



Why A Recession is the Best Time to Start a Business

It may seem like backward thinking to start a new business when the economy is in the dumps. **But a recession can be the ideal time.** In fact, what do Microsoft, Burger King, IHOP, FedEx, CNN, MTV, GE, Hewlett-Packard and the Hyatt Corp. have in common? **THEY ALL STARTED DURING AN ECONOMIC SLUMP!**

Regardless of what people around you are saying (including the media), **now is the best time to get into business.** Since World War II, recessions have lasted an average of 10 months, followed by cycles of growth lasting an average of 50 months!

Get Established Now To Participate In The Recovery

This means that there is no better time than now to pursue your dream of starting a business—ahead of the next period of growth. That growth may come sooner than you think: many analysts stated this week that consumer spending may be ready to “jump-start” the economy.

You Are Your Own Keeper

Don't Have All Your Eggs In A Basket Called Your Job!

In this economy, job and financial security are a major concern. With corporate downsizing and the other harsh realities many face, operating a successful home-based business can be an appealing alternative. But giving up your day job and leaping into a new venture can be scary.

With that in mind, **EUREKA Woodworks, Inc. has developed a PROVEN* small-business program that can turn into BIG BUSINESS.** The EUREKA Producer/Distributor Program is easy to start and very affordable—you don't have to quit your day job to get started. **The EUREKA Producer/Distributor Program lets you start small, creating and selling America's favorite line of outdoor furniture, while still making great PROFITS.***

Be Your Own Boss

You are in the driver's seat, operating full or part time. You can start on the weekends and evenings, giving you time to develop your business into a comfortable size before taking the plunge and operating full time. As you expand, EUREKA will use its experience and expertise to help you grow into larger markets.

THIS IS THE BEST TIME TO START with the EUREKA Producer/Distributor Program. The market for outdoor furniture and grills is estimated at \$ 4.8 billion, with annual growth of 5.4% expected.



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Our research suggests that people are keen to make their homes into weekend retreats rather than fight traffic to the nearest lake or resort. **So getting into this business now is really smart.** We continue to expand and perfect the EUREKA Producer/Distributor Program, making it MORE COMPLETE and AFFORDABLE all the time!

Learn How To Take Control Of Your Destiny In These Challenging Times!

We have three Producer/Distributor Programs designed for every budget! In fact, each program is so complete that **you can almost recoup your initial low investment from the furniture you build and sell with the initial materials we include!**

Each Producer/Distributor Program features a popular product line, including:

- an ever-growing line of officially **licensed college logo furniture**
- possible **profit margins* of 80% or more**
- a proven company track record** with almost 300 Producers
- an easy to sell product** that almost sells itself
- an uncomplicated business**, with all guesswork eliminated
- no facility required** as most Producers start in their garages
- high sales volume not required**, as the average sales ticket of \$600 produces a profit of over \$480*
- a fun & rewarding business**, in which the entire family can participate
- and much, much more!**

But don't take our word for it: here's what Michael Dresdner, writes in *The Woodworker's Journal Ezine* issue #200.

"Imagine having a well-designed, easy-to-operate wood furniture manufacturing business handed to you on a platter. Assume it will not only include everything you need to know about what to build, how to build it efficiently, where to market and even how to sell, but will also come complete with the right tools, jigs and templates, and even an ideal source for just the right wood and hardware. If all this sounds too good to be true, then sit down and prepare to be shocked. I was, because not only does EUREKA Woodworks offer everything I described and more, but they do it for a song." [Reprinted with permission]

To learn more, visit eureka-business.com. You can order **a sample chair evaluation kit** (check out the quality of the furniture you will be building and selling). For all the details, **call us toll free at 877.731.9303.**

Thank you. We look forward to hearing from you.

Harry Wilk

Woodworker and President
EUREKA Woodworks, Inc.

*for illustrative purposes only; results not guaranteed; actual sales or profits depend on a number of factors, most beyond EUREKA's control.



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