how the audience responds to that.

The sky is the limit because you can easily bring your costs down once you've found something that has made a profit. You can easily bring your costs down, and you can scale up. You don't even have to deal with fulfillment if you don't want to. As I've mentioned, the card deck companies can do that, or if you're going to be doing a larger scale, you can just send a bunch into Amazon's fulfillment and they will fulfill for you, even if you are selling them other places too.

Where Can I Go to Get These Made?

One of my favorites is MakePlayingCards.com. They have one of the coolest, easy to use, drag and drop technologies. So, if you wanted to, you can do your design work almost all in their little drag and drop tool, which is free to use because you're going to be using them as a printer. I do recommend using an easy to use graphic software, like Canva, which I really like.

You can make your card designs, save them, and you simply upload them to MakePlayCards.com, into their drag and drop tool. It's super-easy. They walk you through. They say, "Okay, what do you want your back to look like? Do you want the back of your cards to have all the same design?" Then, you upload your card design, and in most cases, unless you're using specialized game play, you would probably have your backs be the same. After that, you upload your fronts.

What I really like about them too, is that they give you the opportunity to include a booklet because a lot of cards have booklets with them. You can put together a little Word document or something. **Then, they can create a box for you as well, so you can get a really professional appearance.**

Can I Outsource This?

Yes. I've been doing the card deck designs myself because they are fun in Canva, even for a non-designer, but I am having an actual graphic designer do my box so that it looks professional. You can get something like this done on Fiverr for $5-$20, or something like that. **The card deck manufacturer is going to give you all the specs that you need.** You just have to send that over to your designer, and they will put it together for you.

How Many Cards Should I Make?

This sort of depends on the deck that you're doing, but I would say probably a minimum of 30 cards up to maybe 70 or 80. Now, a traditional tarot deck has 78 cards, but if you aren't doing that, you'd have a lot more flexibility. With card deck printing, of course, the more cards that you have… That is going to affect the cost of the deck. I would say start with 30 or maybe 50. Like, maybe a basic or a starter deck, and then you can go up from there.

Just thinking of card games like Magic the Gathering, where they have this first deck, but then they have all of these other decks that you can add to your deck. **So, you can start with a basic deck and then you can just continue to do adaptations and have other types of decks.** Depending on your vision, you could even combine those so that people can do a lot more with them too.

Potential for Success

Think about Cards Against Humanity. If you look on Amazon, they have something like 35,000 reviews. Obviously, this is a huge thing right now, but it speaks to the potential that's here. And, with Cards Against Humanity, there's not really any artwork on there. It's just, like, a question on the white card. It's so basic that anyone could put together something like that. It's the concept.

I was just thinking, too. If you have any type of audience, you can leverage that audience and create cards for them. Like, [Matthew Inman's exploding kittens card deck](#), where he raised millions of dollars, way more than he even needed, because he had a fan base. His fan base was like, "I want to see what you're going to do with a card game."

You can do this if you have a cookbook. You can make cards, like recipe cards. If you have a blog or a book that lends itself to quotes, you can use quotes. So, if you have any type of audience, it's really easy to leverage that audience and create a new card deck for them. It's not very much work because you can use a lot of the stuff you already have. That makes it even easier.

How to Market Card Decks

There are a couple of different things that you can do. **Like I said, they will do drop shipping for you.** It's an extra dollar per deck. So, what you can do is sign up on [Amazon](#), and on [eBay](#), and you can put your cards on there. **One of the other things that you can do is tap into the millions of people on social media, in terms of doing free advertising and promotion.** That doesn't mean going around and spamming, but the fact is that the people who like these card decks, they often belong to different types of groups. We're talking Facebook groups, Google+ communities, and Yahoo group forums.

Most of these places do allow advertising. They may not allow you to advertise every single day, but most of them will allow you to do, like, a once a week thing, where you can let people know about your card deck and so forth, and you can reach a really targeted audience. That's just one way that you can promote them.

Also, if you are putting them on [Amazon](#), a lot of times, if you're just hitting the right category, you're going to start getting some sales, even without doing a massive promotion. Once you start gaining some momentum, you can then take that and do some sponsored ads on Amazon. You can do some Facebook ads.

If you want to start out for free, it's best to make sure that people in targeted groups know about what you have to offer. That's a great way to do that. Then, you can ramp that up. You can do press releases. I think that also works really well. You have something newsworthy in terms of putting together something that people are already interested in. So, the sky is really the limit in terms of how that goes.

This is a hungry audience, with these different niches. Once people start seeing your deck in the marketplace, they are going to be seeking it out. You're not going to have as much competition as if you were doing an eBook or a regular book. Our decks really do stand out because there aren't so many of them in the marketplace. So that's going to give you an advantage as well, in terms of marketing and promotion.

Final Tips

Well, let's say that you really didn't have an audience. Is it still easy to get started? I would say "yes," that it is, because you can design these cards very quickly, as I mentioned, even without any real artistic ability. You can also tap into these niches that people have already expressed they have a demand for, and you can just work towards getting your content out into the marketplace. You don't have to have an existing audience.

It's great for leveraging this, but you can start out completely from scratch, and you can find these people who are interested in educational cards, oracle cards, affirmation cards, card games, and so forth. **This is really, I think, a great opportunity for pretty much everyone who is interested in getting ahead of the curve and getting into this eCommerce and self-publishing trend, where people are there and they are spending money.** You can have something in the marketplace, like cards, that isn't as saturated as some of these other things.

Connecting with Amy

If you want to take advantage of this, and go ahead and get started, you can go to **RealFastResults.com/carddeck**. I have a complete card deck publishing course there, Card Deck Publishing Profits. It's going to walk you through all of the different availabilities of these cards and these niches. How you create the cards, how you can re-purpose or use even other people's content to create cards, and how to promote the cards and get them up and running in these different marketplaces. So, it's a complete in-depth training, and you can get it at RealFastResults.com/carddeck.

Resources

RealFastResults.com/carddeck

Where to Have Cards Made:
MakePlayingCards.com
Canva

Places to Market Cards:
Amazon
 eBay
 Shopify
 Etsy

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