

*"MY  
LITTLE  
WHITE  
MUG!"* ©



Home Study Course  
By Woody Quiñones  
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## **"My Little White Mug" © Home Study Course**

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## **This Program is dedicated to:**

**My Heavenly Father**

"You know the plans you have for me!" - *Jeremiah 29:11*

## **A Special Thank You To:**

Jim Straw, Don Alm, Willie Crawford, Dien Rice, Michael Ross, Skip Roswell, Vondre' Whaley, Gordon Alexander, Pete Egeler, & the Late Lesley "MaaMaw" Fountain.

Even though I have 40+ years of selling to the public, you were the individuals that have given me more ideas and insight than my years combined, either through your posts or your products.

Being an example to the rest of us, is what caused me to go beyond my limited mind and create something that I have succeeded at and can call my own. As you read these pages be reminded that a little of each of you is sprinkled throughout these pages.

It is with great privilege to have known you and listened to your advice. And yes, old dogs can learn new tricks. Thank You! - *Woody Quiñones*

# "MY LITTLE WHITE MUG" ©



"My Little White Mug" © Home Study Course began after reading through many of the online business forums and buying some of the products. What I learned helped me to create a unique product that helps promote other businesses.

Through the process, I discovered how to put \$1000-\$2000 in my pocket, every year, for life, with this unique product, and I did it all without using my own money.

I did not have to buy any special inventory, equipment or use any advanced computer programs to create my unique product. As a matter of fact the computer program I did use was from 1997.

## In this course you will learn how-to easily:

1. Create a unique but decorative layout
2. Find those interested in using your mug
3. Find exclusive clients ready to invest
4. Get paid before you order mugs
5. Order inexpensive but durable mugs
6. Distribute the mugs quickly
7. Repeat the process

Just remember this is a process that will teach you how to turn a simple 11 oz. white coffee mug into an advertising medium that will draw business to you while it promotes other businesses.

When you finish reading this course you can begin your project immediately. At the end of this course there is a work at home business opportunity I will be presenting to you. Details are at the end of this course.



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# INTRODUCTION

"**My Little White Mug**"© is a program I designed to repeat itself year after year. It has 3 levels of income generating possibilities. This home study course is created for the sole purpose to help you learn how to profit from it.

**1.** At the base level you will be taught 11 steps needed to succeed, but it is only a "Get Your Feet Wet" approach. At this level you will only be learning the ropes.

You will gain a basic knowledge of how to make simple ad layouts, nothing advanced. You will also gain some practical experience on how to start a promotional project and see it to the end.

After your first successful promotional, you may decide to stop for a while. The "**My Little White Mug**"© program is designed so that you can keep promoting or take some time off and then start up again. The process is that flexible.

**2.** At the medium level you learn how to repeat or expand the process again and again. This will give you the opportunity to double or triple your income.

**3.** At the top level you will be introduced to a products business that will take, what you have learned, show you the other possibilities that can generate more income for you and still keep your mug promotional active.

Is there a learning curve? Yes! If you are a complete novice, your learning curve is the greatest, but easy to conquer with this course, so take your time when studying.

If you are familiar with promotionals, your learning curve will be less on the promotional and more on learning how to create a simple ad layout design.

If you are someone that does promotionals and creates ad layouts, then this process will only be a refresher course and an additional skill for you to use.

Other than the purchase of the "**My Little White Mug**"© Home Study Course, you will not have to buy anything else from me to succeed.

Study each step thoroughly and take plenty of notes. I have inserted a notes section after each topic covered. Write on it, fill it up and refer back to your notes often.

Finally I would like to say, "**Thank you**". Not just for making a purchase, but for making an investment in your future and potentially increasing your income.

May the Lord bless you in all your endeavors and I wish you much success.  
Woody Quiñones - *Creator and Designer*

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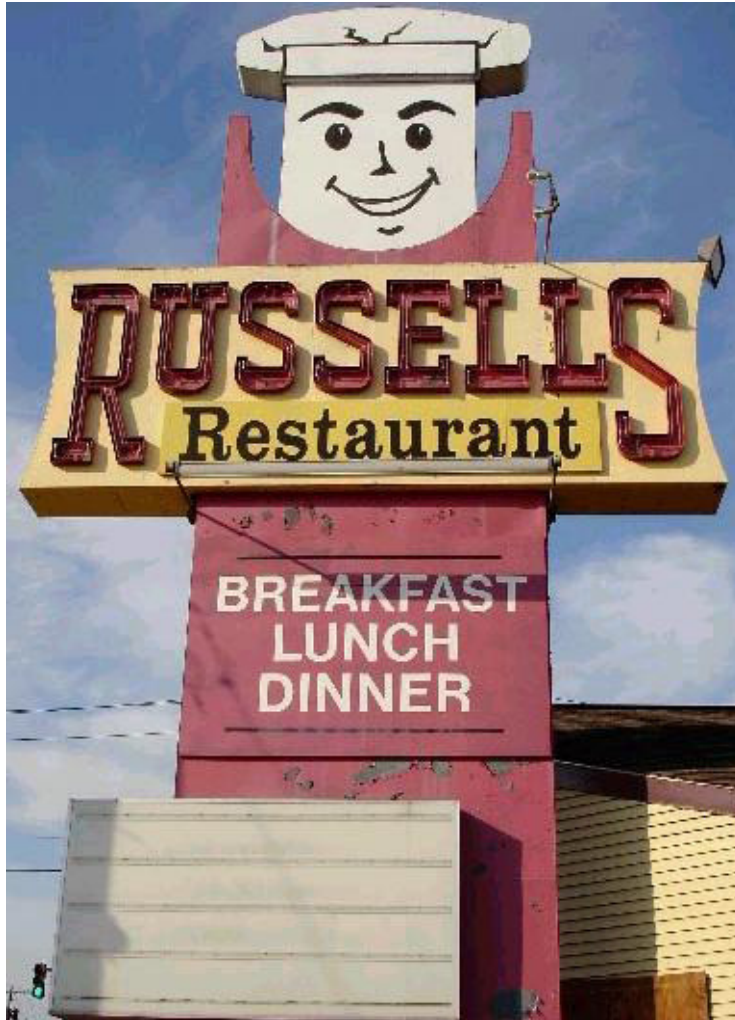
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## DISCOVERING THE IDEA

Did you know that the #1 place in any city, where the general public gathers, is the local family restaurant? Restaurants are still the modern day watering holes of commerce and socializing.



Family and friends, business associates and employees. Church members and politicians, gather to meet, greet, conduct business, have meetings, run political campaigns, teach classes and do it while eating and drinking.

Do you know what the most common beverage requested? It's a hot and steamy cup of coffee. That's right! Hot coffee served in a mug, at any restaurant, on any given day, at any given time, is as common as the sun coming up in the morning. Every day, *millions upon millions* of cups of coffee are served.



One day I saw a man holding a strange looking white mug in a photo at a website. I noticed that around the surface of the cup was what appeared to be tiny classified ads, but it was too small to make out. I had never seen anything like it before.

It reminded me of the paper place mats you see on restaurant tables that display different types of business ads. This mug was a miniature billboard that could be easily washed and reused every day, by any restaurant.

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That's when it hit me. Millions of coffee drinkers, lifting their mugs of coffee up to their mouths, would be continuously looking at that miniature billboard. With every sip taken, that's another glance at some business owner's exclusive advertising.

Think about it. Commonly found in restaurants are menu boards, menus and place mats, that display advertising for local businesses. Great ideas, but each venue has limited exposure.

When you walk into a restaurant, you see the menu board and all the advertising, but when you go to your seat the advertising is no longer seen. **Limited exposure!**

When you are given a menu to view the different food items, you see all the advertising. But when you place your order the menu is taken away and the advertising is no longer seen. **Limited exposure!**

When you look down at the table you see a paper place mat and all the special advertising, but when your food arrives, the plates, cups, condiments and silverware cover all that up and the advertising is no longer seen. **Limited exposure!**

What is not commonly found in restaurants is Drinkware that displays multiple business ads that is constantly viewed, right up until the time the patron is ready to leave.

I was literally staring at a product, that I could design and create, that would have **unlimited exposure**. My idea was to recreate a similar layout, get multiple businesses advertising on the mug, distribute the mugs freely to restaurants, and not pay for it.

Being a promotional products dealer, I have access to mugs. All shapes, sizes, colors, brands and prices. I also create simple layouts and logos for my clients.

But like any idea, it sounded real good in my head and looked even better on paper. However, how does one begin? What do I do? How many mugs should I begin ordering? Who do I ask? And how am I going to get other people to pay for this?

After much searching, I couldn't find anyone with this knowledge or willing to share their knowledge. So I was left to figure it out and come up with a plan to put this all together.

\* \* \* \* \*

You have just read the first 10 pages of "**My Little White Mug**"© Home Study Course. I've already revealed several secrets through these pages. I invite you to go to <http://www.MyLittleWhiteMug.com> and purchase the full course.

Thank you for your interest  
Woody Quiñones - *Designer & Creator*

PS. There is a hidden webpage at my site where you can get a pdf version for less than \$50. Here's a hint: **a person who maintains a doubting attitude**

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