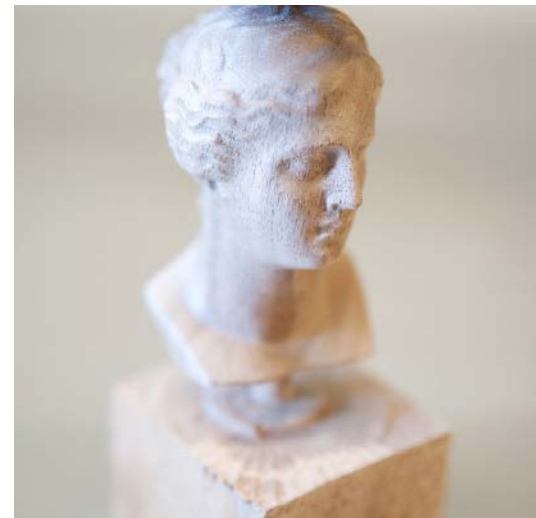
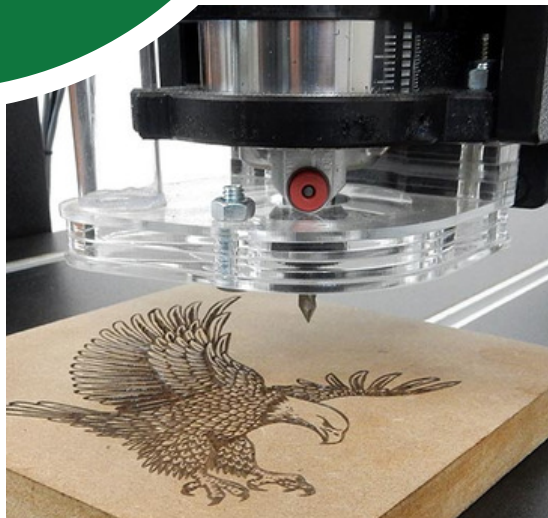


DIGITAL
WOOD-CARVER

HOW TO
**START A
BUSINESS**
WITH A CNC
ROUTER

ACCORDING
TO PEOPLE
WHO ALREADY
HAVE!



READY TO GET CARVING?

We asked our customers to share **their insights into their growing wood carving businesses** they started with their Digital Wood Carvers.

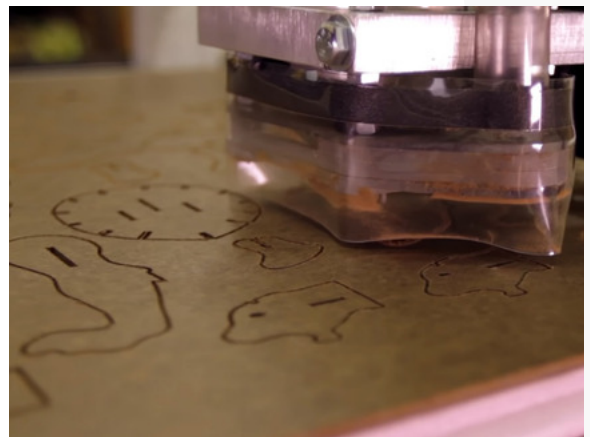
To bring you this guide, we combined their feedback with our own experience in supporting so many small businesses by helping them start and grow throughout the years.

They will show you how they were able to use that home workshop space to make things that started selling!

Some are retired and some work full-time jobs, but they all wanted to produce lasting creations in their workshops, and things have grown from there!

We especially love to see families working together, and you'll hear from some who are getting their kids involved with the growing business and working together!

Let's find out how they built their carving businesses!



CONTRIBUTORS



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MARKET POTENTIAL

We need to discuss the most important question for a new business - **is there a market for my products?**

What is the market potential for wood signs, carvings and engravings?



I do very little advertising and have around \$5k in yearly sales. If I wanted this to be full time, I could do at least \$80k a year.

JOHN CUMMINGS



People love locally-made projects in my area. I found a niche & made it profitable.

JOHN MCMILLEN



Very good for my local market - Online you need a niche product.

MICKEY GOOD



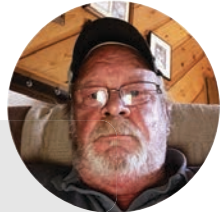
Very high. People will buy customized products very easily

MICHAEL TISHLER



High!

GARY C



Very large!

GARY VANDERMEULEN

NEW INCOME

We need to discuss the most important question for a new business - **is there a market for my products?**

How does your DWC make new income a possibility?



[Being able to make] any signs, plaques, pictures and boxes that have detailed writing and carving.

GARY C

The machine does a lot of cutting, routing, & carving... Did not have to buy a whole bunch of specialized tools.



TIM M



Being able to do customized & niche products

MICKEY GOOD

Allows me to generate income with simple projects and raw materials.



PHILIP BALL

How do you feel about using your DWC to make money?

Very good - creativity is easy with the CNC
Love it, just wish I had more time to work with it (hard with a full time job and 4 kids)!

Relaxing Proud

I love it. Not quite full time. Close...

Being on disability retirement, it helps me have a purpose and help contribute financially.

Proud Great

Great ... helps pay for the next vacation!

It's a great experience to see the expression on the customer's face

WHAT CAN YOU MAKE?

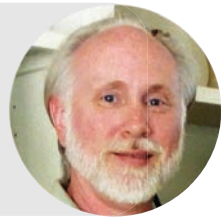
The great thing about having a Digital Wood Carver is the **amazing variety of things you can do with it**. Once you find a product that has a demand, you can market it and build a reputation locally for being the **go-to woodworker** to get that item made.

What are the most requested projects customers want you to make?



Family name signs, college drinking "game" boards, fishing rod holders

PHILIP BALL



Custom signs, Replication of furniture parts

GEORGE PLANIC



Fence peekers, but always varies.

GARY C



Custom signs, acrylics, metals.

MICHAEL TISHLER

Custom signs

Guitars

Flags

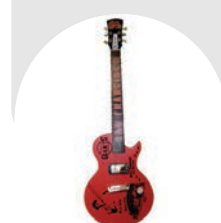
Trophies



MICKEY GOOD



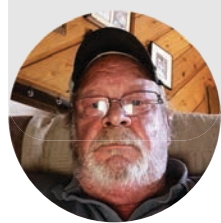
JOHN CUMMINGS



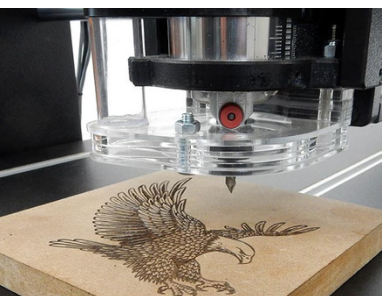
JOHN JOHNSTON



TIM M



GARY VANDERMEULEN



MACHINERY



So, there **is** market potential for customized wood products that are locally-made. Now to figure out the machinery needed to make your products.

You may already have a good idea of what you'd like to make in your workshop, and may already have some woodworking machinery, so why a CNC?

A CNC gives you an **all-in-one machine that can create simple or complex wood creations**, whether or not you have a fully-equipped workshop.

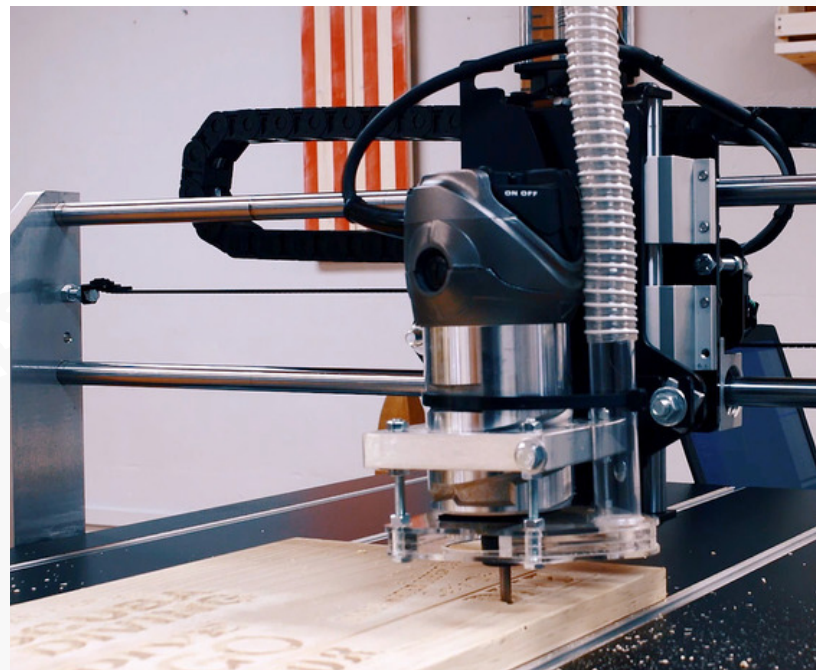
A lot of expensive tools can be required to make one final product like furniture, but **many products can be made just with one CNC!**

Of course, other tools help you do more with your carvings, but you can add those on as you find a niche and market for those additional steps.

The CNC really hit home with me because it is so versatile.



TIM M





WHY DIGITAL WOOD CARVER?

"Like most people, I had seen super small foreign-made models being sold everywhere but were way too small and lacked any software.

I am so glad I went with the DWC2440. My son and I were able to set it up in a matter of hours, follow the YouTube videos of set-up, and were cutting right away.

I'm really glad that we went with the bigger unit [DWC2440], it gives us a lot more options to try with and to set up two projects at a time.

I see a lot of the other machine owners always buying upgrades, aftermarket add-on parts, etc. The DWC2440 worked straight outta setup.



TIM M

DWC has been a great company to do business with. Burl and Laney were more than helpful during my research.

The support and training after the sale have been incredible. The machine itself is well built, and I believe it fills a huge void between the 'starter' machines and the \$10,000 production machines for serious hobbyists and small production shops.

I was up and running the day after I picked it up. Burl continues to incorporate improvements into the design and materials, and keeps the current machines upgradeable as well.

DOUG TRANKERENGR

You will never find the customer service that Digital Wood Carver supplies anywhere. They are always there when you need them.

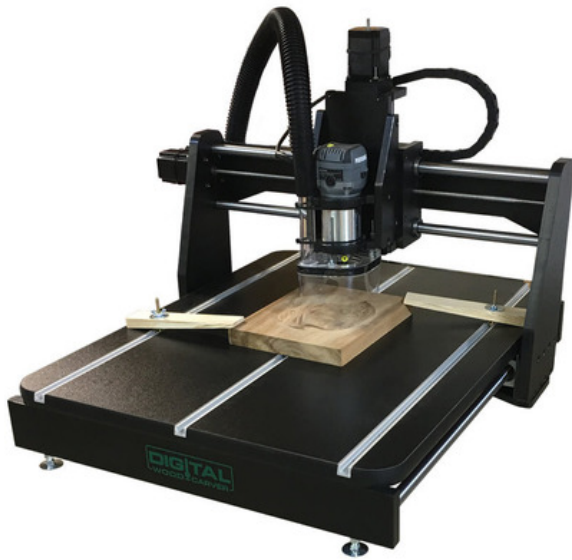
They have a closed group on face book for everyone that owns a DWC which is amazing to be able to see idea's or even get help with in the group.

They constantly provide training programs to teach you more.

ROSE GEORGE

DIGITAL WOOD CARVER CNC'S

A quick introduction to our pro and commercial CNC carvers.



DWC1824 Mini Carver

Everything you need to start a home business on a budget!



DWC2440 3-Axis Carver

A professional CNC that can unleash the creative genius of hobbyists and businesses alike.



DWC2440 4-Axis Carver

Carve in ultimate 3D with the DWC2440 4-th Axis package!



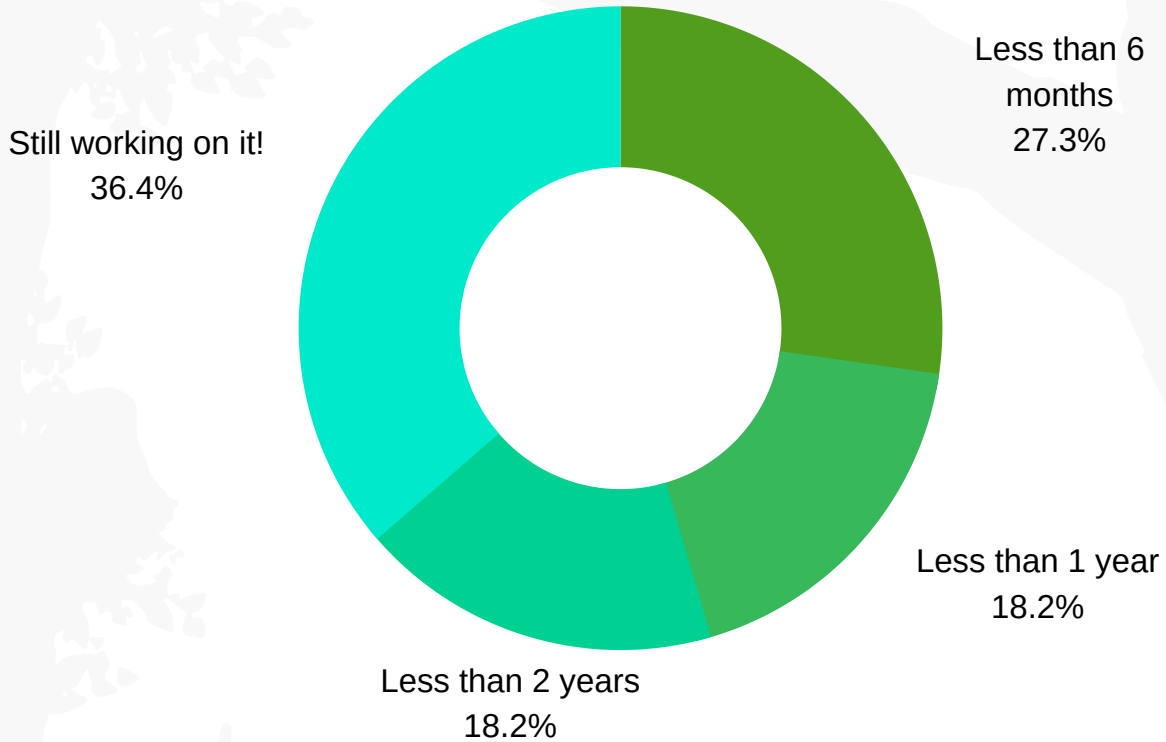
DWC5100 Commercial Carver

For high production and large scale projects. Fits full sheet of plywood.



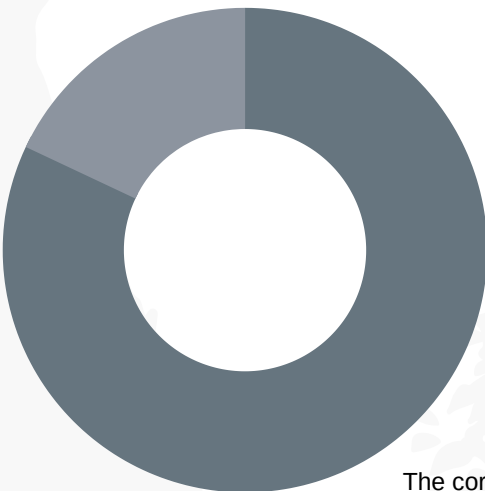
ROI

How long did it take you to pay off your CNC with profits from carving?



What roles does the DWC play in your business?

Used for niche products
18%

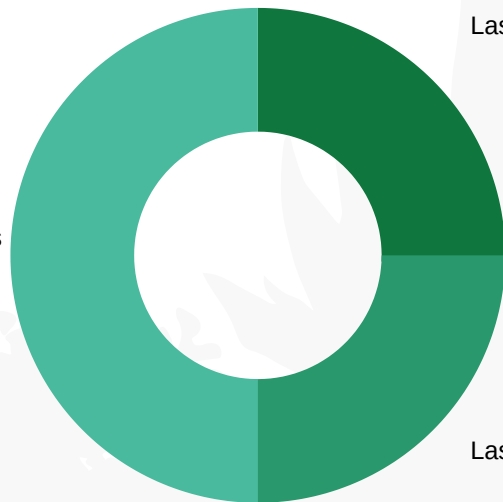


The core machine
82%

What DWC accessories contribute to your business?

Laser Engraver
25%

4th Axis
50%



Laser Alignment Tool
25%

SOFTWARE

With industry-standard Vectric Design Software options, just select the software that is right for you, and you won't need to worry about monthly subscriptions or sub-standard software!

Free training is provided, **hundreds of tutorial videos are freely available**, and additional software upgrades are available for more advanced users.



TIM M

The software does what is really needed. I see owners of other equipment who get poor quality from a good machine due to software issues.



Flexible and easy-to-learn software that is a great place to start, especially if you have little or no previous design experience



Unlimited job and toolpath size, true shape nesting and job set-up sheets, ideally suited to a production environment.



All of the functionality of VCarve Pro but adds 3D design tools to enable you to create your own 3D reliefs.

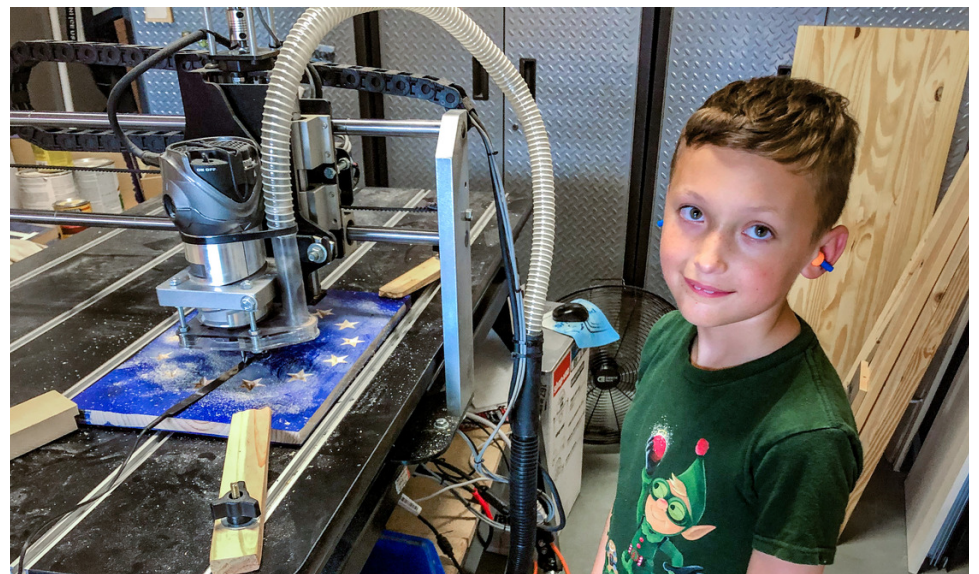


A FAMILY AFFAIR!

Why work alone? Get the kids or grandkids involved!

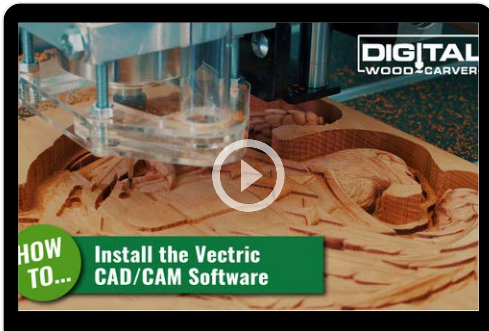
[My son's] generation is very digital so he likes to be able to combine his computer skills with a machine. To him, it is like playing a game but it tells the machine to make something.

Being 9 years old, sanding and staining helps burn off energy. Using the tape measure, he is reinforcing the fractions that he is learning in school.



LEARNING

We're here to see you succeed with your CNC, not get lost during setup or when you're making your projects! These are all available to help you as you learn how to make amazing projects with your CNC carver.



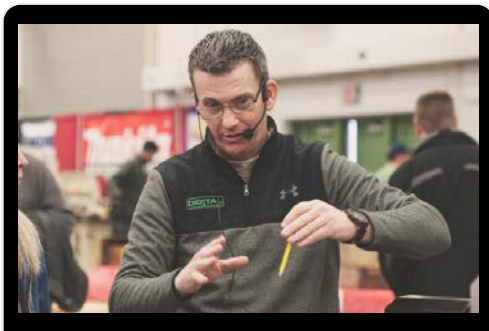
Getting Started Videos

When you first receive your new CNC, our assembly and set-up videos are available on our website and make it easy to get started!



100+ Free Tutorial Videos!

Step-by-step project tutorials and in-depth dives into CNC use. With 100+ videos and new live tutorials each week, you can learn as much as you want!



One-on-One Training

We offer customer support by telephone and email, but to really develop your skills with an expert, we offer one-on-one video training at a very affordable rate!



Owner Community

Join our Owners Group and participate in our community! We share projects and tips back and forth, help each other out, and share news.

LEARNING CURVE

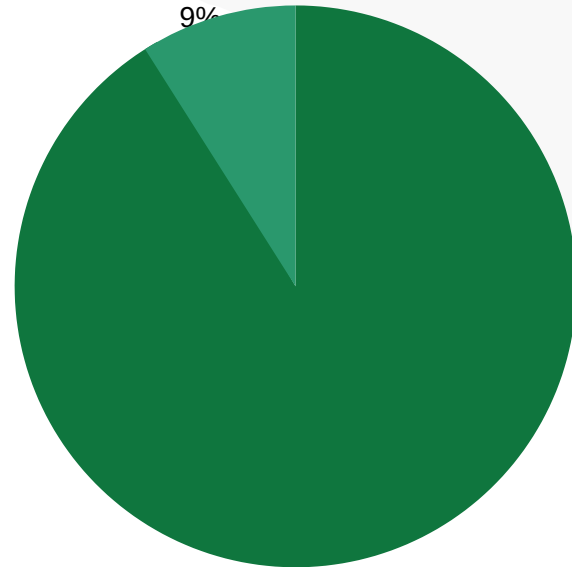
With everything, there will be a learning curve. So what will you be getting yourself into by jumping into the CNC and woodworking worlds?

Our customers share their experience in getting started.

Is basic computer knowledge sufficient to learn to use a CNC?

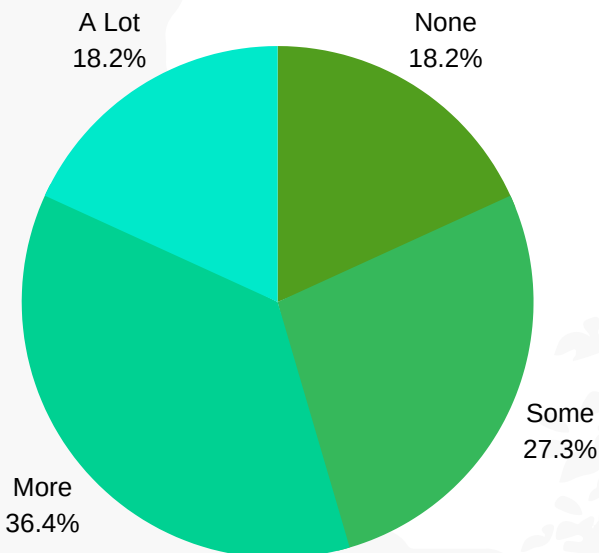
Significant Learning Curve

9%



Yes - with practice
91%

How much prior CNC experience did you have?



How long until you felt confident with the software?

Still getting there

9.1%

Right away

9.1%

2-3 Months
36.4%

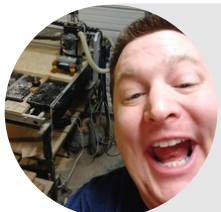


Under a month
45.5%

SALES & MARKETING

So, you've thought about market potential, got a CNC and are now feeling confident you have products ready to sell! Here are recommendations about where to get sales coming in.

What are the best places to market your products and find new customers?



I mainly use Etsy. However, I'm branching out into FB marketplace and Amazon Handmade

JOHN MCMILLEN



I have some products in a local boutique

GEORGE PLANIC



Local Craft Shows & Festivals - but not all are a good fit.

MICKEY GOOD



Local farmers markets, referrals, and charity donations

TIM M



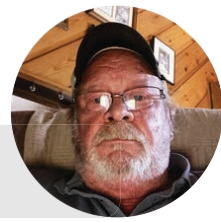
Word of mouth

JOHN JOHNSTON



Facebook

PHILIP BALL



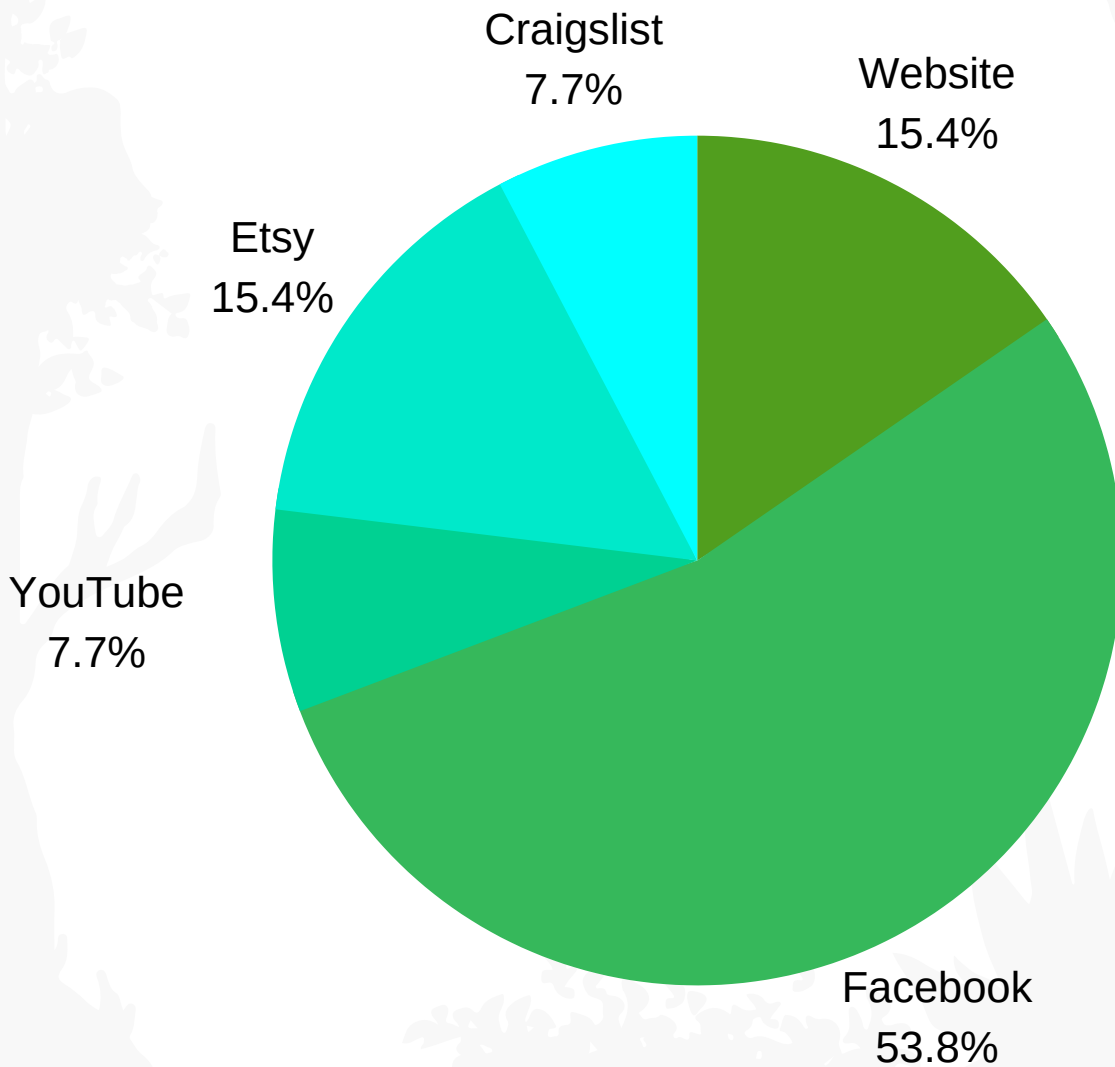
Craft Sales

GARY VANDERMEULEN

SALES CHANNELS

The number of ways you can advertise your products and services can be overwhelming, so what channels have these businesses found to be worth their time and investment?

What are your top-performing sales channels?



Respondents were able to select multiple options.

CHALLENGES

With any new business, there will be challenges and obstacles to overcome.



MICKEY GOOD

Determining where to sell items. We decided to make local shows our target and finding shows that fit our products. Flea Markets didn't work for us because people only wanted bargains. Art shows didn't work because people wanted fine one of a kind art. We choose craft shows and festivals only that have high volume of people and other crafters.

What were the biggest challenges at the beginning that you needed to overcome?

Not trying to do too many products at once. We picked one thing, got good at it, & moved to the next



TIM M

No challenge, the CNC expanded my business easily



MICHAEL TISHLER



GEORGE PLANIC

Overcoming the "cut vinyl" sign market

Finding good wood at a fair price



GARY VANDERMEULEN



PHILIP BALL

Learning the software

WHAT'S NEXT?

Ready to start a new home business? Want to keep looking into this idea for the future? Here's what you can do next!

Contact

What questions do you have?

Let us know!

sales@digitalwoodcarver.com
(833) 392-2621

Follow and be Inspired

'[Digital Wood Carver](#)' on Facebook
[#digitalwoodcarver](#) on Instagram

Research

Browse Digital Wood Carver CNCs:
www.digitalwoodcarver.com/cnc-products

Talk to Owners

Want to see a CNC up close or talk to an owner? We'll put you in touch!

Learn

Pick one of our 100+ in-depth tutorials to see how to design and carve a project you want to try!
www.digitalwoodcarver.com/cnc-tutorial-videos

Learn LIVE

Watch new or past Live recorded demos or CNC business discussions!
www.digitalwoodcarver.com/virtual-show

