

THE PAVILION

A Digital Scrapbooking Story...



TONY LAIDIG

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"For what is a man profited, if he shall gain the whole world, and lose his own soul?"

Helen Laidig stood on the porch watching her son, Veryl, playing in the yard. She couldn't help but think about the sermon shared the evening before at Creekside Park.

REVIVAL CAMPAIGN

at

CREEKSIDE PARK

Between Waterfall and New Grenada, every evening at 8 p. m., July 6 to July 20. Dr. Geo. L. Hopkins, Speaker. Rev. Chas. Shalhoub, of Boston, Mass., in charge of music.

Some of our people attended preaching service at Creekside Park, Sunday afternoon. The Rev. Joseph Miller preached a fine sermon. His text was taken from Matthew, 16th chapter 26th verse --"For what is a man profited, if he shall gain the whole world, and lose his own soul?" The Rev. Joseph Miller was assisted by the Rev. Chauncey Varner.

The words weighed heavy on her heart as if Rev. Miller was talking directly to her. "Did Chaunce say something to Rev. Miller about me?" she pondered. He knew about her decision.

Rev. Chauncey Varner (or Chaunce as she called him) was married to her older sister, Louise. She loved hearing Chaunce sing last night. The whole evening felt like a much-needed escape.

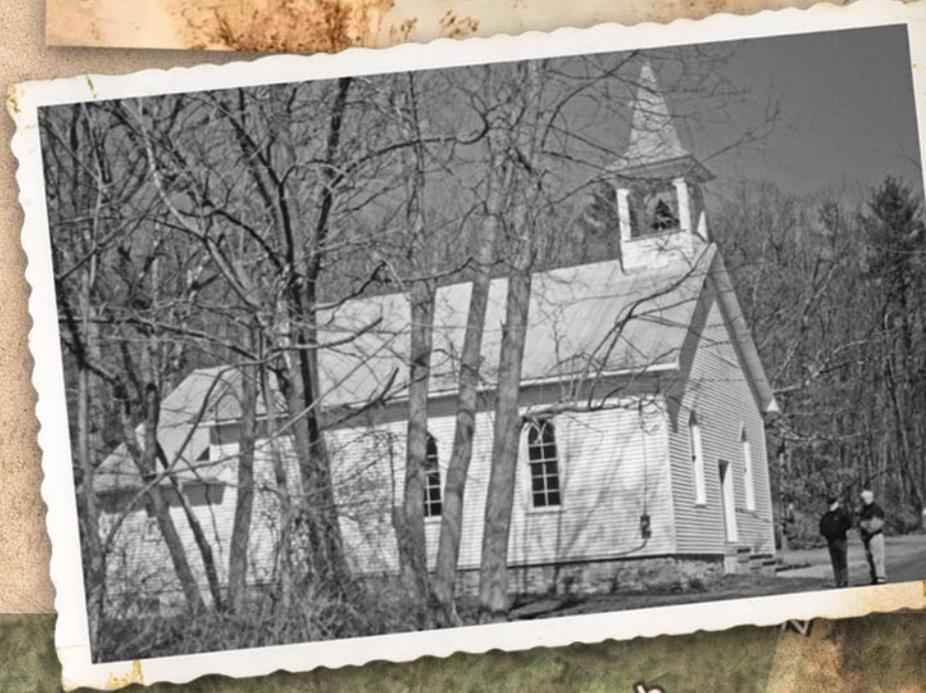
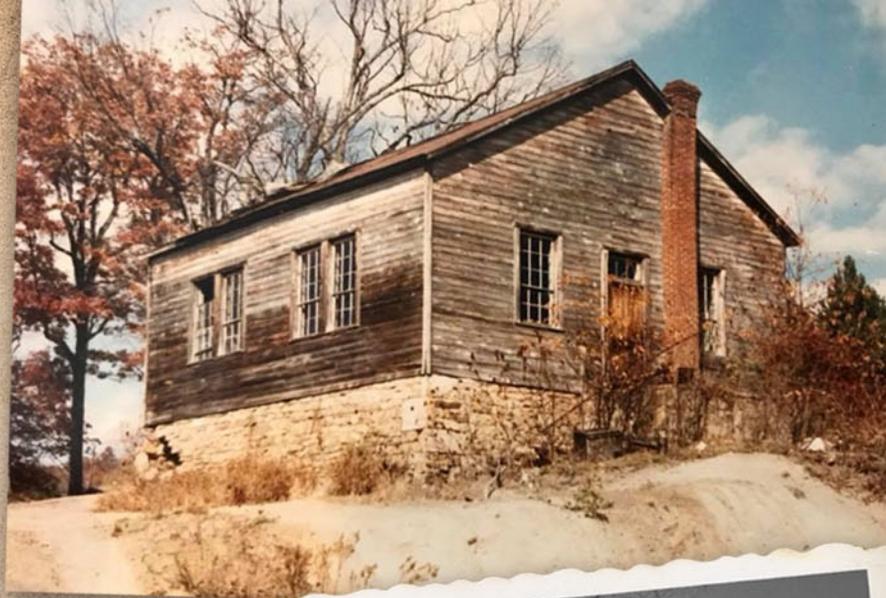
There were SO many there at the Creekside Park service that it was standing room only. Fortunately, Helen's Mother, Alice, kept Veryl on her lap most of the evening until he fell asleep. Helen appreciated the break from her little one, but she couldn't help but wonder...what was in store for him, especially in light of the hard decision she was about to make.

“And this is the church we attended sometimes when I was little,” Dad shared as we continued his childhood tour. We had just come from the one-room schoolhouse he attended as a lad. You know the stories...where he had to walk a mile up hill both ways in 3 feet of snow! Of course, the school WAS a mile from their homestead, so there’s that!

I always loved seeing this church. It reminded me of what a classic country church should look like, especially with the contrasting red door against the white boards. Plus, visiting it with Dad and with Pastor Galen was a special treat!

“Up for a short walk, Junior?” Dad asked. “Sure! But where? There is nothing else around here,” I responded.

“I want to show you a place I spent a lot of time visiting when I was little. It’s just around the corner.”





Dad lead the way with Pastor Galen and myself following. We headed to the stop sign and turned right. Nothing was in sight except for trees and some grass. "It's just over here!" Dad pointed to what appeared to be a dirt path, although I really couldn't tell for certain.

As we walked down the path, the area opened up to reveal an old, run-down pavilion. "What is this place," I asked.

"When I was little," Dad began, "Mother and Mum Mum would bring me here to the revival services. We came here for years. Your Uncle Chaunce would preach here and sometimes sing as well. Everyone would get their farm work done during the week and then come here for the weekend. We often just camped here for the entire weekend."

"Camp? Seriously?" I asked. "How many people came here?"

Dad continued, "Sometimes 100's from all around the area! There is a creek in the back where people could get water and they would pack food for a day or two. This place was also used for reunions and picnics as well. Your Mother and I brought you here once when you were a baby for a picnic with Aunt Louella and Uncle Rawle."

As I stood there looking around, I couldn't help but think about all that had taken place over the years at this, now dilapidated, place. It had been 60 years since Dad was first here as a little tyke. It had to seem like forever for him.

Walking back to the path, I spoke what I had been thinking, "If only the stones here could speak. I bet they would have some great stories to tell!" He assured me they would!





It was Dad's turn to share the talking stick. My daughter, Courtney, had just turned 18-years-old and she had asked if we could host a talking circle at the local park, Caledonia, for family and friends to share words of wisdom with her.

Because the tumor had affected Dad's speech, he had to speak slowly. "Things were hard when I was little. Mother wasn't around because she moved over here to Chambersburg and I always missed her, but I knew she loved me, just like your Mother and Dad love you. Family is important. Don't forget that!" Dad looked down at the stick and then back up again. "I love you," he said, and passed the talking stick to the next person.

At that time, we didn't know that just a few months later, he would get to hear Uncle Chaunce preach and sing once again as he had when he was a little boy in that Creekside pavilion in the woods.



Talk again soon, Dad!

CREATING FAMILY STORY BOOKS!

I LOVE creating low-content books...

- They are often easy to create and beginner-friendly
- Can cover just about any subject or topic
- Don't HAVE to have huge page counts (think Printables)
- Typically have minimal writing but lots of illustrations
- Mass appeal (depending on the topic)
- Can be offer in both digital AND print forms

But one of MY favorite reasons for loving low-content books is that they are often art-driven...illustrations, photographs, etc.

Whenever you research markets for creating and selling low-content books, one of the most important metrics to pay attention to is audience reach, which contributes to demand.

If the audience reach is too small, you will likely not make many sales...makes sense, right?

The second metric to pay attention to is this: How easy is it to make the book? Does it require special tools or software? What about research?

Think about it...if a certain type of low-content book has plenty of demand but requires specialty software or skills, it MAY be challenging to build a viable business around the idea due to a lengthy time to market.

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PERFECT AS PRINTABLES OR AS PRINTED BOOKS!

MOST low-content books take TIME to create. The same is true for Children's Books, Coloring Books, Prompt Books, etc.

What if I told you that I "reinvented" an AWESOME type of low-content book that is easier to assemble than puzzle books and appeals to a massive audience?

"Family Story Books" are a type of low-content book whose popularity is growing off the charts for a number of reasons:

- **Tried and True:** Family Story Books are essentially a digital form of scrapbooking, and because of that familiarity, many are eager to create their own, especially when combined with genealogy.
- **Demand:** Ancestry.com and 23&Me.com serve a combined audience of over 28 million. That combined with a massive scrapbooking audience boosts the demand sky high.
- **Simplicity:** Yes, "Family Story Books" require research, but MOST of that research is handled by the family you are creating the book for, not you!
- **Easy-to-Use Tools:** You don't need fancy tools to create these books! Any page layout program will work! THIS PDF was laid out using PowerPoint. The art was assembled in Photoshop but ANY image editor would work fine!

The reality is that you don't have to love genealogy to make these any more than you have to love puzzles to succeed with Puzzle Books!

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EACH MODULE WILL BE PRE-RECORDED WEEKLY!

This brand-new, beginner-friendly training will show you, step-by-step, how to create and publish simple “Family Story Books” for family, friends, clients, and more! Think of it as the ultimate form of Digital Scrapbooking!

Over the course of 4 in-depth modules, we will deep-dive into:

- **Module One:** Discovering Your Family Stories
- **Module Two:** Photos to Tell the Story
- **Module Three:** Support Materials for Context and Details
- **Module Four:** Layout and Publish Your Book

We are NOT talking about creating massive, brain-draining books here, but rather, easy-to-create books...20-40 pages...that highlight family adventures and stories within the context of a life well-lived!

Please Note: These weekly trainings are NOT being taught LIVE but will be posted by Thursday of each week until completed.

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