



STARTING A BUSINESS IN THE EMOTIONAL MARKETPLACE

WITH AP LAZER

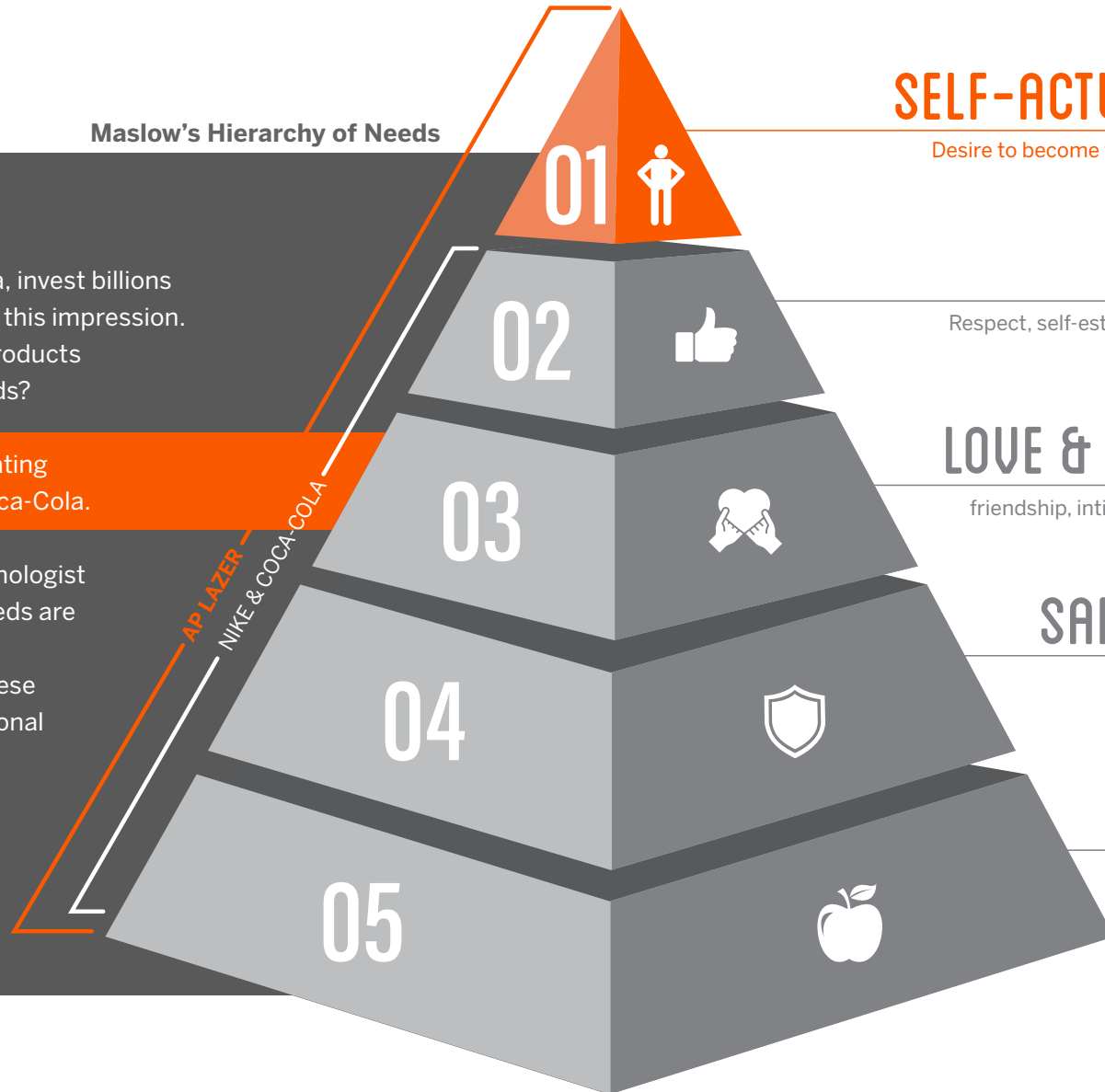
THE OPPORTUNITY : EMOTIONAL MARKETPLACE

Maslow's Hierarchy of Needs

Can people buy happiness?
Top companies, like Coca-Cola, invest billions in emotional marketing to give this impression. But what if you could create products that brought joy without the ads?

You would find yourself generating a higher profit margin than Coca-Cola.

According to the famous psychologist Abraham Maslow, physical needs are on the bottom tier of the "Hierarchy of Needs". Once these physical needs are met, emotional needs take precedence. In the modern era physical needs are easily met and emotional needs have taken the forefront.



SELF-ACTUALIZATION

Desire to become the most that one can be

ESTEEM

Respect, self-esteem, status, recognition, strength, freedom

LOVE & BELONGING

friendship, intimacy, family, connection

SAFETY NEEDS

Security, employment, health, property

PHYSICAL

air, water, food, shelter, sleep, clothing

THE OPPORTUNITY : TRANSFORM THE ORDINARY



With AP Lazer, small businesses can now engrave love, memories, inspiration and happiness onto almost any product, instantly turning an ordinary product into an emotional treasure.



Samantha Goodman Del Sol Laser Creations

“

Hands down my favorite part of the laser is making your vision a reality. I have so many ideas of things I want to do and create. Being able to create something that brings joy and makes a person genuinely light up is a real gift.

”



WHY AP LAZER?

AP Lazer allows users to access the emotional market with no size and weight limitations.

Imagine turning any size product into an extraordinary emotional treasure.

Fast
Learning
Curve

Low
Downtimes

Maximum
Longevity

WHY AP LAZER?

GURANTEED

SHORTEST LEARNING CURVE

LOWEST DOWNTIME

LONGEST MACHINE LIFE

HIGHEST MARKET COVERAGE



High Precision
Cutting



High Detailed
Engraving



Removable Base
for Large Objects



Exclusive Online
Community



Low Rider to
lift machine from
floor to any height



Speedy,
Precise Cuts



24/7 Tech Support

You can reach our tech support, based in the United States and Canada, at 800-585-8617. 24/7, 365 days a year.



3-Year Machine Warranty

We offer a robust 3-year warranty for parts and labor. The warranty applies to AP Lazer machines, equipment, and components only.



Complete Business Solution

Our price includes everything you need to grow your business: the utility carriage, lift cart, rotary table, laptop & design software, air assist and exhaust blower.

TRUE COST OF LASER MACHINE OWNERSHIP

AP LAZER VALUE VS. COMPETING LOW PRICES

**UPFRONT
EQUIPMENT
COST**

LEARNING CURVE & SKILL DEVELOPMENT

Comprehensive training, continuous education, and APL University.

USER ERRORS & TIME WASTAGE ON PRODUCTS

Support for user errors, forgettables, and hiccups

MACHINE LIFESPAN

Lifetime support guarantees the longest machine lifespan.



DOWNTIME

24/7/365 Tech Support guarantee to minimize your downtime.

TRIAL & ERROR WITH PRODUCTS & MATERIALS

AP Lazer and customers are like a family, sharing all settings and trade secrets. You can always find settings on our Facebook user group or ask your fellow family members.



HOW TO START AN EMOTIONALLY DRIVEN BUSINESS

01

CONSIDER YOUR POTENTIAL CLIENTS

Begin with a customer base you know.
For example, are you part of a church community?
Do you have connections with schools?

Think about local businesses and how
you may be able to help them grow with your laser.
Make a dream market list and
write down all your potential customers.



03

DETERMINE WHAT YOUR BUSINESS STANDS FOR

Come up with your core values and mission statement. Ask yourself, “How can I make my customers happy with my products on an emotional level, and how do I want my customers to perceive me?”

For example, “I want to capture my customer’s personal and emotional needs while providing them with an unforgettable and highly professional experience when buying my products.

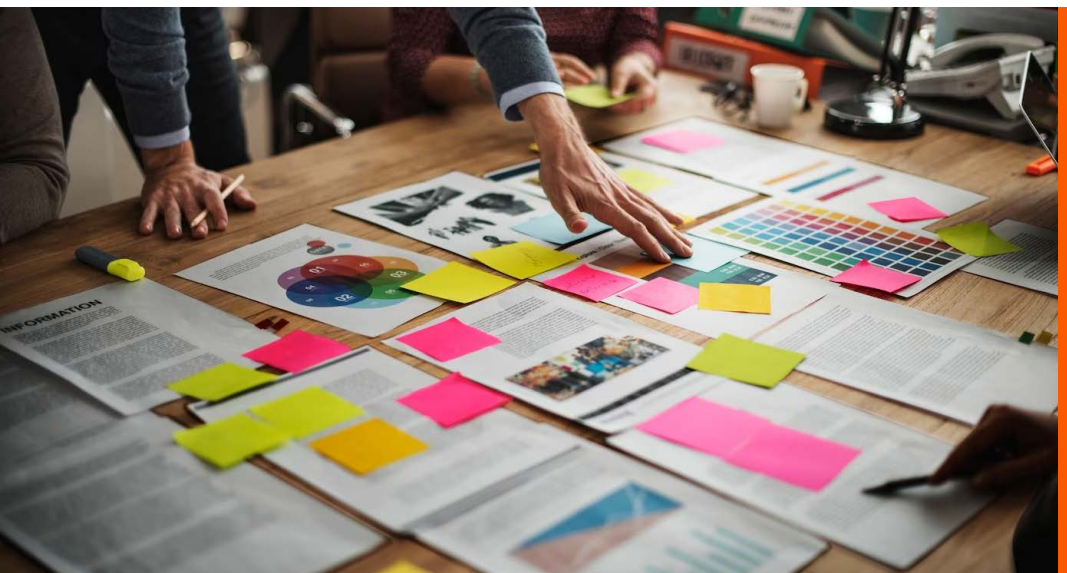
I want them to see me as a high tech, creative and loving friend who brings them joy and happiness.”

02

START WITH THE LOW HANGING FRUIT

Make another list of products that your target market is most likely to buy. Research online and reach out to the **AP Lazer “Before You Buy Group” on Facebook**. This is a highly valuable resource where you can ask current AP Lazer owners about the most popular products for your particular market.





04

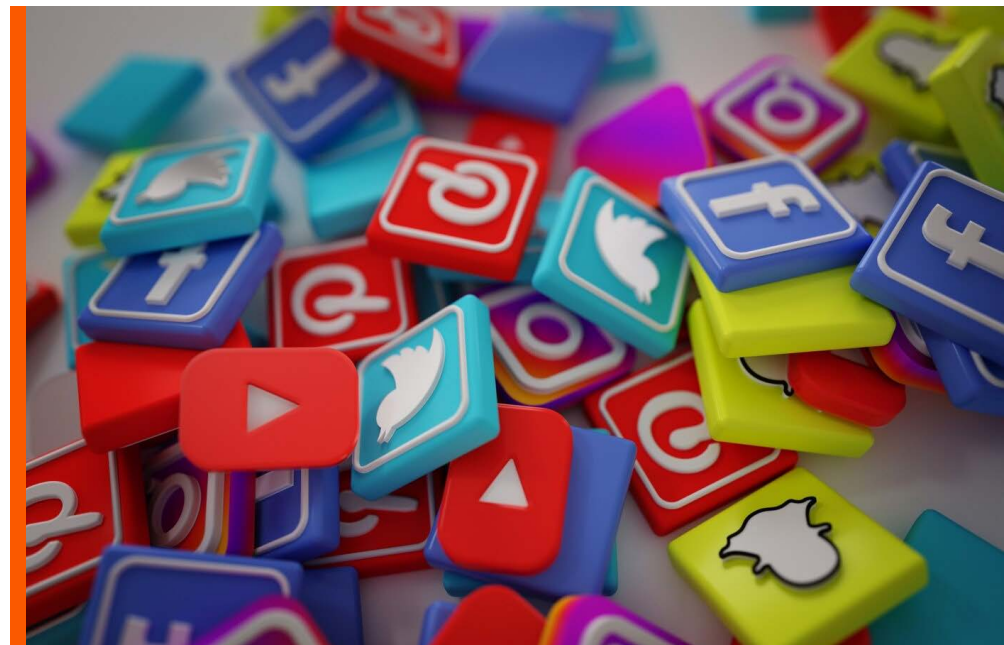
MAKE A BUSINESS PLAN

Write a one-page business plan and make sure you follow all the standard procedures for starting a business, such as registering your business name, implementing an accounting program, etc. A great place to start is with the **U.S. Small Business Administration**.

05

MARKETING, MARKETING, MARKETING

Use all the marketing tools that are at your disposal. You can begin social media marketing immediately with Facebook, Instagram, Twitter, etc. Drop off some engraved goodies to local businesses or organizations to generate some word of mouth marketing. Don't forget some sleek and engaging business cards!



EXPAND YOUR BUSINESS

ONCE YOU ARE ON SOLID GROUND WITH YOUR BUSINESS, COVERING YOUR OVERHEAD AND MAKING A PROFIT,

THIS IS THE TIME YOU CAN BEGIN TO EXPAND YOUR BUSINESS.

ENGRAVE THIS “TRIPLE-A” INTO YOUR MIND:

Always be Marketing

Wherever you go, whoever you meet, bring something unique that you laser engraved for conversation. Load up your phone with images of emotionally resonant products and be ready to show people. Any party or social gathering can lead to opportunities.

Always be Experimenting

New materials, new products, new designs - there are hundreds of materials and millions of products you can experiment with. Always try to go where no one has gone before.

Always be Creating

Always try to surprise your customers with something new and exciting. Be creative. Brainstorm with your team, your family, your friends and you'll find that your AP Lazer business can be the most enjoyable and satisfying work in the world!

THE DIFFERENCE LIES IN OUR PATENTED DESIGN

ONE MACHINE. MULTIPLE CONFIGURATIONS. ENDLESS POSSIBILITIES.



With our standard configuration you can cut and engrave trophies, signs, gifts, and jewelry, much like a traditional enclosed laser machine.

Our open-architecture allows you to cut and engrave bulky objects such as furniture, windows, large signs, and wine barrels; freeing you from the limitations of an enclosed machine.

An AP Lazer can be integrated with an assembly line workflow using conveyor belts, lifting equipment, robotics, and other machining tools.

Engraving flooring has never been easier with AP Lazer's precision low rider carriage cart. You can now laser engrave marble, hardwood, granite, and even cement floors with high-resolution graphics and photos.

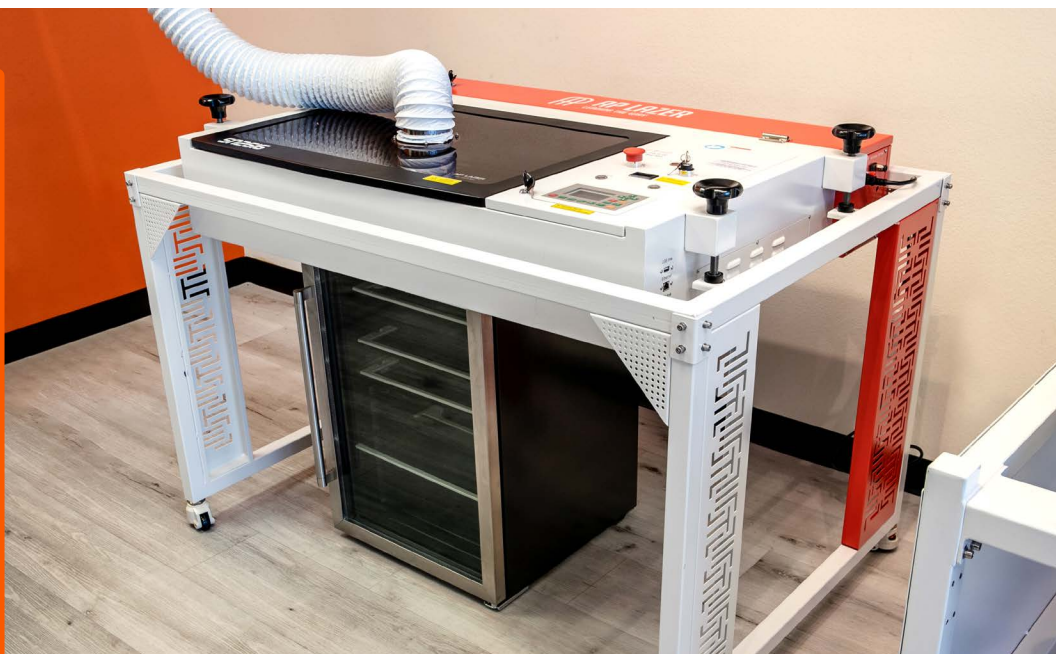
LARGE OBJECTS

LESS COMPETITION



350%
MARKUP!

LARGER ENGRAVINGS
=LARGER PROFIT



Large object engraving
generates more word of mouth advertising
and more importantly,
a higher customer satisfaction rate.

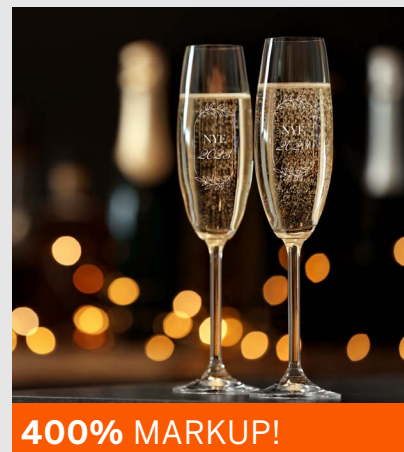
Long-Lasting and Extensive Word-of-Mouth Marketing

GET READY TO UNBOX YOUR POTENTIAL

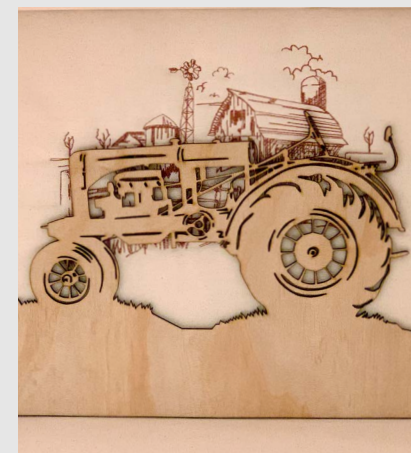
AP LAZER'S
OPEN ARCHITECTURE
OPENS POSSIBILITIES



600% MARKUP!



400% MARKUP!



HOW TO MAKE A PROFIT AND GENERATE HAPPINESS

Adding personalization to a product takes some time but

the payout is substantial!

When people's emotional needs are met they seldom are concerned about cost.

The very experience of purchasing an emotionally satisfying product is priceless in itself.



**290%
MARKUP!**

Material Cost : \$10
Retail : \$39



**250%
MARKUP!**

Material Cost : \$200
Retail : \$699



**500%
MARKUP!**

Material Cost : \$5
Retail : \$30

EMOTIONALIZATION HAS ITS PERKS!

Research shows:

01

Customers who personalize a product engage more with a business and turn into repeat clientele.

02

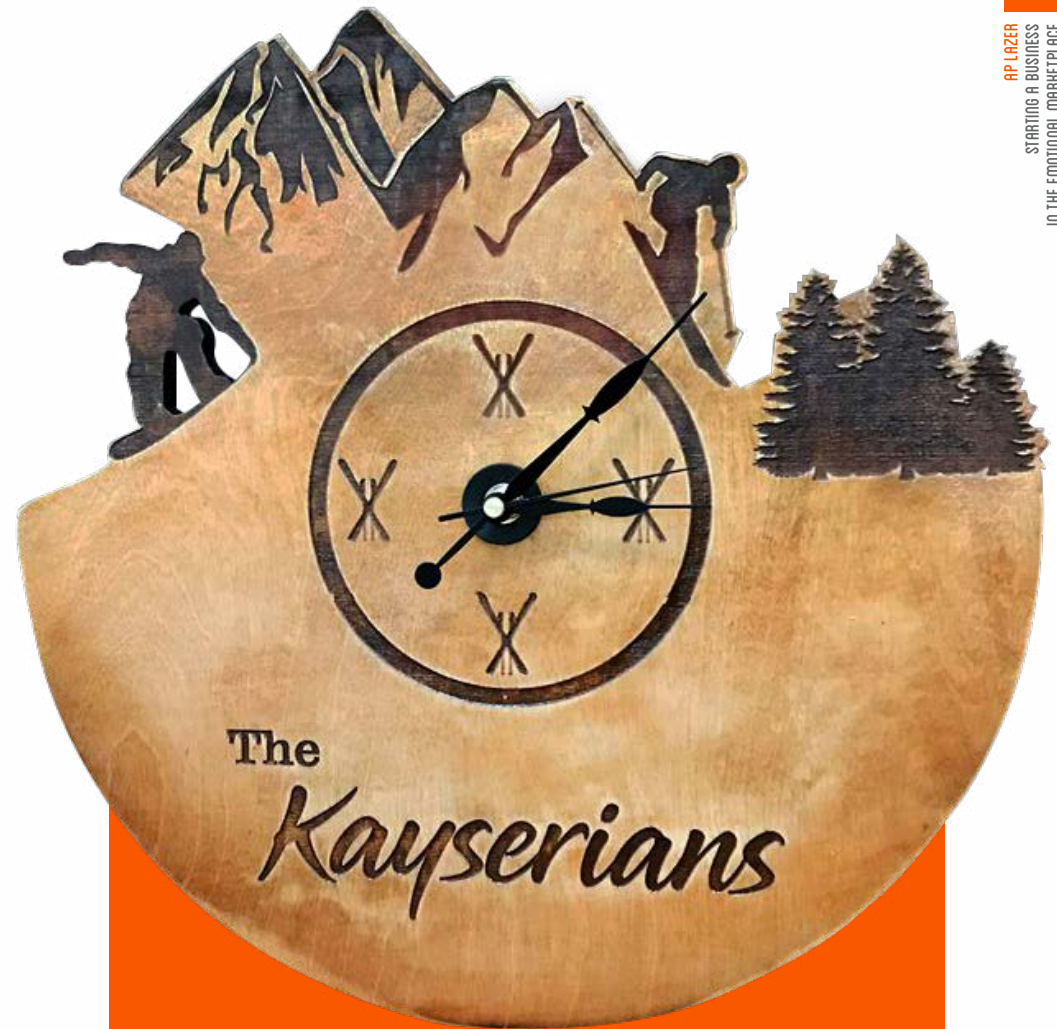
Customization differentiates businesses from their competition.

03

Small retailers can deliver value through customer service and making emotional connection. Price is no longer the main point of contention for a vast number of savvy consumers.

04

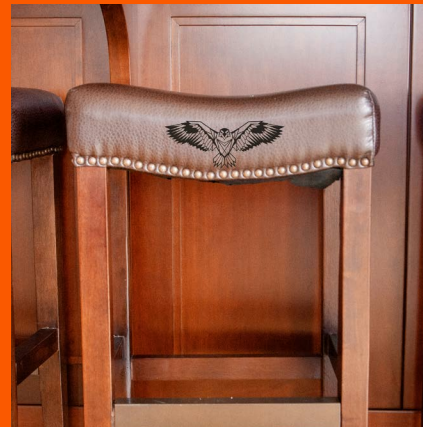
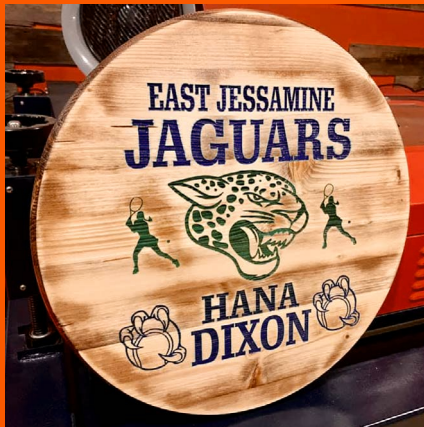
1 in 4 consumers are willing to pay more to receive a personalized product or service.



No matter what market you are in, the personalization opportunities are endless! Your AP Lazer will make it possible for you to transform ordinary products into priceless treasures with massive amounts of mark up!



THE POSSIBILITIES
ARE ENDLESS!



CHILDHOOD
 LOVE AND CARE
 GIVING AND CARING
 SMILES
 HAPPINESS
 LAUGHTER
 OPPORTUNITIES
 RESPECT AND HONOR
 LEARNING
 LIFE LESSONS
 HONESTY
 PRIDE
 GRATITUDE
 INSPIRATION
 INTEGRITY
 HOPE
 COURAGE
 CONFIDENCE
 SUCCESS AND WINNING
 ARTISTRY

CAPTURE THE PRICELESS MARKET WITH PERSONALIZED LASER ENGRAVINGS

TURN INTANGIBLE EMOTIONS INTO TANGIBLE PRODUCTS WITH YOUR AP LAZER!

MAKING A DIFFERENCE
 IMAGINATION
 DREAMS
 SELF ESTEEM
 CREATIVITY
 LOVE FOR FAMILY
 HUMOR
 CURIOSITY
 INSPIRATION
 LOVE FOR ANIMALS
 PERSEVERANCE
 FRIENDSHIP
 FREEDOM
 PEACE AND LIFE
 FORGIVENESS
 RELIGION

HOW TO GROW YOUR BUSINESS OUT OF
HIGH COMPETITION, HIGH COST, AND LOW MARGIN

VERTICALLY

VERTICAL GROWTH

Adding profit to your existing products will **multiply your profit upward.**

Offer personalization on your most popular products is the first step to transform a stagnant profit stream.

Our current customers have **doubled their profit in as little as 60 days** by adding priceless engravings to their products.



HOW TO GROW YOUR BUSINESS AMBITIOUSLY FOR MORE REVENUE AND PROFIT

HORIZONTALLY

DIVERSIFY INTO NEW MARKETS

Personalized gifts
Home decor
Wedding gifts



YOUR BUSINESS

DIVERSIFY INTO NEW MARKETS

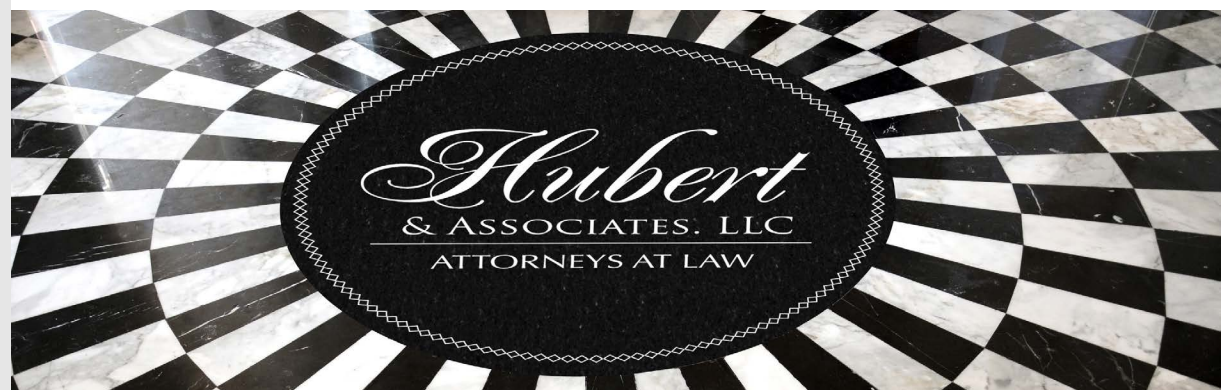
Brick fund raising
Stainless tumblers
Custom product creation

HORIZONTAL GROWTH

Diversification can generate new revenue streams from your existing customer base and introduce new customers to your established product lines.

In addition, with the customer base you may already have, capitalize on what you know is popular.

GO WHERE NO ONE HAS GONE BEFORE!



DIVERSIFY YOUR BUSINESS

REAP THE BENEFITS



SPORTING GOODS
\$61 BILLION



SMALL GIFTS
\$72 BILLION



WOODWORKING
\$69 BILLION



FURNITURE
\$150 BILLION



WEDDING ITEMS
\$72 BILLION

FLOORING
\$32 BILLION

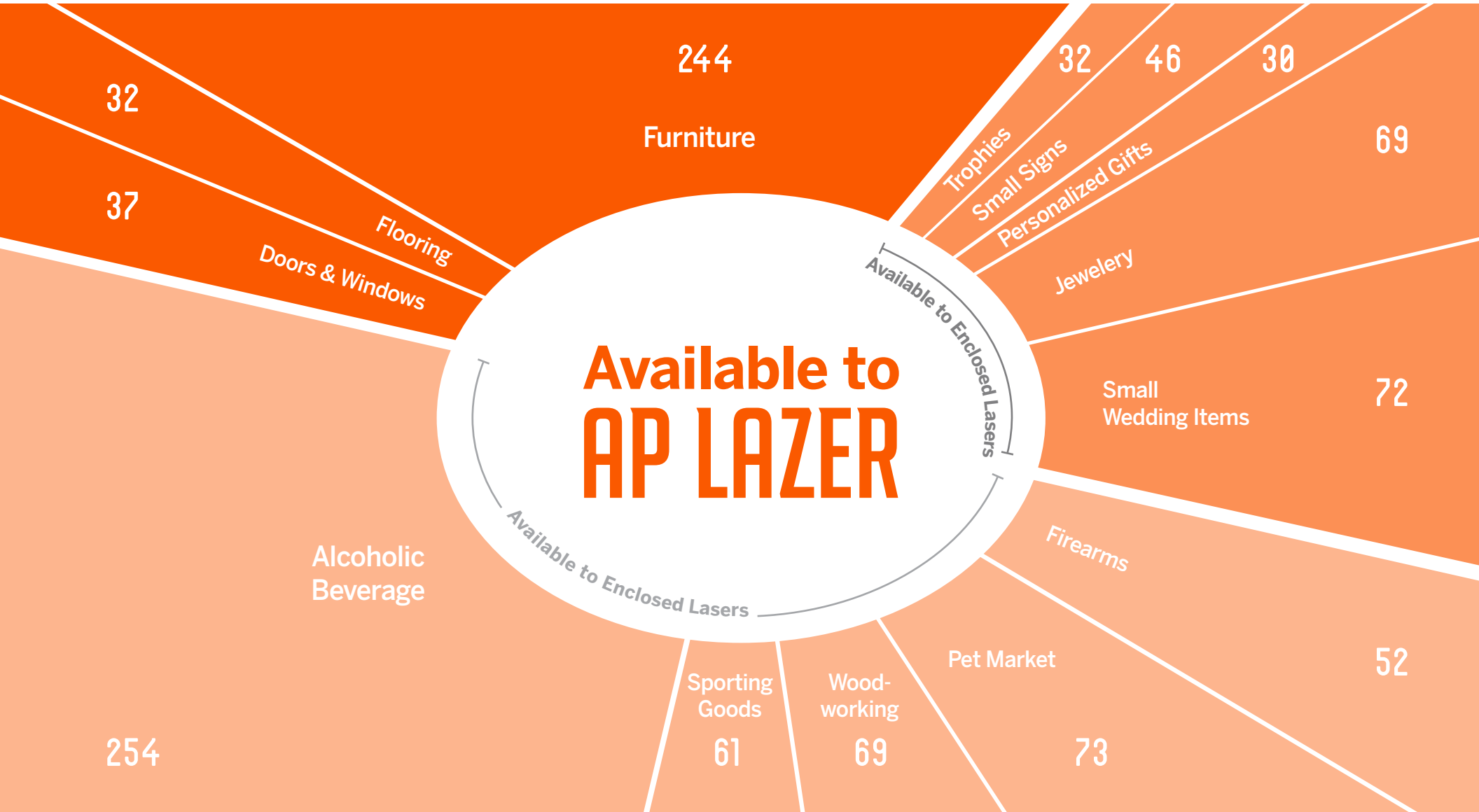


HUDSON
JESSICA & RYAN
09.22.12

HUDSON
JESSICA & RYAN
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AP LAZER

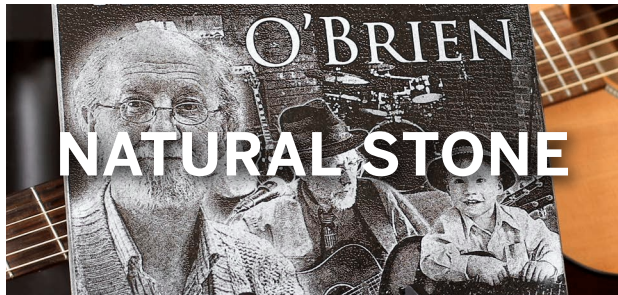
VS. ENCLOSED LASERS



MARKET SIZE IN \$ BILLION

ADD VALUE TO DOZENS OF MATERIALS

AT THE PUSH OF A BUTTON



... AND MANY MORE!

JOIN OUR
COMMUNITY!

CLICK TO JOIN!

FACEBOOK
@lasers

INSTAGRAM
@aplazer

YOUTUBE
@APLazer

follow us

CHECK US OUT!

✉ aplazer.com

🌐 aplazer@aplazer.com

📞 800-585-8617

📍 4215 Legion Dr., Mason, MI 48854



HIGH-PROFIT PRODUCT IDEAS
NEW AND EXCITING MARKETS

Q & A SESSIONS

CUSTOMER SPOTLIGHTS

... AND MUCH MORE!

AP LAZER
LEADING THE WAY



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