

A Cushy Business Idea

By Stephen Bucaro

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How would you like to alleviate pain and provide comfort while providing yourself with a nice cushy lifestyle? You can achieve these goals by starting your own therapeutic pillows business.

A wide range of discomforts can be alleviated with the aid of therapeutic pillows. Below is a partial list of the type of pillows you can provide.

- Acid reflux pillows
- Allergy control pillows
- Back lumbar support pillows
- Neck pillows
- Wrist carpal pillows

Your business can design and manufacture custom therapeutic pillows. There is no limit to the range of pillow designs that you can provide. Below is a list of some of the properties of a pillow that can be varied.

- Shape and size
- Fabric material
- Fabric color and pattern
- Fill material

Neck pillows are usually shaped like a U. Take a look at:
a target="top"

www.natures-comfort.com/herbal.html/www.natures-comfort.com/herbal.html/a
where they sell hand crafted herbal therapy pillows in
assorted prints for \$25.00.

A high angle pillow relieves the symptoms of acid reflux
disease. Take a look at:

a target="top" href="http://www.acidrefluxpillow.com"www.acidrefluxpillow.com/a
where they sell acid reflux pillows for \$130.00 to \$150.00
or more.

You will find the mother of all pillows at:

a target="top" href="http://www.cpapman.com/pillow.html"www.cpapman.com/pillow.html/a
where they sell the Total Body Pillow for \$69.95 to \$102.95.

Can you image yourself snuggled into one of these in front
of your TV?

In addition to infinite possibilities for color and
pattern, you can create custom embroidered pillows, or
pillows with custom picture transfers.

Below is a list of possible fill materials.

- Buckwheat hulls
- Foam
- Rice bag pillows
- Sand pillows

Note: Pillows don't have to be therapeutic. You can offer
decorative pillows, novelty pillows shaped like just about
anything, pillows for pets, or pillows with a board on one
side that can be used as a lap desk for making a laptop
computer more comfortable. How about a couch pillow
with a pocket for a cell phone or a remote control?

Note: You could just buy therapeutic pillows wholesale and
sell retail, but then you are just pushing the same
products as everybody else. Why not design your own
custom products that can only be purchased from you?

If you, or someone you know, suffers a discomfort that can
be alleviated with the aid of a therapeutic pillow, you
might be in a position to design a custom pillow that you
can patent.

How to design and manufacture pillows:

- Decide what your product line will be and create a web
based catalog.
- For each product create a pattern, specification, and
bill of material.
- Build to demand. Don't keep inventory until sales levels

require it.

Tips for your pillows website:

- Remember - you are not selling pillows. You are selling comfort.
- State the technical concept that makes the pillow therapeutic.
- Pillows make great gifts. Provide gift certificates.
- Show pictures of people enjoying the pillows.
- "pillows" is not your best search engine keyword. Your best search engine keywords include "neck pain", "back pain", "carpal tunnel syndrome", and so on.

There is a wide range of discomforts that can be alleviated with therapeutic pillows. Your business can provide custom designed pillows that alleviate pain and provide comfort, and you might provide yourself with enough income for a cushy lifestyle at the same time.

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