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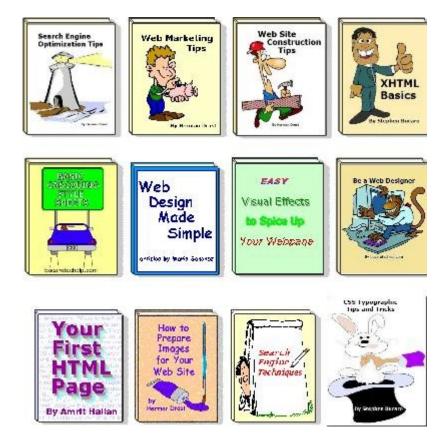
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Introduction

Starting a soap business is one of those rare home business opportunities that actually can work. You really can easily start a soap making business and make some extra income. There really is a huge market for natural soaps. Many people like handmade soap and like to buy it from the maker.

Commercial soaps are usually drying and many are actually synthetic detergents. Your kitchen crafted soap can work better. It has a special, moisturizing luxury feel. Plus you have the option of customizing it with different ingredients ... especially scents in literally infinite variety.

Soap making instructions are everywhere on the Internet. But the instructions are often complicated and hard to follow. This eBook reviews the basics so you can get a picture of the process and better understand some of the instructions you see.

Making soap is an easy and fun hobby. Once you start making soap as a hobby, you really have made most of the investment required to start a soap business. But what's the best way to turn soap into money and do it quickly? You can do it for a very small investment and make some money quickly. If you want to make a part-time income from a small scale soap business then read on.

Al Bullington and his family have been making and selling soap for years. To learn more about how you too can start a soap making business, visit their site at <u>The Soap Business Kit</u>

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By Al Bullington

You really can easily start a soap making business and make some extra income. There are so many work at home business ideas that are just scams. Making and selling handmade soap as a business is no scam. Soap making is not a get rich quick scheme either. Many people like handmade soap and like to buy it from the maker.

There really is a huge market for natural soaps. People question the ingredients in commercial cleaning products. Many people are searching for a more basic and simple skin care product. Once someone has tried really well made soap products, they're hooked. Please don't even think about marketing soap until you're consistently producing the highest quality products. Produce junk and take people's money and your business is dead before it gets started, just as it should be.

Make sure you know what really good soap looks like, smells like and feels like. Do some product research by trying to find the really good soap out there. Find what you really like. Buy and try a lot of soap. Know what you're trying to produce.

Spend time learning to make really nice soap. Get some recipes that you like and make enough soap so every batch is a good one. Give lots of soap to your friends and family. Find out what they like and don't like. Begin to think about how you could make the soap easier. Can a few tools help you to go faster? Would different molds help? Choose suppliers that you like. Buy supplies in bulk quantities to save some money. Also calculate how much it costs you to make a bar of soap. That way you can know early on if you're making money. Also see how your cost would change if you bought supplies in larger quantities.



Once you're making great soap and you know what it costs, how do you find a market? I assure you there are people looking for soap to buy. Especially if you have something a little different, something unique to you.

There are dozens of ways to sell soap. One of the easiest ways to start is to sell at craft shows. You will probably want to start at small local shows to learn how to present your goods. Later on you can go to larger shows if you choose to do that. The real trick to selling at craft shows is building a customer list and marketing from your list from home. Build beautiful, quality products and your craft show customers will buy more from your little catalog or over the phone. You can easily learn to develop your own marketing material and sell without ever leaving home!

Selling soap is a real work from home way to make money while working at something you enjoy. You must develop a real quality product first though. Take as long as you need to get your product just right. Marketing is the real trick to making it as a soap maker. Marketing soap is fairly easy if you put yourself in the right place. With great soap and a good marketing plan, you can make money with handmade soap. You can clean up!

Al Bullington and his family have been making and selling soap for years. To learn more about how you too can start a soap making business, visit their site at <u>The Soap Business Kit</u>

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Starting a Soap Business - Five Easy Tips

By Al Bullington

Starting a soap business is one of those rare home business opportunities that actually can work. Plus you can do it for a very small investment and make some money quickly. There are several large businesses that have grown from small scale soap making ventures. It's possible yours could be the next. But most people who start a soap business are satisfied with making a part-time income from their hobby. If that's you then read on.

Making Great Soap.

The first requirement for a small scale soap business is great soap. Many people try to sell junky looking soap that doesn't work very well and doesn't even smell good either. That's a sure road to nowhere. Take the time to really learn how to make great soap that looks as good and works as well as any you can find. Use your creativity to make your products different from the competition. Ideas might be using only natural essential oils for scents or how about using organic oils? Maybe consider making milk soap.

Why Buy From You?

If your soap is unique to you, then you can sell that difference. The only place to get your unique product is from you. Also, tell your story. Where do you make this product? How did you start doing this? Does anyone work with you? Are there special properties to this product? What kind of service do you offer that's better than anyone else? Make it easy to choose to buy from you.

What Goes With Soap?

And along with your unique soaps, are there other things you can offer? What complements your soap? It could be garden produce or maybe bulk herbs. Then it could be your own line of organic salves and balms. Combine any craft with skin care products. But don't limit yourself to just things you can make. Anything you can buy wholesale is free game. You might make more money selling things you buy than things you make.

Sell A Lot In A Hurry.

To really make money you must consider efficiency. The faster you can sell your product the better. You can drive for miles making sales presentation and just sell a few bars of soap. Then maybe you can find some event where you can sell hundreds of bars of soap in just a few hours. Some craft shows are just like that. Sell hundreds of bars of soap plus other items in just a few hours. Now that's efficient. The trick is finding how to do that and finding where to go.

Follow Up.

Once you have a customer, it's much easier to sell to them than to find another customer. You have many options for selling to your customers. You can put together little catalogs or brochures using software you already have on your computer. It's easy. People will reorder if you give them an fast way to do that. You can also mail out your catalog to your customer list. Need some money? Mail out a catalog. It's easy once you learn how.

Starting a soap business is a real chance to make a great part-time income. It's easy to get started and takes only a small investment. Make great soap and tell your story and people will buy. Stay in touch with your customers and you can quickly build a real business.

Al Bullington and his family have been making and selling soap for years. To learn more about how you too can start a soap making business, visit their site at <u>The Soap Business Kit</u>

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Soap Making Recipe ... Easy and Fast!

by Al Bullington

Soap making is an easy and fun craft hobby. But soap making can be a great part- time business. Many folks pull in an extra thousand or two a month with a part-time venture. What's the appeal of handcrafted soap? Commercial soaps are usually drying and many are actually synthetic detergents. Your kitchen crafted soap can work better. It has a special, moisturizing luxury feel. Plus you have the option of customizing it with different ingredients ... especially scents in literally infinite variety.

This gives you a basic recipe and the instructions to put it all together.

Our specialty is milk soap. We made over 30,000 bars of soap like this in our kitchen sink over a four-year period. We sold all that soap at craft shows and festivals and through our own catalog. Though you can make soap using water instead of milk, you'll like the milk soap better ... guaranteed!

Lightly Lavender Milk Soap Recipe

- 11.3 ounces (320 grams) Coconut Oil
- 11.7 ounces (330 grams) Palm Oil
- 19.4 ounces (550 grams) Olive Oil
- 6.1 ounces (175 grams) Sodium Hydroxide
- 15.5 ounces (440 grams) Whole Milk
- 2 1/3 Tablespoons Lavender Essential Oil
- 1 Tablespoon Olive Oil (or almond oil)

Now for some "inside information". To make any soap, you mix fats and an alkali or lye. All soap is made that way. The cured product is harmless. You can brush your teeth with it. You can even eat it. It won't hurt you!

But the lye and the uncured soap mixture are very caustic. It will burn your skin. It will blind you if it gets in your eyes! You absolutely must wear goggles when you make soap and it's best to wear rubber gloves and long sleeves too.

Equipment You'll Need

- 2 Stainless Steel Pans
- 1 Plastic Pan
- Rubber Spatula
- Thermometer (90-200 degree F Range)
- Scale For Weighing Material
- Molds For Soap (Plastic Tub?)
- Hand Held Stick Blender (Optional)

Soap Making Step-by-Step

1. Weigh oils and combine in stainless steel pan.

2. Heat slowly until everything melts. Cool to about 110 degrees. Do not include the scent oil or the small amount of olive oil.

3. Weigh lye in a plastic container. Remember the gloves and goggles.

4. Weigh milk and pour into a separate stainless steel pan.

5. Put 2-3 inches of water in your sink and add ice cubes. Put your pan with milk into ice water.

6. Slowly pour the lye into the milk. Take twenty minutes to do this, stirring all the while. Monitor the milk temperature and keep it below 150 degrees so it doesn't burn. When all the lye is added, let the mixture cool until it is 110 degrees.

7. Add the lye/milk mixture to the oils, stirring while you do so; now stir the soap mixture until it begins to gel. It's time to stop stirring when a thin stream of soap drizzled on top of the soap mixture lays on top. This is called tracing. If stirring by hand this may take 45 minutes. To speed things up the trick is to use your hand blender to stir the soap for 30 seconds, let it rest for a minute and repeat until it traces.

8. Add scent oils and the extra olive oil.

9. Pour into prepared molds. Let sit for 24 hours. Remove from molds. Cut into bars and set aside to cure for 4 weeks.

These are basic instructions. Lots of soap making books are out there, but most of them make it so complicated that it's tough to get going. Even if you consult some of those books, you can come back to these instructions for the basics. Give this recipe a try. You'll be pleased with the results.

Al Bullington writes about rural living and small business topics from his homestead in the country. He has made and sold about 35,000 bars of soap so far! There are insider "secrets" for making and marketing soap that are hard to find. Find out more about them here: <u>Click Here!</u>

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Soap Making Instructions Professional Tips

By Al Bullington



Soap making instructions are everywhere on the Internet. But the instructions are often complicated and hard to follow. This article reviews the basics so you can get a picture of the process and better understand some of the instructions you see.

First you need to understand that soap is a result of a chemical process. Soap is the product of a combination of an alkali and fats and oils. The most critical part of this process is getting the proportions right. You have to mix the proper amount of alkali with the proper amount of oils.

The alkali we use is some form of lye. For bar soap it's sodium hydroxide. And no, you can't make soap without lye. Now you can buy soap that's already been made with lye and remelt it. And you can use certain plant extracts that have soap in them. But what we call soap is lye plus a fat or oil.

The oils or fats we use to make natural soap can be most any kind of fat or oil. But different oils produce very different kinds of soap. Coconut oil, for example, produces soap with lots of big, beautiful bubbles. But coconut oil soap cleans so well that it removes the oils from your skin so it feels drying. On the other hand, olive oil soap is luxurious and moisturizing, but it makes very small bubbles. So, what you do is combine different oils to produce a soap that's just right. Just right to you that is.

The artistry to making soap is combining the ingredients in just the right proportions.

Each type of oil or fat uses a different amount of lye to turn it into soap. Luckily charts have been developed that tell you just how much lye is required to turn each kind of oil to soap.

We mix lye with water usually to make it easier to mix the soap batch. Without the water, the chemical reaction would take place too fast to make nice looking soap. That's means you have to pick the right amount of water too. We need enough to get good mixing of the lye and oils. But not too much or it will take to long to dry. And it does take several weeks for the soap to dry or cure after it is mixed.

The basic soap making instructions are:

• Always use approved eye safety goggles. Uncured soap can blind you.

- Develop a recipe.
- Measure the oils.
- Measure the water.
- Measure the lye.
- Combine lye into water, never water into lye.
- Melt oils if necessary.
- Let oil and water come to about the same temperature.
- Stir lye-water mixture into the oils.
- Continue stirring until the mixture just starts to harden, called tracing.
- Pour soap mixture into molds.
- Allow to cure for about 4 weeks.

There are many complications like how do you scent natural soaps and how do you color soap. You would be surprised how much scent oil it takes to make soap smell good. You might also be amazed at how beautiful soap can be with natural handmade soap colorants.

We specialize in milk soap. The milk is used instead of water. The trick is to mix the lye into the milk very slowly. Also keep the milk chilled, otherwise the lye can burn the milk. It actually caramelizes!

Once you get experience as a soap maker, you may think about selling soap. Many people make a nice part-time income selling their soap. We sold over 35,000 bars of soap in about four years just working part-time making soap in the kitchen sink. Now think about that. That's 35,000 bars of soap worth about \$4 per bar!

To get the insider soap making instructions and details about starting a soap business go to: <u>The Soap Business Kit</u> Al Bullington and his family have made and marketed natural soap for years. Al has captured all their soap making instructions and marketing tricks in his writings.

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How to Make Soap - Five Easy Tips

By Al Bullington

Learn how to make soap and you can produce a useful product plus impress your friends and neighbors. After making and selling about 35,000 bars, I noticed a few ideas that often get discussed in soapmaking circles. Here are five tips for making products that address frequently mentioned ideas.

Coconut Oil For Special Results

You can easily make natural soap without coconut oil. However making bars that really lathers well just about demands that coconut oil is in the recipe. Big bubbles are what you get with coconut oil in your recipe. Without it you tend to have tiny bubbles and thin lather.

You only want coconut oil as a fraction of the base oils though. Use too much and the product will clean so well that it actually dries your skin. About 25 percent of the oils as coconut works about right.

Just The Basics

Recipes often call for ingredients with names difficult to pronounce, things you've likely never heard of. Believe me, you can make really superior products with simple ingredients. Often soap makers start adding exotic materials in an attempt to fix problems because the basic recipe doesn't work. Stick with recipes that include coconut, palm and olive oils along with water and lye and you won't go wrong.

Skip The Lye?

You really can't make soap without lye. But you can skip the lye part by buying bases that can be melted and molded your way. So called melt and pour soaps have already been made to soap and are formulated such that they melt at relatively low temperatures.

Use these bases and you get to develop your scents, colors and shapes without dealing with lye. Be warned though; it's far easier to scent melt and pour soap than regular cold process bars. The heat of reaction when using lye to make soap eats up fragrance oil. That's why using melt and pour soap opens up lots of scent possibilities not open to lye soap makers.

Stick Blenders Forever

Have you ever stirred soap for what seems like hours waiting for it to start to harden or trace? Speed up reaction time and get finished much faster with careful use of a stick blender. By stirring the soap with one of these tools you can make the reaction hurry along and maybe even improve the texture of the finished soap. The blender, when carefully used, is a real secret to fast soap making. You must be very careful with the soap mixture. Uncured soap is very caustic and will burn you horribly!

Selling Soap Works Too

Natural soap sells. Especially if the product has unique features, you can sell soap rather easily. It must be professionally done, but that can be arranged with the right information and some practice. Getting customers takes some work, but there are places you can go and find people who want what you make. Once people try your products, they likely will order again.

Learning how to make soap takes just a little time and effort. There are quite a number of tricks that make soap making easier, faster and even cheaper. Learning the tricks is part of the fun of soap making. It's an interesting hobby that can turn into a home based business as well.

Al Bullington and his family have been making and selling soap for years. To learn more about how you too can start a soap making business, visit their site at <u>The Soap Business Kit</u>

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Marketing Soap - Five Ways to Sell More

By Al Bullington

Making soap is an easy and fun hobby. Many soap makers wonder if marketing soap is a way to make some money. Many people try it and some do actually make some profit. Once you start making soap as a hobby, you really have made most of the investment required to start a soap business. But what's the best way to turn soap into money and do it quickly?



Make Your Product Unique.

Think of ways your soap can be unique. Consider ideas like:

- Use organic ingredients.
- Just use essential oils for scent.
- Use regional themes.
- Make milk soap.

Sell A Lot In A Hurry.

Sell in quantities so you spend less time selling. Craft shows are often great places to sell. You can sell hundreds of bars of soap in a weekend. Your job is to find where to put yourself so you can bring a lot of cash home with a minimum investment of time.

Take Care Of Your Customers.

Your customers will buy again if they love your product. So follow up with customers. Make some little brochures and catalogs and get them in your customers' hands. Include brochures with every purchase. Keep a customer mailing list so you can send material to those folks. A customer list is like money. Mail to your list and money comes back in envelopes. Nice.

Marketing Materials.

The software on your computer is probably all you need to make some nice brochures and a little catalog. You may also wish to put up a little website to just serve as an online brochure. Beware of putting huge effort into a website until you have success with simpler marketing with little printed materials.

Lots Of Other Ways.

Sell wholesale, but only at a profit. Could home parties work? You might try open house sales. Gift shops will put products on consignment. Put your soap in a gift shop near a high price soap shop and give your competition a little workout. How about health food stores? There are many ways to move soap, but you must emphasize moving a lot of soap with minimum time spent.

Build great soap and you have many options for marketing soap. One key is moving a lot of product in a hurry. A great way to do that is to sell at events and then follow up with your customers with some simple printed material. Remember that your past customers are much easier to sell than any new customers. Take care of your customers.

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Soap Business - The Perfect Booth

By Al Bullington

Soap business establishment means partly deciding how to sell. One sure way to move soap is to work the craft show circuit. Here are tips for building the perfect booth to sell. Maybe this won't win a best booth prize, but maybe it wins your own best show prize!

Make table covers using colored sheets. You could just buy table covers. Cover to the ground so any show will accept that. I use Lifetime 6 foot tables.

Then make a square cloth in very attractive colors to serve as an accent on top of the main cover. It is arranged at a diagonal over the top of the table cover. You can easily change out the accent cloth with seasons.

Then the main display is on shelves. But the shelves are just made of boards and cans. We put down a couple of 1x2's and then lay some shelf boards on those to serve as a bottom shelf.

Then to get the second shelf we just put a wider board on top of some collector type olive oil cans. So, it's just a 2 tier stack of boards for shelving. Bottom boards on 1/2's to get them up off the table. Top board/shelf set back over the top shelf and sitting on nice looking cans.

Trick is the boards are stained cherry wood so you have furniture grade material, but it's just stacked boards. The boards have a story too... logged off our place. Most everything about the whole deal has a story.

Then any other shelves are made sort of the same way. You can even stack soup cans to support boards. Just drape a cloth over the soup cans and then stack on boards.

Here's the other thing.

Don't make people come in a booth unless it rains. I never go in booths. It makes me feel trapped. Always arrange so people are outside the display so nobody feels uncomfortable. All retail stores are layed out that way. Mall kiosks are like that. Almost no crafters lay out booths like that. Big mistake.

Either a U-shape with you in the middle or a rectangle-shape with you in the middle is the right way to lay out a display. You can also lay it out that way and work it from outside with the customers.

I have soap displayed in rows on the shelves. Rows are by variety. I want people to be able to pick up an entire armload of soap easily. Inventory is stacked right under the table in sweater boxes.

Always price as individual bars and then as a set, like a three for a lower price. That way virtually everybody buys in multiples of three. It's not just that they buy three. They buy 6, 9 and so forth. It's pretty easy for most people to stack 9 bars of soap on their forearm. It's just hard to set them down on the table to pay for them.

Always provide re-order information. Make it easy to reorder and have a catalog for people who reorder. Don't give catalogs to everybody. It costs too much. Give everybody who buys at a show a simple little brochure.

Follow-up after sales is as important as shows, maybe more so.

Everybody does it differently and that's why you can pick up ideas from anybody. But then you put on your own unique twist.

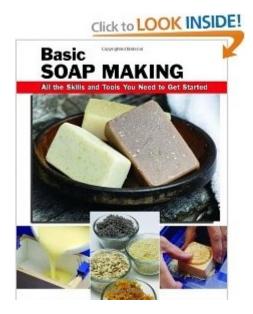
Also at the corner of the booth is a picture collage showing the soap process and everybody involved. Show you are real and this is who you are.

Soap is everywhere so why should anybody buy from your soap business? Well it is partly because people want to support you and what you're doing. You give them the best value and they support you.

Al Bullington and his family have been making and selling soap for years. To learn more about how you too can start a soap making business, visit their site at <u>The Soap Business Kit</u>

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Basic Soap Making: All the Skills and Tools You Need to Get Started



This book features hundreds of step-by-step, full-color photographs that illustrate exactly how to make cold-process soap. It contains instructions on molding soap, cutting bars, creating original recipes, packaging gifts, and more. It includes a chapter on constructing a soap mold, liner, and cutter at home. Readers will learn the basic four-oil soap recipe, which can then be enhanced with additives such as oatmeal, fragrance oils, colored swirls, two-tone nuggets, and moisturizing butters.

Contents:

- 1. Basic Equipment nd Ingredients
- 2. Making Cold Process Soap Basic Four-Oil Soap Recipe Equipment Cleanup Unmolding and Cutting the Soap More Basic Soap Recipes
- 3. Soap Additives Enhancing Soap with Color, Fragrance, and Oatmeal Two-Tone Nugget Soap Using Oxide Colorants Goats Milk, Oatmeal, and Lavender Soap
- Rebatching Color-Infused Molded Soap Rebatched Soap with Soap Swirls Recycling Scraps into Soap Balls
- 5. Creating Your Own Soap Recipes Basic Oil Chart Luxury Oil Chart Saponification
- 6. Packaging Finished Soap
- Handmake Equipment How to Make a Soap Mold How to Make a Mold Liner How to Make a Soap Cutter

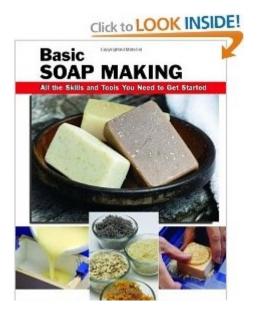
Kerri Mixon of Spring Valley, CA says, "This is the cold process soap book for which all soap makers have waited! This book is the most complete, comprehensive, accurate instruction manual on beginning soap making and is in brilliant pictogram format. The book contains literally hundreds of photographs and includes images of all steps and phases of cold process soap making, such as cutting, trimming, rebatching scraps, and packaging. Hands down, this is the most complete and most easily understandable beginning soap making book ever published. Even experienced professional soap makers should keep this amazing book within easy access to dazzle inquiring customers with photos of the art of handmade cold process soap making."

Excerpt:

Chances are that you have most of the equipment you need to make soap right around the house. The equipment and ingredients you don't have are easily found in grocery stores or online. As you giain experience making cold process soap, you might wnt to make your own wooden mold, mold liner, and soap cutter. Instructions for doing so are included in chapter 7. In the meantime, easy-to-find alternatives will work almost as well.

A soap maker from Barnegat, NJ says, "I love that the book is spiral bound so it lays flat and stays open to the page you need. I love the step by step photographs of the process from beginning to end, including the emphasis on safety. I love that the author includes easily understood equations that allow even a newcomer to create original recipes.

Within a few days of receiving this book from Amazon I had made my first wooden soap mold and cutter. The author makes it clear that this is not required, but I wanted to! I had just about every ingredient and tool on hand and made my first batch of 4 oil soap, which is now curing and waiting to be shared with family and friends. I plan on making every recipe in the book and then creating my own. LOVE IT LOVE IT



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