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# THE GRANDPARENT STORIES BUSINESS BLUEPRINT

A Step-by-Step Guide to Launching a Meaningful,  
Profitable Business Preserving Family Legacies

*"Preserving Legacies, One Story at a Time."*

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# INTRODUCTION: THE OPPORTUNITY

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In a world of fleeting digital content, there is a deep and growing desire for connection, permanence, and meaning. Families, more than ever, are seeking ways to honor their elders and preserve the rich tapestry of their life stories for future generations. This document outlines a complete business plan for **Grandparent Stories**, a service that captures these precious narratives and transforms them into beautiful, lasting keepsakes like books and films.

This business model is uniquely positioned for success in the current landscape. It leverages the power of Artificial Intelligence to automate and simplify creative production, combines it with the irreplaceable value of human connection, and targets a highly engaged and often overlooked demographic on social media. This is not just a business idea; it is a blueprint for creating a profitable venture that makes a genuine impact on families.

## The Mission

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To honor the lives of grandparents by capturing their stories and transforming them into timeless family heirlooms, ensuring their legacies are celebrated and preserved for generations to come.

## The Core Business Model

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The model is simple and designed for low upfront costs. You act as the producer and facilitator. The process is as follows:

- 1. Sell the Service:** A client purchases a package for their grandparent.
- 2. Facilitate the Interview:** You arrange and conduct a life story interview, either in person at a rented studio or remotely.
- 3. Create the Transcript:** The recorded audio is transcribed into a single, comprehensive document.
- 4. Transform the Content:** Using a combination of AI tools and your creative direction, you transform the transcript into a variety of products (books, movies, etc.).
- 5. Deliver the Heirlooms:** The final digital and physical products are delivered to the client.

This model allows you to operate with minimal overhead, only incurring production costs *after* a sale has been made.

# Our Service Packages

To cater to different needs and budgets, we will offer three main packages:

PACKAGE	DESCRIPTION	PRICE
<b>The Legacy Story</b>	A professionally recorded interview session, a full digital transcript, and a beautifully formatted digital eBook.	<b>\$500–\$800</b>
<b>The Heirloom Collection</b>	Includes everything in the Legacy Story, plus one hardcover printed copy of the main biography, one illustrated children's book, and a short animated video trailer.	<b>\$1,500–\$2,500</b>
<b>The Cinematic Memoir</b>	The ultimate package. Includes everything in the Heirloom Collection, plus multiple hardcover copies, a full-length documentary-style movie, and premium book binding options.	<b>\$3,000–\$5,000</b>



## STEP 1

# GETTING STARTED

## The Zero-Capital Launch

The beauty of this business is that you can start it with virtually no money. The key is to secure your first sale *before* you spend anything on production.

### 1.1 DEFINE YOUR BRAND

- **Business Name:** Grandparent Stories
- **Logo:** Use a free logo maker like Canva to create a simple, elegant logo. Think classic fonts and a warm, inviting color palette.
- **Tagline:** "Preserving Legacies, One Story at a Time."

## 1.2 SET UP YOUR BUSINESS ESSENTIALS

- **Email:** Create a professional email address (e.g., `hello@grandparentstories.com`). You can use a service like Google Workspace or Zoho Mail.
- **Phone Number:** Get a free business phone number through Google Voice.

## 1.3 THE LEAN LAUNCH STRATEGY

Your first goal is to validate the idea and get a paying customer. Do not spend money on podcast studios or software yet. Here's the plan:

1. **Build a simple landing page** describing the service (see Step 2).
2. **Run highly targeted Facebook video ads** to drive traffic to your page (see Step 3).
3. **Focus on closing one sale.**
4. **Use the revenue from that first sale** to pay for the podcast studio rental and any initial software subscriptions.

This approach completely de-risks the venture. You are not investing your own capital; you are using your customer's payment to fund the fulfillment of their order.



### STEP 2

## BUILDING YOUR WEBSITE

Your website is your digital storefront. It needs to be professional, trustworthy, and emotionally resonant. It will tell the story of your service and compel visitors to purchase a package for their loved ones. We will use Manus AI to build a simple, effective, and beautiful website.

### 2.1 PROJECT INITIALIZATION

Manus AI can scaffold a complete web project for you. For this business, a static website is sufficient to start. It's fast, secure, and has no server costs.

#### ACTION STEP

Use the `webdev_init_project` tool in Manus with the following parameters:

- **Scaffold:** `web-static`
- **Name:** `grandparent-stories`
- **Title:** `Grandparent Stories`
- **Description:** `Preserving Legacies, One Story at a Time.`

This will create a new project directory with a modern React and TailwindCSS foundation.

## 2.2 WEBSITE CONTENT AND STRUCTURE

Your website should have the following key sections:

- **Hero Section:** A large, emotional headline ("Every Life is a Library of Stories. Let's Preserve Yours.") with a beautiful, high-quality image of a grandparent and grandchild. Include a clear Call to Action (CTA) button: "Learn More".
- **How It Works:** A simple, 3 or 4-step visual explanation of the process (Book a Session → Tell Your Story → Receive Your Heirlooms).
- **Our Packages:** A clear, side-by-side comparison of your service packages (Legacy Story, Heirloom Collection, Cinematic Memoir) with pricing and features.
- **The Vision:** A section explaining the "why" behind the business. Use emotional language to connect with the visitor's desire to honor their family.
- **About Us:** A brief section about you or the company to build trust.
- **Contact / Booking Form:** A simple form to capture leads. Ask for their name, email, and which package they are interested in.

## 2.3 DESIGN AND COPYWRITING

- **Visuals:** Use warm, authentic, and high-quality stock photos (from sites like Unsplash or Pexels) or, even better, AI-generated images that evoke nostalgia and family connection.
- **Copy:** The language should be heartfelt, empathetic, and clear. Focus on the benefits and the emotional outcome, not just the features. Sell the feeling of preserving a legacy, not just a book or a video.

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### STEP 3

## MARKETING & SALES

### Getting Your First Customer

Marketing is the engine of this business. Your target audience — the adult children and grandchildren of seniors — are active on social media, and Facebook is the perfect platform to reach them.

### 3.1 CREATING HIGH-IMPACT VIDEO ADS

As the original transcript noted, the target demographic of older social media users is a dream to market to. They scroll slowly and watch videos to completion. Your ad needs to capture their attention and their hearts.

### Ad Content Strategy:

- 1. The Hook (First 3 Seconds):** Start with a powerful, emotional question. Examples: "What if you could read your grandfather's life story as a book?" or "Your grandmother's memories are priceless. Are they preserved forever?"
- 2. The Story (3–15 Seconds):** Briefly explain the concept. Show visuals of a beautiful book, a family watching a video, a grandparent smiling.
- 3. The Solution (15–25 Seconds):** Introduce Grandparent Stories. Explain the service in one or two simple sentences. "We help you capture your grandparent's life story and turn it into a beautiful book and movie."
- 4. The Call to Action (Last 5 Seconds):** Tell them exactly what to do. "Click the link below to learn how to give the most meaningful gift of a lifetime."

### Video Creation Tools:

Use a simple video editor like Canva or InVideo. You can combine stock footage, text overlays, and a voiceover. For a more advanced approach, use an AI video generator like HeyGen to create a professional-looking spokesperson video without needing to be on camera yourself.

## 3.2 FACEBOOK AD TARGETING

This is the most critical part of the marketing plan. Proper targeting ensures your ad is seen by people most likely to buy.

#### Primary Audience:

- **Age:** 45–65+
- **Location:** Your target city or region
- **Interests (Layer these):** Grandparenting, Family history, Genealogy, Scrapbooking, and brands they might like: Hallmark, Ancestry.com

#### Ad Placement:

Focus on Facebook Feed and Instagram Feed. These are the most effective placements for video ads.

#### Budget:

Start small with a \$10–\$20 per day budget. The goal is to get data and see what works. Let it run for 5–7 days before making adjustments.

### 3.3 THE SALES PROCESS: CLOSING YOUR FIRST SALE

When a lead comes in through your website form, your job is to guide them to a purchase. This is a high-touch, emotional sale.

1. **Immediate Follow-Up:** Respond to inquiries within a few hours. A personal email is best.
2. **Get Them on the Phone:** The goal is to schedule a brief phone call. This service is personal, and a phone call builds the trust needed to close the sale.

#### The Sales Call Script:

- **Listen First:** Start by asking about their grandparent. "Tell me a little bit about your grandmother. What makes her special?"
- **Paint the Vision:** Talk about the outcome. "Imagine being able to sit with your kids and read a book of her adventures."
- **Explain the Process:** Walk them through how simple and easy it is for them and their grandparent.
- **Present the Packages:** Clearly explain the options and help them choose the right one.
- **Ask for the Sale:** "If you're ready, we can get her session booked today. Which package feels like the best fit for her story?"

### 3.4 AUTOMATING WITH MANYCHAT FOR INSTAGRAM

Once you have a following, you can use Instagram automation to deliver a lead magnet.

- **The Lead Magnet:** The PDF version of this business plan! Or a smaller, free guide like "10 Questions to Ask Your Grandparents."
- **The Automation:** Set up a ManyChat flow. When someone comments "PLAN" on one of your Instagram posts, ManyChat will automatically send them a DM with a link to download the PDF. This builds your audience and email list for future marketing.

# THE PRODUCTION WORKFLOW

## Creating the Heirlooms

This is where the magic happens. Once a client has paid, you move into the production phase. This workflow is designed to be efficient, high-quality, and repeatable.

### 4.1 THE INTERVIEW: CAPTURING THE STORY

This is the most important step. The quality of the final products depends entirely on the quality of the interview. Your role is to be a master listener.

#### Booking the Studio:

- Search for "podcast studio rental near me" on Google.
- Platforms like **Peerspace** or **Pirate.com** offer hourly rentals for fully-equipped studios.
- **Pro Tip:** Book a 2–3 hour session to start. Ensure the studio provides high-quality microphones and a quiet environment.
- **Remote Option:** If an in-person meeting isn't possible, use a remote recording platform like **Riverside.fm**, which records high-quality audio and video locally on each person's computer.

#### Preparing for the Interview:

- **Pre-Interview Questionnaire:** Send the client a short questionnaire to gather background on the grandparent. Ask about key life stages, important people, and major events.
- **Structure Your Questions:** Have a list of open-ended questions ready. Group them by life stages (e.g., Childhood, Young Adulthood, Career, Family, Reflections).

#### The Listener's Mindset:

Your job is not to talk, but to listen and guide. Use phrases like: "Tell me more about that." — "How did that feel?" — "What do you remember most about that time?"

### 4.2 TRANSCRIPTION: FROM SPOKEN WORD TO TEXT

Once the interview is recorded, you need a transcript. This is the raw material for all your products.

- **AI Transcription (Recommended):** Services like **Otter.ai** or **Descript** are fast, affordable, and highly accurate. You can upload the audio file and get a full transcript back in minutes.
- **Human Transcription:** For 100% accuracy, especially with heavy accents or poor audio, a service like **Rev.com** is the gold standard, but it is more expensive.

### 4.3 CREATING THE ADULT BIOGRAPHY BOOK

This is the core product. You will transform the raw transcript into a compelling, readable life story.

#### The AI-Assisted Writing Process:

- 1. Clean the Transcript:** Edit the transcript for clarity, removing filler words ("um," "ah") and false starts.
- 2. Structure the Narrative:** Use a powerful AI language model like Claude or ChatGPT. Feed the cleaned transcript into the AI with a detailed prompt.
- 3. Refine and Edit:** The AI will provide a fantastic first draft. Your job is to read through it, refine the language, check for accuracy, and add your human touch. Ensure the story flows and captures the essence of the person.

#### SAMPLE AI PROMPT

"You are a master biographer. I'm providing you with a transcript of a life story interview. Your task is to transform this transcript into a beautiful, engaging, and well-structured book. Organize the story into chapters based on life stages. Rewrite the spoken words into a smooth, narrative prose, but maintain the original voice and personality of the speaker. The tone should be warm, reflective, and respectful."

#### Book Layout and Printing:

- **Layout:** Use a program like **Canva** or **Vellum** to format the text into a professional book layout. Add photos provided by the client throughout the book.
- **Print-on-Demand (POD):** Use a service like **Amazon KDP** or **Lulu** to print a single, high-quality hardcover book. You upload the formatted book file and cover, and they print and ship it directly to your client.

### 4.4 CREATING THE ILLUSTRATED CHILDREN'S BOOK

This is a powerful upsell that turns a single story or lesson from the grandparent's life into a book for the grandkids.

- 1. Select a Story:** Work with the client to choose a short, meaningful story from the transcript with a clear lesson or moral.
- 2. Write the Children's Version:** Use ChatGPT to rewrite the story in simple, age-appropriate language.
- 3. Generate Illustrations:** Use a tool like **Midjourney** to create beautiful, consistent illustrations for each page.
- 4. Layout and Print:** Use Canva to combine the text and illustrations on each page. Print the book using a POD service that specializes in children's books, like **Lulu**.

## 4.5 CREATING THE MOVIE / TRAILER

Video is the most emotional medium. This is the premium offering that will truly wow your clients.

### The Process:

- 1. Gather Assets:** You will need the audio recording from the interview and a collection of old family photos from the client.
- 2. Create the Narrative:** Select the most powerful and emotional quotes from the interview audio to serve as the narration.
- 3. Animate the Photos:** Use an AI tool like **Runway** or **Luma AI** to add subtle motion to the old photos (the "Ken Burns effect"). This brings them to life.
- 4. Assemble the Movie:** In a video editor like **Canva** or **DaVinci Resolve** (which has a free version), combine the audio narration, the animated photos, and a gentle, instrumental background music track.
- 5. Deliver:** Export the final video as a high-quality MP4 file and deliver it to the client digitally.



### STEP 5

## THE FINANCIALS & GROWTH

### 5.1 PRICING STRATEGY

Your pricing should reflect the high-touch, premium nature of this service. You are not selling a commodity; you are selling an heirloom. The proposed pricing structure allows for a healthy profit margin while providing immense value.

#### Cost of Goods Sold (COGS):

Your primary costs will be the podcast studio rental (or remote recording software subscription) and the print-on-demand book printing. These are only incurred after a sale.

- **Studio Rental:** ~\$50-\$100/hour
- **Book Printing:** ~\$15-\$30 per hardcover book

#### Profit Margin:

Even with the base package at \$500, after ~2 hours of studio time and one book, your gross profit is significant, with your main investment being your time.

## 5.2 GROWTH PATH

- **Phase 1 (First 3 Months):** Focus on perfecting your process and getting your first 3–5 clients. Reinvest profits into better equipment or more ad spend.
- **Phase 2 (Months 4–9):** Build a portfolio of testimonials and examples. Raise your prices as demand and social proof increase. Hire freelance editors or designers to help with the workload.
- **Phase 3 (Year 2 and Beyond):** Scale the business. You could train other interviewers, create an online course teaching others how to do this, or franchise the model.



# CONCLUSION

## A Business with Heart

**Grandparent Stories** is more than just a business. It is a service that fills a deep human need for connection, legacy, and remembrance. By combining the latest AI technology with the timeless art of storytelling, you can build a profitable venture that creates priceless heirlooms for families.

The steps outlined in this plan provide a clear, low-risk path to launching and growing this business. The opportunity is immense, the market is ready, and the impact you can make is profound. Now is the time to start.

"Every life is a library of stories. Let's preserve them."

This plan was developed by Manus AI, incorporating strategies and insights from market research and best practices in digital marketing, AI content creation, and self-publishing. Tools and platforms mentioned are based on their capabilities and market standing as of early 2025.

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