



Start Your Own Keepsake Business

Are you looking for a flexible way to earn money around your family while doing something creative and fun? Setting up your own Keepsake business ticks all the boxes and the great thing is that you can design it in a way that suits YOU and YOUR family.

The History



Message from Founder and MD Victoria Casebourne

'I have been creating keepsakes, as my full time job, for over 10 years and have loved every minute. I have also trained many others 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 plan to 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.

This business is also extremely flexible so you can fit it in around your family commitments'



The Vision



The aim for The Keepsake Co. is for it to become a valued resource to anyone running a Keepsake Business so whether they are looking for supplies, need support with a customer, need more customers or would like some business training we hope to cover it all while creating a supportive environment to share tips and tricks.

Our vision is that if lots of small independent businesses join together we can combine efforts, marketing budgets and ideas to be the absolute best we can be as a group and achieve things that just would not be possible individually.

Not a Franchise



The Keepsake Co does not offer franchises - why would anyone want to pay thousands to help build a business that wasn't actually their own? 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!

The Products



We will teach you how to make the following stunning range of hand crafted keepsakes, even if you have never made anything before. You just follow our techniques and you will be creating products just like this in weeks!



Fingerprint Jewellery



Art/Print Jewellery



3D Castings



Stone Outprints



Ceramic Imprints



Pottery Painting

The Investment



As we understand each business is different, and needs to be to succeed, it goes to follow that each business will be run by very different people with very different needs – especially when starting out. With this in mind we have created a simple framework for you to 'create' your perfect Keepsake Business Opportunity. You can get started from as little as £125 or can buy the full 'all inclusive package' for just £3,997 + VAT.



To help get your business started as easily as possible we have put together a package to give you the best start possible-

- Full Training and kits for (available on line and in person)
 - Fingerprint jewellery
 - Artwork jewellery (includes Hand and Foot prints)
 - Raised Impression
 - Pottery Prints
- Full business support and advice through –
 - A closed Facebook page which provides daily help and support
 - Regular Mastermind calls with a Guest Speaker
 - Regular Q&A conference calls or mini training sessions led by Victoria with The Keepsake Association group
 - Quarterly 1-2-1 strategy session with Victoria to keep you moving forward.
 - Unique 12 month step by step program to follow to ensure you avoid overwhelm.
 - Full access to our back catalogue of training and resources for you to dip into.
 - Access to a full external Social Media training course
 - Monthly check in calls with a member of the team
 - Group training sessions throughout the year to update your techniques and trouble shoot issues.
 - Templates and Images to help set up your marketing materials
 - Access to unlimited in-person training days help once a month.
- Affiliation with The Keepsake Co.
 - Keepsake Map Listing - to enable people to find your business via The Keepsake Co website
 - Opportunity to sell your range on The Keepsake Co Marketplace
 - Regular blog spots on Thekeepsakeco.co.uk
 - Regular promotion via our social media channels
 - PR opportunities via our national marketing
 - Ability to use “Trained by The Keepsake Co’ in your marketing
- Local Marketing Support
 - Nursery List for your surrounding area
 - Local SEO carried out on your local listings pages

Package Price: £4,497 + VAT



Or you can upgrade to our **Platinum Package** which includes all the above **PLUS:-**

- Full Training and kits for (available online or in person)
 - 3D Castings
 - Ceramic Impressions
- Ceramic Kiln which is essential for your Ceramic Impressions and an enhanced version of the Pottery Prints. We take the guess work out of which kiln you need so it is one less thing to worry about.
- Full business support and advice; local Marketing support and Keepsake Affiliation as per £3997 package PLUS:-
 - Logo Design and branding consultation
 - Fully Functional E-commerce Website
 - Social media set up and planning
 - Facebook advert created and run for your page to get you your first 200 likes from local targeted parents
 - Facebook graphics created and installed on your page
 - VIP strategy and planning day
 - 2 days of administration support to get your products loaded onto your site and some of the admin taken off your hands
 - 1 day of telesales to get you your first few events booked
 - Leaflets designed and 1000 printed.
 - Headed paper and compliment slip designed and 500 printed

Package Price: £9,997 + VAT



"If you are considering a career change and would love to start up your own keepsake business then look no further. 'The Keepsake Company' will help you achieve your goal with expert knowledge, advice and support. The team is truly wonderful and I can guarantee you will not regret it!"

Lisa, Caterpillar Keepsakes

'The Keepsake Association is an inspiring place to be for anyone looking to start a business. There is a wealth of experience and information at hand to guide you through the process and there is so much interaction between members that the support network is phenomenal'.



Kerry Indigo Charm

We offer training across the following Keepsakes:-



Fingerprint Jewellery



Art/Print Jewellery



3D Castings



Stone Outprints



Ceramic Imprints



Pottery Painting

Training can be conducted online for only £125 per Keepsake or all for £595 or In-person £395 per Keepsake or all for £1995 (VAT to be added to these prices)

Starter kit prices:

All our starter kits include everything you need to get started and creating the range including materials, tools and templates.

Fingerprint Jewellery- £345 + VAT

With this kit you can make 5-10 charms depending on the size. We would advise that this would create your first samples and you would need to buy more for customer orders but can be ordered after you receive your first charm. i.e. it is not essential to carry stock for this range as Silver is quite expensive!

Artwork Jewellery (add onto Fingerprint) - £249 + VAT

This is the add on kit to Fingerprint Jewellery and includes the kit needed to create stamps from artwork and handprints.

3D Castings- £175 + VAT

This includes everything you need to create 20-30 castings. Allowing 5 for samples and 5 for practicing this leaves you 10-20 castings which could be worth £650-£850 in revenue.

Raised Impressions - £195 + VAT

This includes everything you need to create 20 impressions. You will not waste anything in making samples so allowing 5 sample impressions you should create 15 sales which should bring in revenue of about £975

Ceramic Impressions - £295 + VAT

This includes everything you need to create 20 impressions. You will not waste anything in making samples so allowing 5 sample impressions you should create 15 sales which should bring in revenue of about £975

Pottery Prints - £145 + VAT

This includes everything you need to create 24 mugs and 12 plates which allowing for 5 samples would bring in a revenue of about £310

Full Suite - £1,250 + VAT

You will need a kiln to create the Ceramic Impressions but all other ranges can be made without.



After you have decided what you need from us, which keepsakes you want to offer and how you would like to train then simply let us know and we can get you booked on. If you have selected to do online training then you can start the same day or if you prefer face-to-face training then we will need to book you on the next available course.

To secure your place simply email academy@thekeepsakeco.co.uk, or phone 0845 2573081, and we will take it from there. We can not wait to work with you and help you build your perfect business 😊

Some of the companies we are helping.

Please ask if you would like for us to arrange a chat with someone about what it is like to start and run your own Keepsake Business from people who are doing it now 😊

'Words cannot express how amazing being part of the Keepsake Association has been. My keepsake journey started when my magical boxes of supplies arrived. It was like a treasure trove full of all the equipment and materials I would need to start practicing my keepsake making. Having everything that I needed to get started it was time to learn how to start making! The brilliant on-line tutorials and regular Masterclasses make this very easy.

The thing that has astounded me the most about being a Member, is the dedication and support that you receive. Victoria and her team have worked so hard to assist me in every way possible and have been fundamental in helping me to build the business of my dreams. They listen and work closely with you to help build a business model that will work for you now and in the future. This is all backed up by the support of the other Keepsake Association members who are a bunch of amazing ladies and who show such loyalty and support to the group and each others businesses. It's so beneficial being able to bounce ideas, tips and advice off each other. It's like being part of a wonderful team - or even a mini Keepsake family!

Like most people paying the fee to become a Member was a little daunting, this was my family's money that I was investing in to a new business venture. However hand on heart, I can honestly say it was worth every penny. The benefits of being part of this amazing Group have far outweighed the investment. I know that once my business grows, it will transform my life. With the support of the Keepsake Association I just know that it WILL happen and great things are possible.

Kelly, Bella & Bee

