



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

Start a Custom Greeting Cards & Invitations Business!

Turn paper, markers, and your imagination into cards people actually want to keep forever.

Ages 8 - 14

Best for: THE MAKER entrepreneur type

People Are TIRED of Boring Store-Bought Cards

Think about this: **Americans buy 6.5 billion greeting cards every year.** That's a \$7+ billion industry. But here's the secret — more and more people want something special. They're tired of picking from the same rack at the drugstore. A handmade card that says "I actually thought about YOU" beats a mass-produced Hallmark card every time. And the people who care about cards? They'll pay \$5-10 for a handmade one when a store-bought card costs \$4-6 anyway. You're not even more expensive — you're just better.

< \$10

STARTUP COST

\$3-10

PER CARD

85%+

PROFIT MARGIN

♥ Why Handmade Always Wins

Here's a truth about the greeting card business: **nobody throws away a handmade card.** Store-bought cards go in the trash after a week. But a card that was drawn, painted, or lettered by hand? That goes on the fridge, in a scrapbook, or in a memory box. When your customers realize that YOUR cards are the ones people keep forever, they become customers for life — every birthday, holiday, and celebration.

✓ Why This Business Is Perfect for Creative Kids

- ✓ You already have most of the supplies — paper, markers, colored pencils, stickers
- ✓ Every holiday and birthday season creates a new wave of customers
- ✓ Custom invitations for parties can earn \$20-50 per order (10-20 invitations)
- ✓ You can make cards in batches while watching TV — it doesn't feel like work
- ✓ Parents, grandparents, and teachers are your biggest fans and customers
- ✓ One great card gets you referrals — people always ask "Who made this?"

♥ Card Types That Sell Best



Birthday Cards



Party Invitations



Thank You Cards



Holiday Cards



Get Well / Thinking of You



Gift Tags & Sets

👁️ Sneak Peek: From the Full Guide

"The 'Subscription Box' model is your secret weapon. Offer a '12-Month Card Club' — for \$30-40, the customer gets one beautiful handmade card delivered to their door (or mailbox) every month, timed for that month's occasion: Valentine's Day in February, Mother's Day in May, a birthday card in their birth month, etc. You make all 12 cards at once in a single afternoon, seal and label them by month. The customer pays upfront, you deliver monthly. One loyal customer = \$30-40 guaranteed."

The Full Startup Guide Covers:

- ✓ The 8 card styles that sell the most (with beginner-friendly techniques)
- ✓ Exactly which supplies to start with and where to get them cheaply
- ✓ The "Card Club" subscription model that creates recurring income
- ✓ How to price individual cards, custom orders, and invitation sets
- ✓ Taking custom invitation orders for birthday parties (your highest earner)
- ✓ Holiday strategy: which holidays to prepare for and when to start
- ✓ Packaging your cards to look professional (envelopes, cellophane, labels)
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

Ready to Turn Your Art Into Income? ✨

Every card you make carries a piece of your creativity into someone's happiest moments.

NEXT STEP

Greeting Cards & Invitations Complete Startup Guide

8 pages covering card styles, supplies, the Card Club model, pricing, custom orders, holiday strategy, packaging, and your first-week plan with printable worksheets.

\$5.99

instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

\$24.99

on Amazon

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Parents: This is an entirely home-based creative business using standard art supplies — paper, markers, colored pencils, stickers, and glue. There are no safety concerns beyond normal craft supervision for younger children (ages 8-9) using scissors and glue. The guide teaches kids to manage custom orders professionally and handle simple financial transactions. For local deliveries, we recommend a parent accompanies younger kids. This business is wonderful for building artistic confidence and communication skills.