

Making Restoration Your Business

We've talked to a great number of you who have been considering turning your passion for audio restoration and enhancement into a side business venture. We have many loyal customers who already do this type of thing and also some advice for you as you head down this path.

A. Start Small- Each area of the country has its own culture. Some areas are faster to warm up to services like the one you hope to provide. The bigger the city, the more likely you are to find more customers and with it...more competition. You'll have several elements on your side. The number one most important factor? You have DIAMOND CUT or one of our restoration products. Don't discount this...You own the best product in the world for doing this type of work. Presumably, with a good ear, your work will outshine even a large expensive studio that doesn't use our products. You'll need a reasonable investment...probably DIAMOND CUT, a good sound card, turntable, tape deck, record cleaning system of some sort, printing/label making capability and the capability to make CDs and possibly DVDs. The beauty of this business venture is that all of these elements can be obtained through us and at very reasonable prices. You can always add other elements later, such as a reel to reel tape deck...faster production elements, faster computer, etc. But don't make those investments until necessary...let your business grow naturally.

B. Let 'Em Hear It!- If you have a web site...post a few before/after examples. Nothing impresses a potential client more than results he or she can hear. Also, these posted results can sell a potential client on your services before you even see their vinyl.

C. They Don't Remember The Noise- If you have the ability to include a track on their CD that is an unprocessed track of their archive, it helps them appreciate what you've done. The mind cancels out the noise when they remember these treasured recordings, but you want them to know that you've removed it, so including a track with the noise intact lets them see just how good you and your tools are.

D. The Master- You may want to charge a little bit more for this, but we suggest that you sell them on providing a 24 bit 192 unprocessed master. That is a master which they can save and revisit 5 years from now when our tools are even better. We've constantly updated our product over the last 10 years. If you compare DIAMOND CUT to the original Diamond Cut software, you'd be amazed at just how far this product has come. 5 more years will bring additional features and improvements which may convince these customers to come back with the same project and additional revenue for you.

E. Get a Big Hard Drive- You too should save all of the work you do for easy access. We have customers who do this for a living and they save every album they've ever done. Why? Because you'd be amazed at the overlap in material. If you've already cleaned it up once, you now have a very easy project to just spin a new CD...the customer pays the same, but you do 1/10th the work.

F. Special Touches- We have done several restoration jobs here at Tracer. One thing we've found to be very effective is providing customized CD labels and covers on our projects. We just ask the customer to provide a picture that he or she wants included and then incorporate that into a custom CD label. Because many of these types of jobs are not commercial releases...but rather; recordings of family members, etc., this can really impress a client and bring them back for future work.

We're a community of individuals who like taking old time-worn recordings and making them sound new again. Because we're spread out all over the world, we really don't have to think of each other as competitors. Got any cool ideas that work for you? Email them to us and we'll share them with the group in a future newsletter.