Full Spectrum
LASER

RETURN ON INVESTMENT

Starting a Business with Your Laser

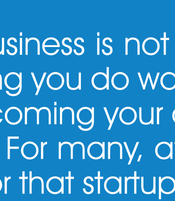
What's Inside?

Introduction
This Year, Resolve to Start Your Own Laser Business

Starting your own business is not as hard as you think: It's harder. But nothing you do working for others will be as rewarding as becoming your own boss and master of your own destiny. For many, affordable technology is the springboard for that startup business they always dreamed of, and achieving that is not so difficult at all.

Laser cutters are one such piece of technology that has revolutionized opportunities for both hobbyists looking to take their talents to the next level, as well as pure business-focused endeavors looking for low-cost micro-manufacturing of a great new product. And now is a great time to take that first step toward financing the quality equipment you will rely upon.

Laser cutters are more efficient and popular than ever, and not just because they are easy to operate and have tons of utility. The truth is, laser cutters open real business opportunities for a host of professional applications. In this ebook, "Making the Most $ Out of Your Laser Cutter", we will explore 1) all aspects of researching the right laser system for your business, 2) exploring your financial options once you've decided on a laser and 3) how to get the most on your return on investment once you have it. Finally, the ebook will give some examples of what your new business may look like in different markets that utilize lasers.



Turnkey Ready
A turnkey business means your profit potential doesn't have to wait. Laser systems are ready for production the day they arrive, offering all-in-one design and laser operation out of the box.

Chapter One:
Picking the Right Laser

Laser cutters have a wide variety of functions and applications: from cutting to engraving to surface marking on a wide range of materials from paper to metal. That said, each type of laser has its own set of applications and no single laser can do everything with every material. That means a laser that can cut through a sheet of metal, may not be optimal for exact surface-making of medical equipment. When planning your business, your first step will be to determine which laser system fits the goals of your company or small business.

Average Cost to Start a Business
Studies show that the average cost to start a business ranges from a few thousand to tens of thousands. Laser technology and engineering advances have made laser systems more affordable than ever. Depending on your applications, a turnkey laser business could cost as little as $5000.

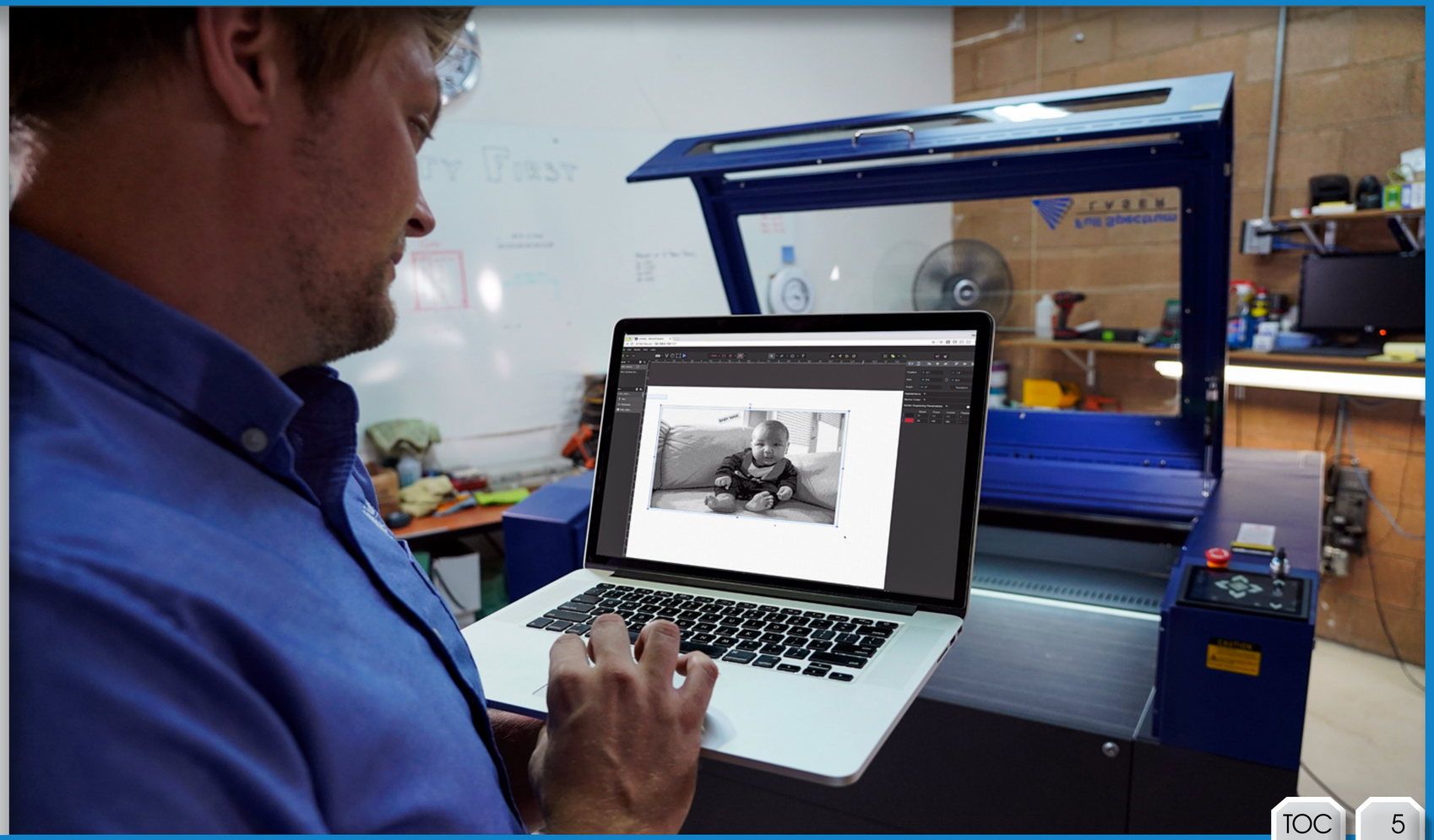
Chapter 1: Picking the Right Laser

CO2 Hobby Lasers (Muse)

Affordable hobby lasers come with low power laser tubes (typically 40w) that are perfect for hobby scale cutting and engraving on many common materials. Quarter inch wood and acrylic work great with Muse, for example. As does paper, cardboard, most fabrics; even rubber, stone and glass have applications that work well with hobby lasers. If your projects center on these materials and you have low output requirements for small scale production, these lasers offer great value for your investment. In fact, they are the most cost effective laser cutters available. What they can't do is handle industrial production output, create large scale projects or affect metal in any way. They are also limited on the thickness of wood and acrylic it can cut (typically, a quarter inch).

Pro Series

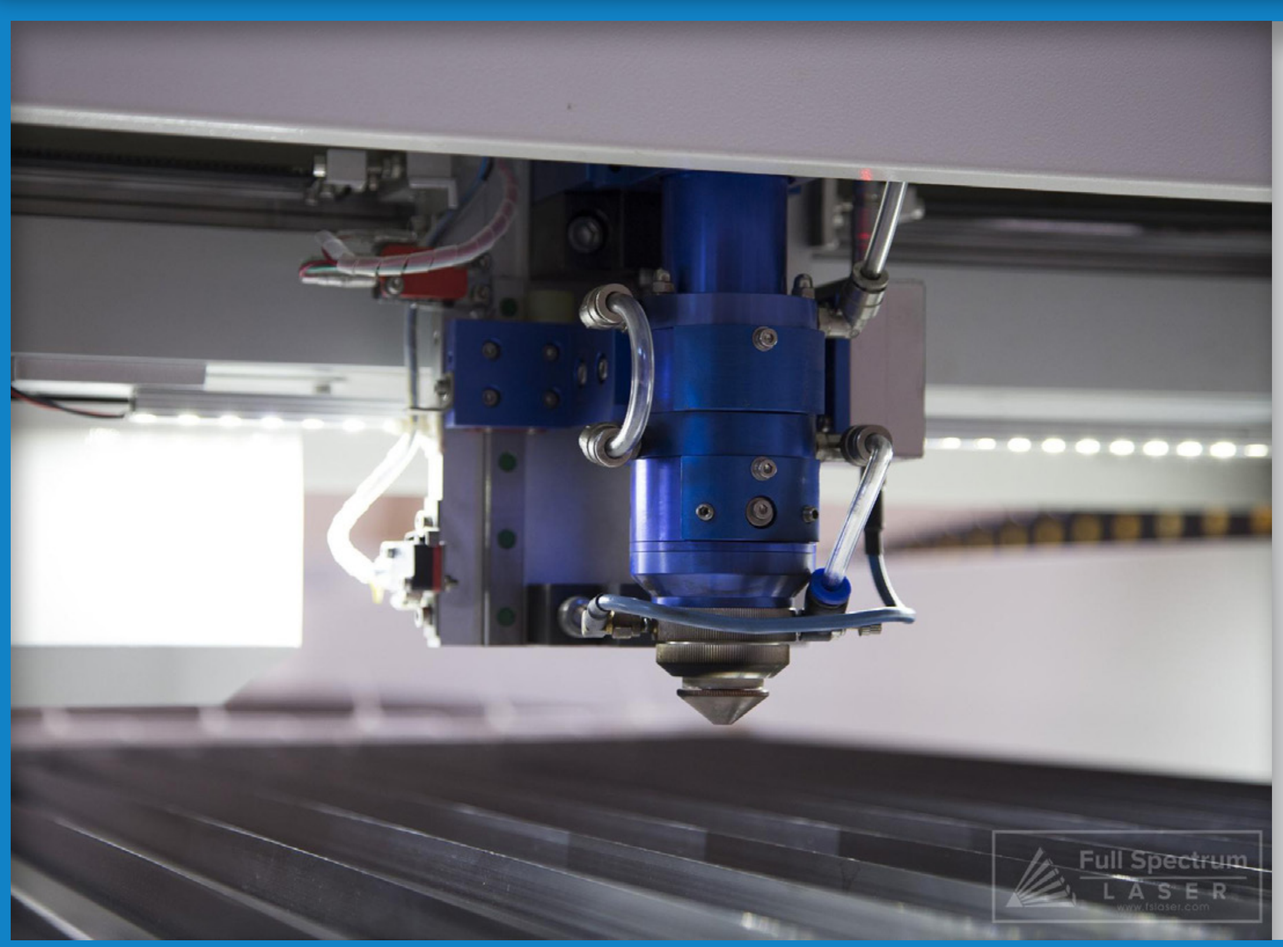
Industrial CO2 laser engravers are the most common lasers used in small businesses. Pro-Series CO2 laser systems increase the size, power and durability of what a hobby laser can do. Pro-Series works with the same set of materials as a hobby laser, but with laser tube power increases (up to 150w), can cut up to a half inch of wood or acrylic. Pro-Series machines can also provide a much larger working space for bigger projects. While the smallest Pro-Series is 20x12 (like a hobby) it can go all the way up to a 48" x 36" workbed. If you intend to create a heavy project output, if you want vastly increased laser power, and if you need a big workspace, Pro-Series is where you want to focus your research. And just like Muse, Pro-Series is not made to cut or engrave metal, but excels at cutting and engraving many other materials.



Chapter 1: Picking the Right Laser

Dual Head

The Dual Head Laser system is most closely associated with a Pro-Series machine. With this system, a second 90w CO2 laser tube is added to create a two-front cutting system, allowing for instant replication of the design. The Dual Head is capable of anything other Pro CO2 lasers can do (with the same 90w laser tube). If your main requirement is to replicate the same nonmetal product as fast as possible, then consider the Dual Head.



Flatbed CO2 Laser

If cutting a wide diversity of material, including metal, is your goal, then the Flatbed CO2 is perfect. With a 150w laser tube, not only will it cut one inch acrylic and wood, it will also cut through 1.2mm carbon/stainless steel (steel only, see fiber lasers for cutting other metals). What this system doesn't do is engraving or marking. If you want to engrave metal, you will need to look at FC/FD fiber laser systems.

Chapter 1: Picking the Right Laser

FC/FD Fiber

In many ways, these fiber laser systems are one of the best laser marking systems to start a new business with. The FC/FD fiber lasers are built to create fine engravings and surface marking on all sorts of metals and certain plastics. These are small fiber systems that work great on a wide set of applications including engraving firearms to exact ATF requirements, surface marking medical tools and other fine markings such as serial numbers on metal plates. Markings can be deep or leave the surface smooth and with zero roughness. Do not consider the FC/FD fiber systems if you want to cut material or mainly use wood or other non-metal, non-plastic materials.

Compact Fiber

The compact fiber laser boasts a 500w fiber laser that can quickly cut through a wide range of metals including carbon steel (up to 6mm), stainless steel (up to 3mm), galvanized plate (up to 3mm), aluminum plate (up to 3mm) and copper plate (up to 2mm). Like the flatbed CO2, is does not engrave any material. That said, the compact fiber laser is the go to machine if you want the fastest metal cutting laser.

Of course, there are many other considerations when researching the perfect laser system for your needs. Size, costs and other factors will surely play in your final decision, but this blog should help you focus in on what certain types of lasers can and cannot do.

If you have any questions, please contact our sales team at sales@fslaser.com, and they will be glad to help point you toward the right machine.

Now that you have decided on the right laser system for your needs, it is time to explore your financial options in purchasing your first laser.

Chapter Two:

Exploring Your Financing Options

Achieving a strong return on investment begins prior to purchasing your laser cutter. Remember that besides the laser cutter itself, a business will require other purchases, such as labor, materials, power, space, etc. Having financial options for the major purchase of the machine allows room for these other required costs. By spreading machine payments out, investors alleviate some pressure to have immediate sales success. Smart financing means a business can have some room to grow in those crucial first months while keeping an operating budget that isn't strained by a major drop in capital.

When planning your investment, your first step will be to determine which laser system is the best laser to start your business with. Will you choose a hobby laser, the most cost effective laser cutter? Or perhaps you need a professional CO2 laser engraver, the most common laser system used in small businesses. Whatever your needs, this section will guide you to finding the laser cutter that maximize return on investment for your unique business.

Chapter 2: Exploring Your Finance Options

Why Financing?

Maybe you have had credit issues in the past such as bankruptcy or low credit ratings. Or maybe you have found bank loans too unforgiving and burdensome on your budget. You do have other options, though. Financing lets you spread your payments out instead of having to put down a huge down payment or the entire cost of the equipment all at once. That's just the beginning of the advantages of financing.

Less Risk

Remember that besides the laser cutter itself, a business will require other purchases, such as materials, power, space, etc. Having financial options for the major purchase of the machine allows room for these other required purchases. By spreading machine payments out, investors alleviate some pressure to have immediate sales success.

Chapter 2: Exploring Your Finance Options

Fixed Payments

Unlike bank lines of credit with variable rates, lease payments are locked in. This means you can plan your yearly budget without risking falling short on other expenses. It also makes things like extended warranties easy to purchase, adding even more security to your investment.

Tax Advantages

Section 179, of the US tax code, is a tax write off you can utilize for business purchases made by the end of the year. Section 179 can change without notice next year, but for 2017 it allows for very generous benefits to a small business' purchasing power. Most of the equipment you will purchase (such as the laser cutter itself) qualifies for the deduction, including equipment that is financed.

For 2018, the deduction limit is $500,000 for all qualified purchases made from January 1st until midnight on December 31st. The cap is an incredible 2 million dollars so it is a great time for investing in equiment and obtaining excellent ROI. Tax codes can change from year to year so consult your tax adviser to take the most advantage you can for 2019.

Chapter 2: Exploring Your Finance Options

Explore Your Options

It is easier than you think to get that laser you've been wanting. Full Spectrum Laser is partners with Quick Spark Financial who have helped fund over a quarter billion dollars in equipment purchases for all sorts of businesses. Even if you have had credit issues in the past, or are struggling with banks because of bankruptcy, you are not left in the cold. Quick Spark Financial specializes in financing machinery and equipment, so they understand the unique needs of start-ups and manufacturers looking to expand their business. There is no obligation to apply and it only takes a few minutes.

Chapter Three:
Maximizing Your Return on Investment

Laser cutters are less expensive and made with greater quality than ever before. That said, they can still be a significant investment for small business owners. For them, achieving a return on their investment (ROI) quickly, is crucial to long term success. Most of that return is going to come from using the machine to create a product for sale, but there are other ways to maximize your laser cutter's return on investment.

Chapter 3: Maximize Your ROI

Finding your Niche

The nature of business is competition and it can be hard to find your market space. That said, there are always new consumer needs to be filled. Specializing in a particular market is a smart way to stand out.

Start by asking yourself what industry you want to service. Perhaps you see opportunity in using a laser to create custom keepsakes for weddings. Or maybe you own a gun shop and want to offer custom engravings on firearms.

Focusing on a niche narrows your need for many other costs, such as marketing, materials and time. This also helps you calculate the true costs of running your business with predictable estimates for overhead.

Business Trends: The Personalized Economy
The Personalized Economy is a vast and growing trend for businesses of all sizes. Laser design software facilitates the benefits of customized products and creates an emotional connection to your product for your customers.

Chapter 3: Maximize Your ROI

Creating a Product Line

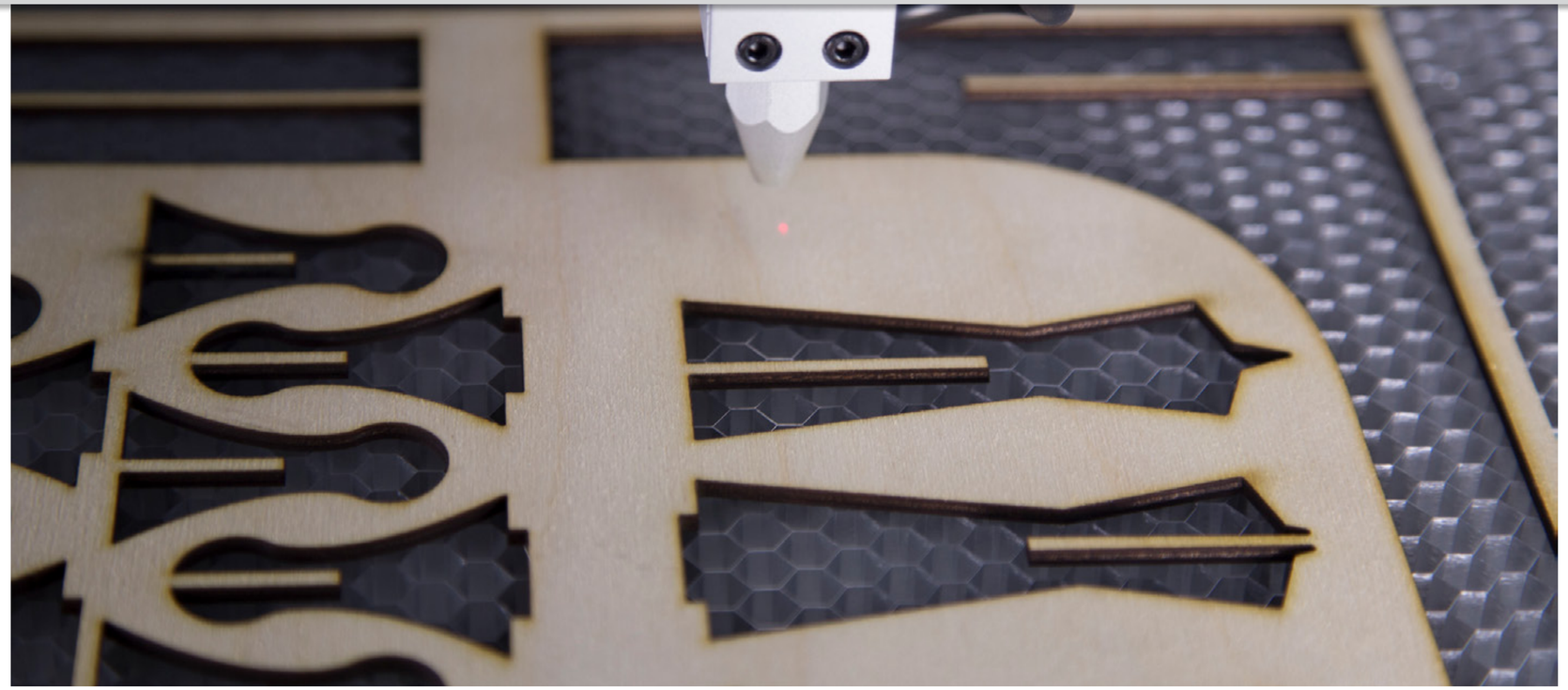
As mentioned, not every laser system is capable of every laser application. However, within each laser's capabilities, there are countless products that can be created. While it is possible to be an "all-in-one" provider for these products, your best strategy for achieving a return on your investment will be to focus on a more limited product line, further strengthening your market niche.

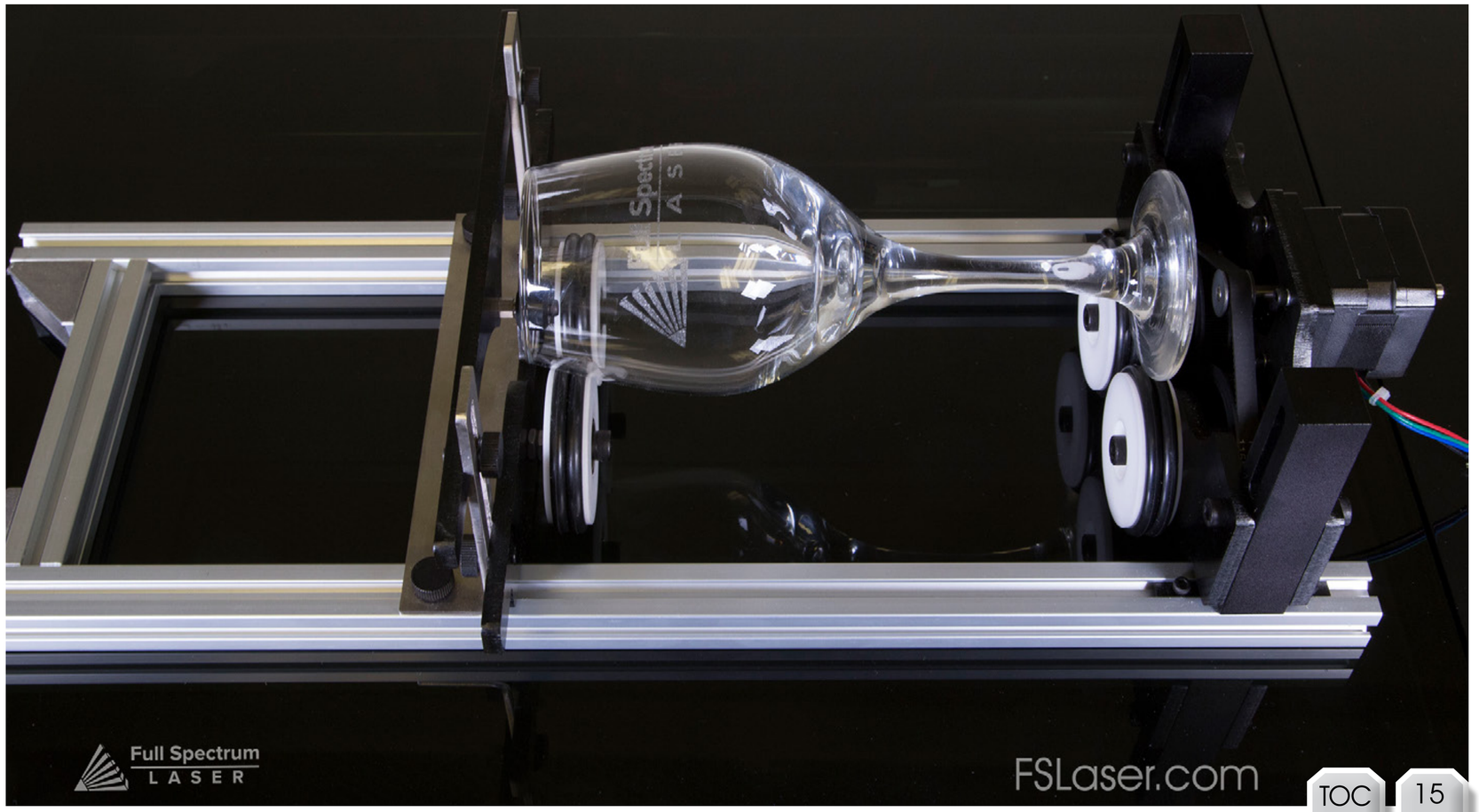
Much of your time will be spent in the design stages of your core offerings. Having a fixed number of products greatly reduces the need to design from scratch. Once you have designs for your products, you can focus on manufacturing and keeping your labor costs low.

Chapter 3: Maximize Your ROI

Automating Your Production

One of the primary reasons to utilize a laser over more traditional tools is automation. Because of the laser software, you can easily replicate your product line to exact detail. Even with multiple product offerings, switching from one design to the next only requires switching one design file for another. This also eliminates most human error, as your computer does all the heavy calculations with ease. You should find that this will not only increase your production output, but will also greatly lower your labor costs.





Chapter 3: Maximize Your ROI

Buying Material in Bulk

Keeping costs down for materials will also be key for creating maximum profits. Again, having a limited product line means you can plan your material needs over a long period of time. This allows you to purchase your material in bulk, greatly reducing your material costs.

Material Costs
Buying materials in bulk can greatly reduce your material costs. Lasers also have the luxury of transforming existing products into spectacular personalized upgrades, where the "material" is being supplied by the client.

Chapter 3: Maximize Your ROI

*All accessories in this photo included in all Pro Series Laser Systems

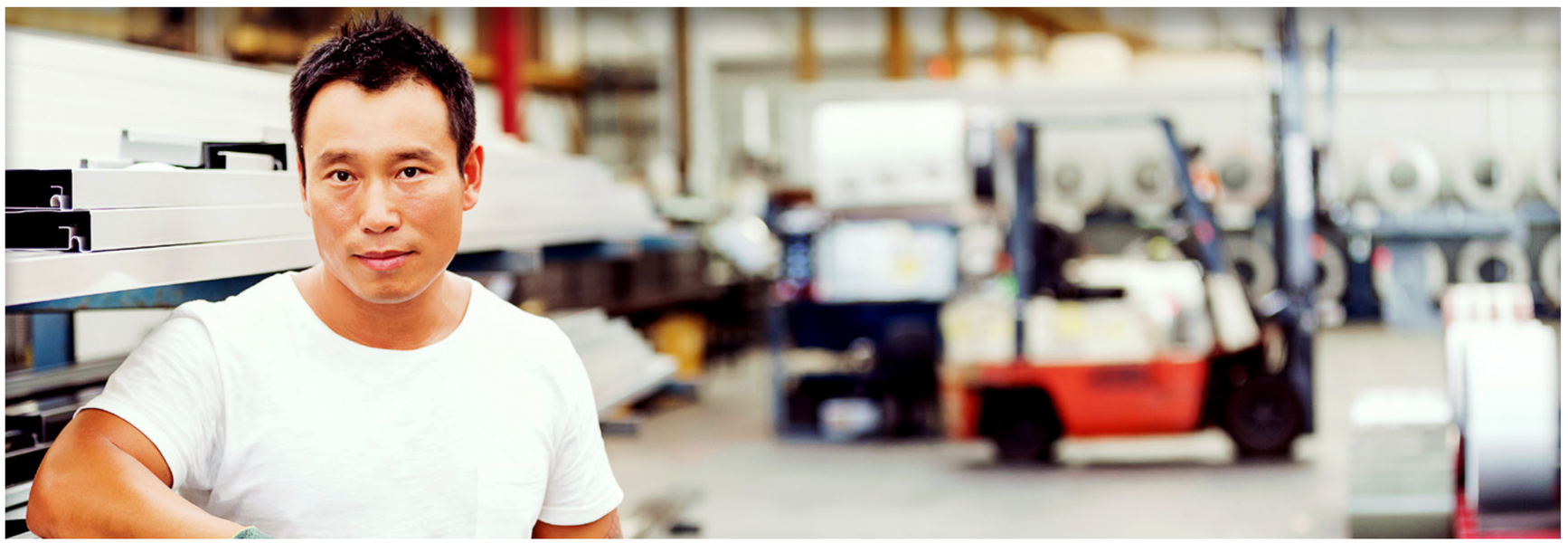
Maximizing Your Laser

Part of maximizing your return on investment is through maximizing the laser itself. For example, if you have purchased a CO2 laser, you want to get the most hours from your laser tube, before needing to replace it. Understanding how your laser works is crucial in this process. Did you know that the cooler the laser is kept when firing the longer life it will possess? Knowing that might have prompted you to purchase a refrigerated cooling system instead of one that operates at room temperature. In addition, keeping a tight maintenance schedule for cleaning will extend the life of your laser as well as keeping it operating at peak performance. Finally, having your staff certified for operations and safety will greatly reduce error and accidents.

Chapter 3: Maximize Your ROI

Extended Warranties - Planning Ahead

For common consumer electronics, an extended warranty is often not needed. However, for machinery that you are counting on for a business, extended warranties are usually a good idea. For a laser cutter, a business is going to maximize its usage, which will also maximize any wear and tear on the machine's components and laser tube. Even with excellent maintenance, prolonged use, such as in an everyday work environment, is going to eventually require repairs or replacement parts. Extended warranties make this process easy on the budget to predict and handle, and avoids the need for unforeseen cash infusions to keep production going.



Chapter Four:
Laser-Focused Business Profiles

So how does it all come together? It helps to have a business plan that focuses on your niche. Ideally, this is done concurrently when researching the right machine for your product line. Below are some business profiles that take you through the thought process for finding a market niche and how, from there, the pieces can fall into place in planning your purchases. They cover a broad range of businesses, from part-time crafters to full-time micromanufacturing.

Material Costs
Buying materials in bulk can greatly reduce your material costs. Lasers also have the luxury of transforming existing products into spectacular personalized upgrades, where the "material" is being supplied by the client.

Chapter 4: Ann's Jewelry & Decor

Meet Ann, the Artist

- **Age:** 25
- **Name of Business:** Ann's Jewelry & Decor
- **Laser System Used:** Muse
- **Materials Used:** ¼" wood & ¼" acrylic
- **Application:** Ann designs and produces an entire line of creative cufflinks for a range of styles and looks.

Ann's CO2 Hobby Laser

Ann considered many tools to get her business production off the ground, and then discovered Hobby Series and Muse by Full Spectrum Laser. Hobby laser cutters offer Ann many advantages:

Low buy-in investment:

Ann doesn't need a large industrial laser cutter for her cufflinks and other jewelry. Hobby lasers are considerably less expensive than professional grade laser cutters but can keep up with the pace of Ann's production needs for a casual business.

Additional Products:

Ann discovers she can easily create new designs while keeping the basic shape and size of the cufflinks.

Increased Production:

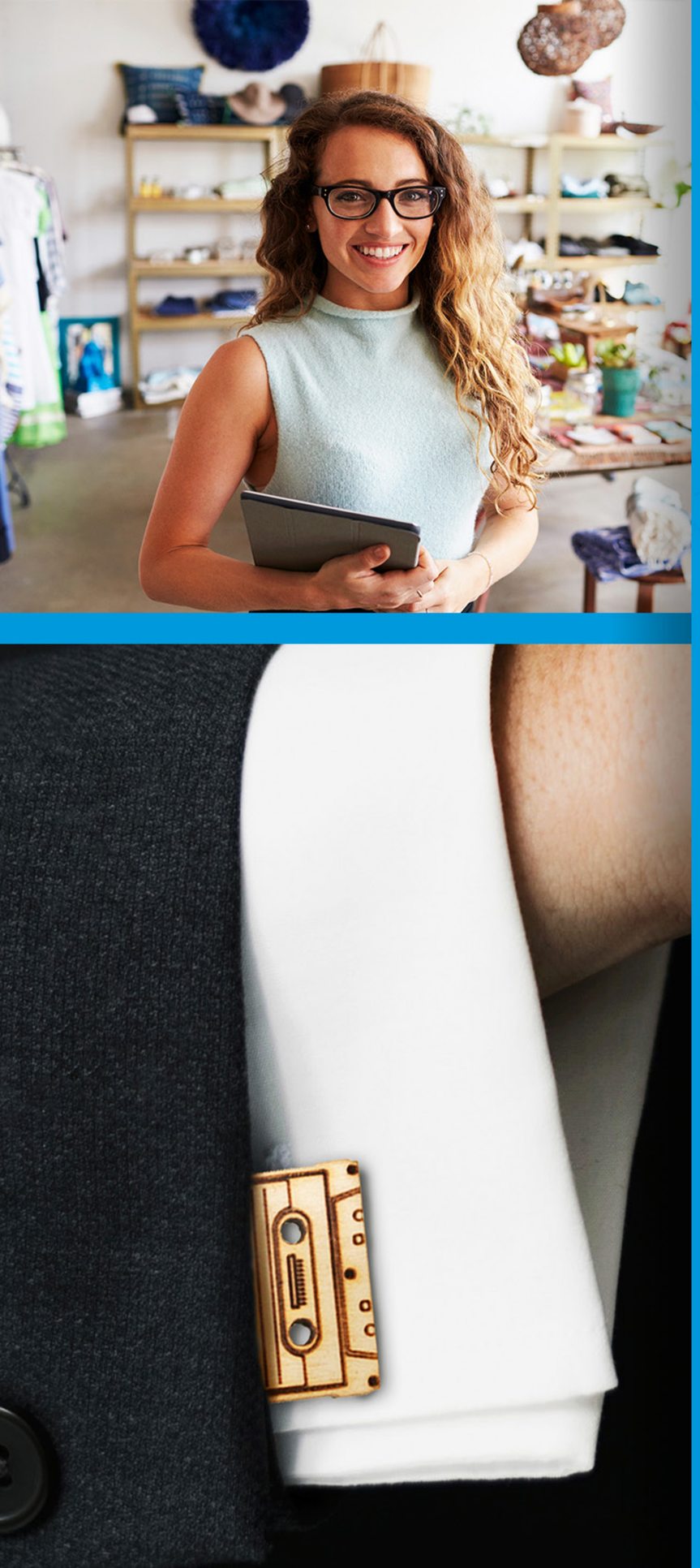
A typical hobby laser has a workbed of 20" x 12" which is plenty of space for Ann to cut her jewelry designs. In fact, Ann discovered she can cut up ten cufflinks out of one piece of material. Ann then duplicates her design ten times and lays them out side-by-side in the laser software. This allows Ann to cut ten pieces without having to change out material or run separate jobs. She saves this design file and now, every time she needs ten more cufflinks, it is all just a click away.

Portability:

Ann loves to go to Maker-Faires, and she knows being in the DIY scene is the best place to demonstrate her talents for her business. She also knows having her customers see her working her craft lends credibility and personality to her work. Ann's hobby laser goes with her to create on-the-spot custom orders and to attract a crowd to her modern tool of art making technology.

Product Profit Analysis:

Ann has no problem selling her wonderful cufflinks; her real issue is making a profit when it takes an average of an hour to hand cut and carve one cufflink pattern and design by hand. With her laser cutter, Ann can cut multiple cufflinks as one project in less than an hour. During that time Ann monitors her laser cutter while designing her next line of cufflinks.



Potential Return On Investment

Item:	Cufflinks
Item Price:	$25
Cost per Item:	$4
Item Profit:	$21

Items Sold per Month:	25
Monthly Profit:	$525
Annual Profit:	**$6,300**

First Year Return On Investment

Annual Item Profit:	**$6,300**
Machine Cost:	**$5,000**
Your Net Profit:	**$1,300**

Chapter 4: Melrose Weddings & Events

Meet Edward, The Wedding Planner

- **Age:** 53
- **Name of Business:** Melrose Weddings & Events
- **Laser System Used:** Muse
- **Materials Used:** ¼" acrylic
- **Application:** Edward does personalized wedding cake toppers for his clients and as a side business online.

Edward's Muse Laser System

Edward finds that Muse fits his requirements for his cake toppers, with a low-cost buy in and easy to use software.

Low Cost Materials

Edward decides acrylic is perfect for his cake toppers. Acrylic is relatively inexpensive, comes in many color choices and is durable. He also discovers that he can save money by buying his acrylic in bulk.

Quick Alterations

With a clever design established for one cake topper, Edward quickly notices that changing names or icons is easy and quick to do in the RE3 software, saving him time and money when he needs new custom cake toppers for each wedding or online sale.

No Design Skill Needed

Edward's biggest fear with a laser cutter is the design process. Having little to no graphic design experience, Edward finds RE3 easy to create his cake toppers using text features built into the software. Once he easily masters creating simple text, he gains confidence in expanding his designs using other automated RE3 design tools.

Side Business Profits

Although Edward includes a personalized cake topper to weddings he plans, his real return on investment comes from online sales to weddings all over the world.

Product Profit Analysis:

Edward offers many services as part of his wedding planning business, but finds cake toppers are a quick and easy way to add customization options to his clients. Although one cake topper does not make or break his profit for a wedding, he quickly offers his cake toppers online, to weddings he is not directly planning, making his cake topper business a daily supplement to his income.

Potential Return On Investment

Item:	Cake Toppers
Item Price:	$35
Cost per Item:	$5
Item Profit:	$30

Items Sold per Month:	15
Monthly Profit:	$450
Annual Profit:	**$5400**

First Year Return On Investment

Annual Item Profit:	**$5,400**
Machine Cost:	**$5,000**
Your Net Profit:	**$400**

Chapter 4: Tom's Terrific Signs

Repeatable Precision:

The nature of Tom's business means that if a crafter makes a mistake during production, Tom must eat the profits for that sign. Although his staff is skilled and careful, making signs individually, by hand, always has risks. With a laser cutter, Tom knows every sign will be cut and engraved to the exact specifications he has determined. This means less wasted time and material.

Improved Estimates:

Tom used to struggle estimating time and labor costs for odd jobs, such as signs requiring intricate designs. With his laser cutter, that process is all automated. The software informs him how long a job will take based on the intricacy of the design, the power settings and the material.

Industrial Production:

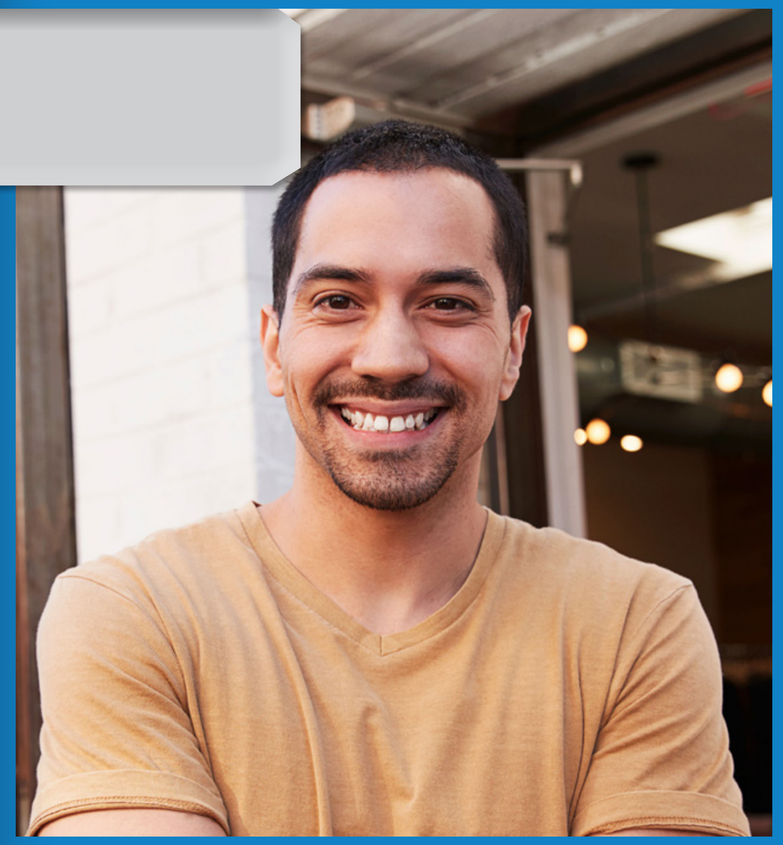
Tom relies heavily on human labor, which is costly and slow. Tom discovers his professional laser cutter can continuously operate at a high production rate with only one employee to monitor and feed the machine. With an automated process, this single employee will only require training and certification on one tool.

Versatility:

Tom has multiple tools for every material he uses for his signs. When he expanded his signs from exclusively classic wood to other material options, such as acrylic, he found his business boomed, but he was forced to invest in more tools. Then Tom found that his laser cutter works just as well on wood as acrylic (and many other organic materials). He uses the same machine and process no matter what material the sign is made of.

Product Profit Analysis:

In Tom's business, time is money. Each sign is a custom order and requires a design stage as well as a production stage. Tom has found it easy to request logo images from the companies he does business with and integrate them seamlessly into the laser software. The automated process then cuts and engraves the sign to exact accuracy. Tom increased his profit per sign by reducing his labor cost to one machine operator, by saving time in designing the signs using design software and by increasing his output while reducing human error.



Meet Tom, The Sign Maker

- **Age:** 36
- **Name of Business:** Tom's Terrific Signs
- **Laser System Used:** PS48 (120W upgraded laser tube)
- **Materials Used:** ¼" wood & ¼" acrylic
- **Application:** Tom makes large signs that are utilized by businesses for both indoor and outdoor display.

Tom's Professional CO2 Laser Cutter

Tom realizes his tools are getting old and will need to be replaced. Then Tom discovers an alternative to making his signs using a professional-grade CO2 laser cutter.

Potential Return On Investment

PS48

Item:	Personalized Signs
Item Price	$300
Cost per Item:	$50
Item Profit:	$250

Items Sold per Month:	5
Monthly Profit:	$1,250
Annual Profit:	**$15,000**

First Year Return On Investment

Annual Item Profit:	**$15,000**
Machine Cost:	**$12,495**
Your Net Profit:	**$2,505**

Chapter 4: Designs With Grace

Meet Grace, The Graphic Artist

- **Age:** 29
- **Name of Business:** Designs With Grace
- **Laser System Used:** PS24 (90W upgraded laser tube)
- **Materials Used:** Bulk tumblers from online wholesaler
- **Application:** Grace creates custom designs for clients and engraves them on her stock of tumblers.

Grace's PS24 Pro-Series Laser System

Grace's research shows her that a PS24 laser system is the perfect blend of size and power she needs to effortlessly manufacture a daily allotment of custom tumblers with her art engraved. Because she decided on tumblers, she also purchased a rotary attachment to fully utilize her designs on rounded objects.

Industrial Output

Grace knew a 40W hobby laser would do the job, however, to maximize her profits, she decided on a 90W, to allow for the highest possible output of tumblers. Through her research, she found the FSL PS24 to be the best machine for an affordable and durable 90W laser system.

Small Footprint

Grace worried an industrial power laser cutter would be too large to fit in her home garage. She was relieved to discover that the PS24 could actually fit through her home doorways and could set up in any room in her house, without even needing a table.

Fast, Durable Results

Grace needed her tumbler output to keep up with her orders and also to keep production time down. With a 90W laser, her tumblers were engraved rapidly with perfect detail, leaving an impressive and permanent design.

Free Marketing

As well as being a great revenue generator, Grace's tumblers are a calling card for her skills as a graphic artist.

Product Profit Analysis:

Setting up her production line was easy and the rate in which she could produce her tumblers was just what she needed to quickly pay off her laser and start making a profit. With her popular designs, she could charge top dollar for her artistry and still keep her product in high demand.

Potential Return On Investment

PS24

Item:	Tumblers
Item Price:	$30
Cost per Item:	$5.00
Item Profit:	$25

Items Sold per Month:	34
Monthly Profit:	$850
Annual Profit:	**$10,200**

First Year Return On Investment

Annual Item Profit:	**$10,200**
Machine Cost:	**$8,995**
Your Net Profit:	**$1,205**

Chapter 4: Red Dot Firearms

Meet Jamie the Gun Shop Owner

- **Age:** 31
- **Name of Business:** Red Dot Firearms
- **Laser System Used:** FD Fiber Laser
- **Materials Used:** *Customer supplies personal firearms
- **Application:** Jamie custom marks her unique designs on firearms supplied by her clients

Jamie' Scanning FD Fiber Laser

Jamie does some research and discovers metal cutting and engraving scanning galvo fiber lasers offer many solutions to her problems.

Precision Craftsmanship:

Jamie was using chisels, stamps and even chemicals to customize firearms. He struggled with knowing his ATF regulated engravings were accurate to legal standards. With her laser cutter, all that guesswork was eliminated. He was able to create exact depth specifications and could ensure that no errant chisel stamps ruined the piece. He even found he could create color markings that replaced the harsh chemicals.

Low Cost Buy-in:

Jamie is surprised that the cost of a galvo fiber laser cutter is much less than he expected for a metal cutting laser. Jamie found he could get a quality laser starting around $12,000, and it would be the only tool he would need to complete all his firearm engraving goals.

Longevity:

Jamie is not a engineer and worries about complex maintenance and care for a machine with a high-tech laser. Lucky for Jamie, fiber lasers are designed to be practically maintenance free. He will never have to bother aligning or replacing his fiber laser. In fact, besides keeping it clean, Jamie will do less upkeep on his fiber laser than his toaster oven.

Small Footprint:

Jamie was concerned he didn't have room for a large machine in his business location. To his surprise, Jamie discovered a galvo fiber laser cutter is a small machine, taking up only 32" x 28" x 11" in space and weighing less than 100 lbs. He also learns he doesn't need many of the bulky accessories normally associated with heavy machinery.

Service Profit Analysis:

Jamie has streamlined all of his firearm engraving and customizations by replacing all of his chisels, metal stamps, vices and chemicals with a single machine: the scanning galvo fiber laser cutter. He is assured when engraving AFT information, that his depths and fonts meet exacting requirements and he never engraves too deep or too shallow. His time per piece has been greatly reduced and the quality of the finished product has been greatly increased.

Potential Return On Investment

Full Spectrum LASER

Item:	Gun Engravings
Service Price:	$500
Cost per Item	$0.00 (Gun provided by client)
Item Profit:	$500

Items Sold per Month:	3
Monthly Profit:	$1500
Annual Profit:	**$18,000**

First Year Return On Investment

Annual Item Profit:	**$18,000**
Machine Cost:	**$12,500**
Your Net Profit:	**$5,500**

Chapter 4: Perfect Putt Golf Shop

Meet Marco, The Golf Shop Owner

- **Age:** 40
- **Name of Business:** Perfect Putt Golf Shop
- **Laser System Used:** FD Fiber Laser
- **Materials Used:** *Customer supplies personal clubs
- **Application:** Marco adds personal identification markings on customer's golf clubs and accessories.

Marco's FD Fiber Laser System

Marco placed his FD fiber laser marking system in a backroom of his golf shop and, because the laser system was turnkey, immediately offered his new engraving services to his customers.

Industrial Output

Since Marco is using his customers own clubs (which they probably bought from him) he has zero material costs. However, Marco knows that his engravings must be perfect every time, or the club is ruined. Luckily, the fiber laser software makes the process simple and nearly foolproof. And the results were amazing.

Rapid Customization

Marco doesn't want his laser services to take time away from his customers on the floor or to cost him extra labor hours. He finds that setting up a piece for engraving requires little effort and that the laser finishes the job in mere seconds.

Versatility

Marco quickly gains confidence in his laser skills and notices other items in his shop that could also be customized, including personalized golf accessories and placing his own logo on common golf products such as divots. Suddenly, Marco starts to see marketing value in his laser system.

No Material Costs

Because Marco marks the personal clubs and accessories of his clients, he has zero material costs for his enterprise.

Service Profit Analysis:

What started as an investment to add a service to his golf shop turning into a wide range of custom and personalized product offerings. The laser took up little space and added no additional labor costs to his efforts. Once word got around about his new laser services, he found his overall business picked up due to new clients seeing his work on the golf course.

Potential Return On Investment

Full Spectrum LASER

Item:	Engraved Golf Clubs
Service Price:	$300
Cost per Item:	$0.00 (Club provided by client)
Item Profit:	$300

Items Sold per Month:	4
Monthly Profit:	$1,200
Annual Profit:	**$14,400**

First Year Return On Investment

Annual Item Profit:	**$14,400**
Machine Cost:	**$12,500**
Your Net Profit:	**$1,900**

In Conclusion, Make It Happen

With good research and some planning up front, your purchase of a laser cutter for a business can start returning on its investment almost immediately. The key is to give yourself as much protection as possible and take every advantage offered to you. So do your homework and if you have questions, you can always ask us, the Laser Experts.

Thank You

We hope you enjoy this ebook and that it enhances your experience with Full Spectrum Laser. We strive to not only design and engineer the best laser cutters and software in the industry but to also give you the tools and resources you need to achieve the highest standards for your business. Thank you for considering us for all your laser needs and, as always, we encourage you to keep making your entrepreneurial dreams come true.

Need More?

Lasering in the Material World: COMING SOON

Laser cutters do more than just cut wood. This ebook will demonstrate the properties of a host of materials and how they are affected by a laser cutter.

Laser Operations: COMING SOON

Gain a deeper understanding how lasers and laser engravers work as this ebook guides you on an in depth look at the mechanics of laser cutting.

Special Thanks To:

This was created in house at Full Spectrum Laser's facilities in beautifully sunny Las Vegas, NV

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