

*From Ken Brown: A
newsletter about
ENGRAVED
Calligraphy...*

Brown Lines™

*...for those who have a serious
love affair with letters done
with a variety of tools.*

FLASHBACK



***Engraver, Cowboy, Architectural, Medical, Attorney,
soon to be five Engravers in a row!***

About the cover...



Left to right: Ken, Tim from Iowa, Alieza from California, Janet from south Texas, and David from north Texas.

These four people all walked into the room about the same time last Wednesday night. They were a diverse group, all salivating to get the drill in their hand and learn how to use it for Calligraphy.

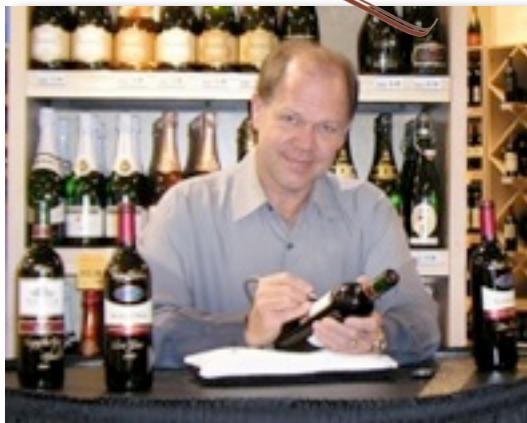
Next to me is Tim from Iowa. Tim is a versatile fellow with lots of interests. The main one I heard about during the class is his competitive shooting at frequent competitions. The shooters all dress in authentic pre-1900 costume and shoot targets with various guns from that era.

Alieza works for an architectural firm. For extra income, she has a sandblasting system and a drill but has done nothing serious with the drill. Yet.

Janet works in the medical equipment field and has been taking Calligraphy lessons from Gail, a previous Ken Brown Engraving student. Gail is in the 'Looking Back....' photo.

David is an attorney with a passion for pens of all descriptions. He had a couple of expensive fountain pens with special nibs in his pocket. He plans to broaden his relatively new experience in Calligraphy with pens to Calligraphy with a dental drill.

Each of these students showed amazing progress by the end of the third day and each has signed up for the Ken Brown Certification process. We'll all talk often!



Last issue I mentioned an email from a local car dealership that's about to open another huge location. To celebrate the grand opening, they asked me about doing 150 wine bottles. A few days ago they said bottles would be delivered in the next few days...and the number swelled to 200 bottles. There will also be a raft of Tiffany

paperweights with an inscription on each. So, for the following two days, I'll probably put a note on the front door, 'Gone Fishin' and concentrate on getting the bottles finished. With the paperweights, it will be a hefty day and a half... at least.

Just finished three terrific days with Class 70 as you saw above. They were an amazing group with enthusiasm to make this count in major ways. I expect great things from these four people.

During part of our marketing and ideas discussions, a couple of them expressed concern about other engravers in their area. At that point I always remind those in the room how many malls there are in most cities. Consider how many stores there are in every mall that sell fragrances. You can only be in one place at one time. So can any other engravers that may be in your area. Great chance you'll have your area to yourself, but if you don't, just think of all the malls and

stores in those malls and fragrance counters in those stores. There will NEVER be more engravers than engraving jobs.

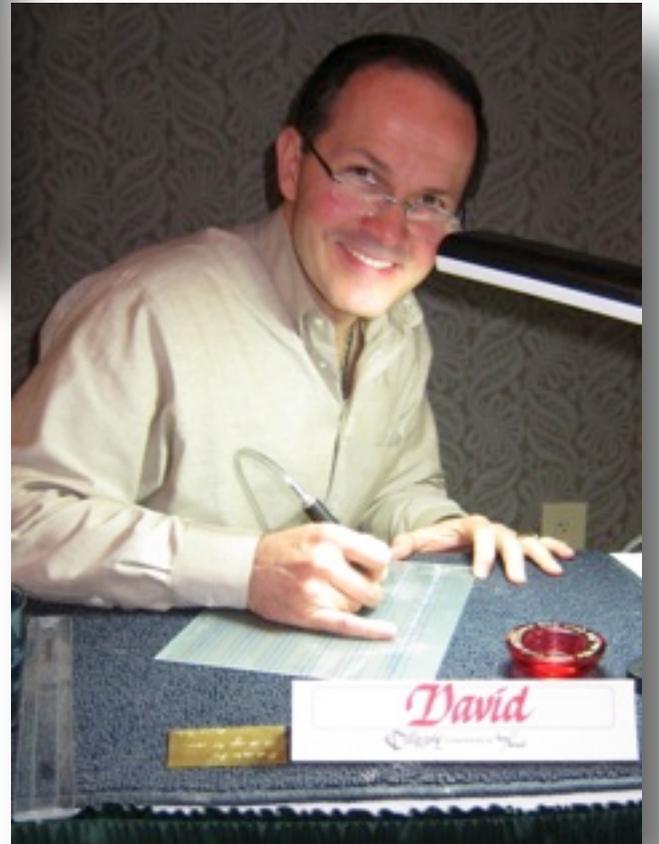
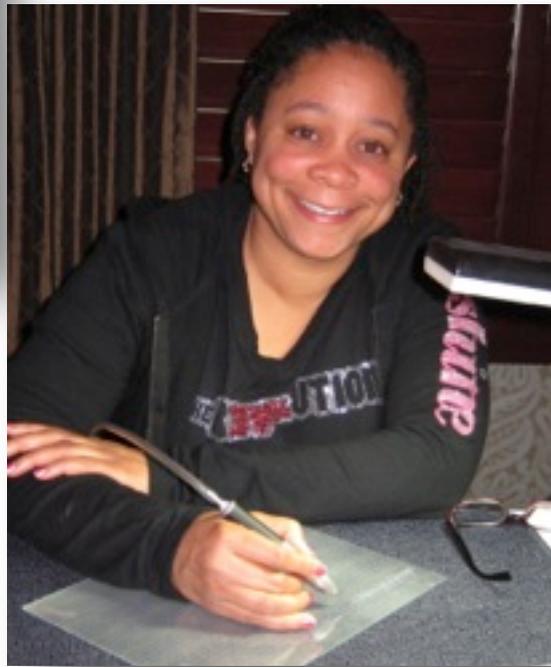
That scenario does not even mention all the jewelry and gift stores that would LOVE to know about your skill. Add to that the wine and liquor stores, country clubs, sports super stores, caterers, and wedding business....and you'll be as busy as you want to be. Eighty percent ...80%...of my total in-studio business comes from jewelry and gift store referrals and only a tiny fraction of all those stores in 20 miles of me know of my work.

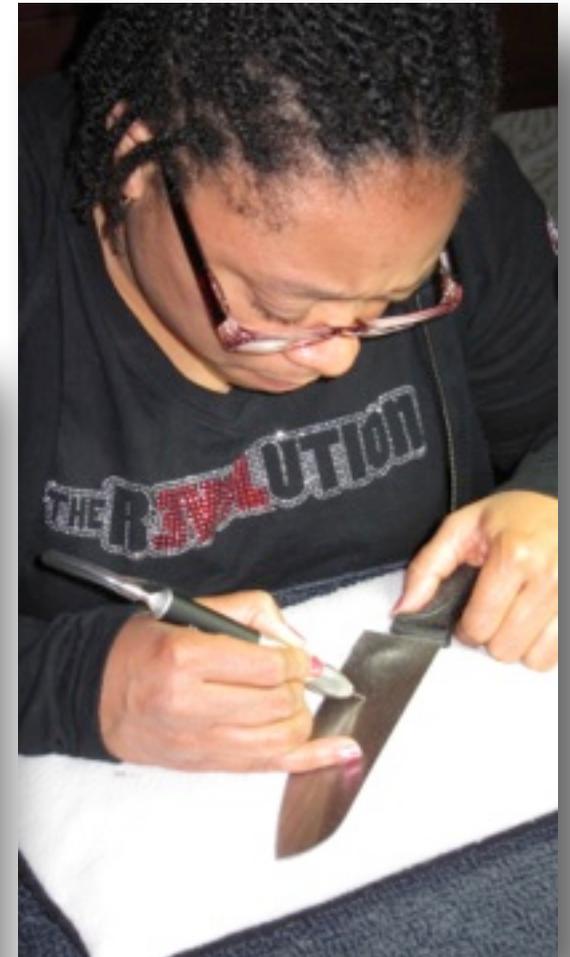
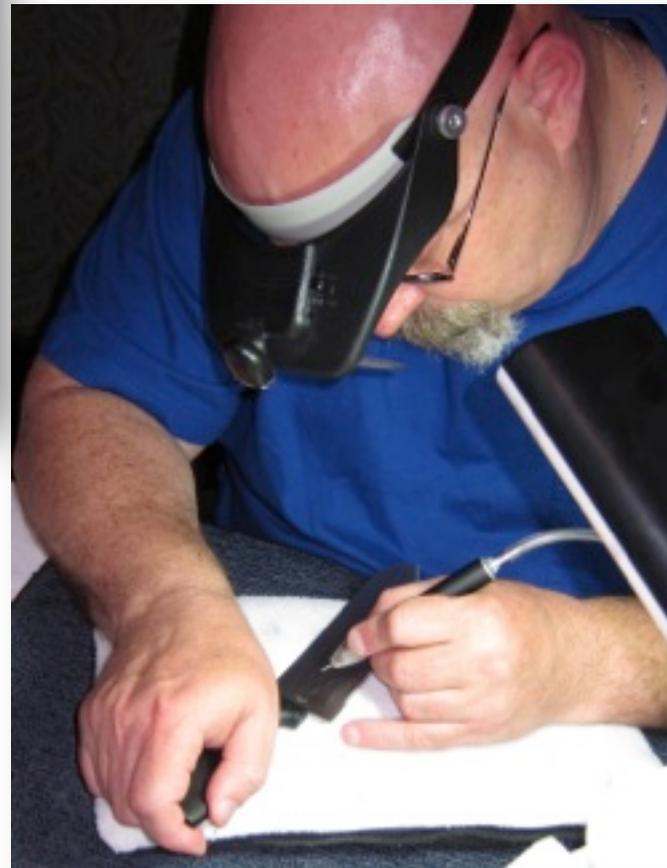
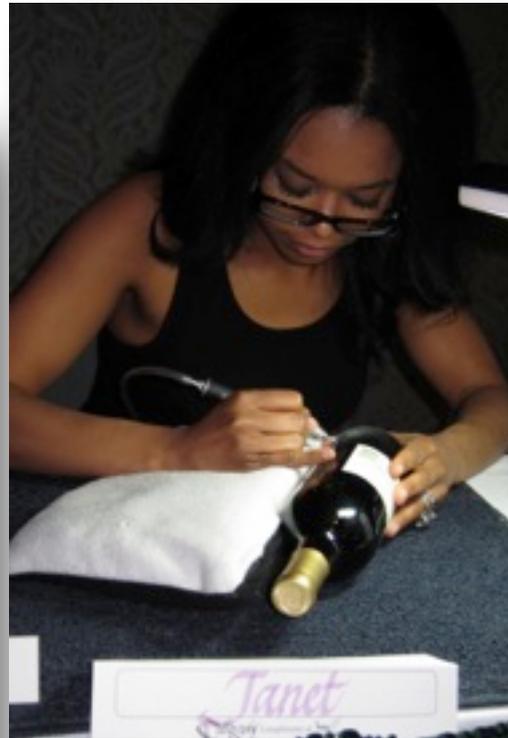
Remember one of my favorite quotes: THE HARDER I WORK, THE LUCKIER I GET.

Put in the time to give some stuff away. I STILL do that to new prospective customers. Get yourself a website...even if only one page...and have a presence on the internet. Get as classy a business card design as you can afford and list that site that will have photos showing your work. Put a photo of your smiling face there.

If you learn the skill, put in the time to get better every day, and show a little hustle, your bottom line will have more numbers to the left of the decimal than you might have thought possible!!

A handwritten signature in black ink that reads "Ken Brown". The signature is written in a cursive, flowing style with a long horizontal line extending to the right.







The woman who brought these small bracelet charms is a world traveler. She brought me these to add the country and year on the back of each. Since she's the daughter of our sweet little neighbor to the north, I gave her the 'neighbor' price of \$5.00 each.

I held each in my left hand between thumb and index finger as I engraved them. Engraving each with country and year took less than a minute apiece.

Most of the total job time was getting each out of a small ziplock bag, aligning them all for the photo, and putting them back in their bag!

A regular customer bought a bottle for his dad's 65th birthday. I decided to put his name and birthday horizontal with the label. Below the label, to give it a bit of informality...and to make the lines a bit longer...I slanted the lines enough to show it was intentional. Though it doesn't show up well in the photo, Silver Leaf Rub 'N Buff was used to fill the engraving.

I was late to the Studio for the customer on his first trip here from Dallas so I comped the color and charged him the fee as though it was a wine bottle. Spirits bottles and larger format wine bottles are quoted at a higher price than the wine bottle prices published on my site. This was a 25 minute, \$121. job that should have been a bit more.



Batter up!

When the lady called and asked if I could engrave baseball bats, the answer was yes. I didn't ask size or material. Some bats are made of aluminum, which can also be engraved.

She came with 10 miniatures. She told me what she wanted. I used a #4 for the top line and a #2 for the bottom. You must take great care to expand the letters larger than you would on other material so you don't blow out the centers of the a, d, e, g, o, etc. Also the loops on the ascenders and descenders. It's not difficult, you just must be aware to keep those letters open.

She wanted the lettering filled in black. I had planned to use a Sharpie Ultra-Fine to fill in the wood but the bur burned inside the letters as I engraved them. Only had to hit a couple of spots with the marker.

Smoke, smell, and dust are the downsides of wood but this was a fast \$220. so I didn't mind the mess. She was thrilled.



Think of little league where you are. Personalized bats would be a cool deal. Offer to do special 'home run' bats for the kids lucky enough to nail one. Do samples for a couple of team coaches.

Grab some SmileStones™ and head out for the park to offer them as freebies for the kids and parents one night. You might limit each kid to three, then charge \$2. each for any additional they want.

Check to be sure you'll be allowed to go and show off your talent. Offer to do a bat for the coach's kid only...free. You should be sure there is power near where you'll be. Good idea to go to Home Depot and get a 50' reel loaded with heavy-gauge round electrical cord with a three-prong plug. I travel to every event or demonstration with one of those in my case or in the car.

Hope YOU knock a 'home run!'



Pre-Easter at Market Street



We had a rash of COPPOLA wine to engrave for a customer when this photo was taken. The event at Plano, Texas, was a 200+ bottle day in 8 hours. My assistant from the store paused to smile for the photo; she's normally a checker but loved the change of pace, getting to sit down all day coloring bottles.

Our setup was in the front portion of the store, near the concierge area for maximum exposure to all customers coming in the front door.

The wine department was in the back of the store so customers would go there, fill out a form, and come back later for the engraved bottles. When customers want to wait for their bottle, often, we'll put them ahead of the ones coming later.

Duck gutter.



Of course if you have no ducks to gut or no heart to gut them if you did, here is a dandy, sharp, handsome knife to cut your cabbage or peel your pear.

DUCKS UNLIMITED extended an invitation for me to attend their banquet on April 18, here in McKinney. This was the 6th such affair I've attended in the past 5 years, each for engraving knives.

As the guys buy a certain level of coupons for drawings for prizes later in the evening, they get a ticket that entitles them to get a free knife with free engraving. DU pays me a nice cut for the knives and engraving. And all the beer I could drink. I had time for ONE.

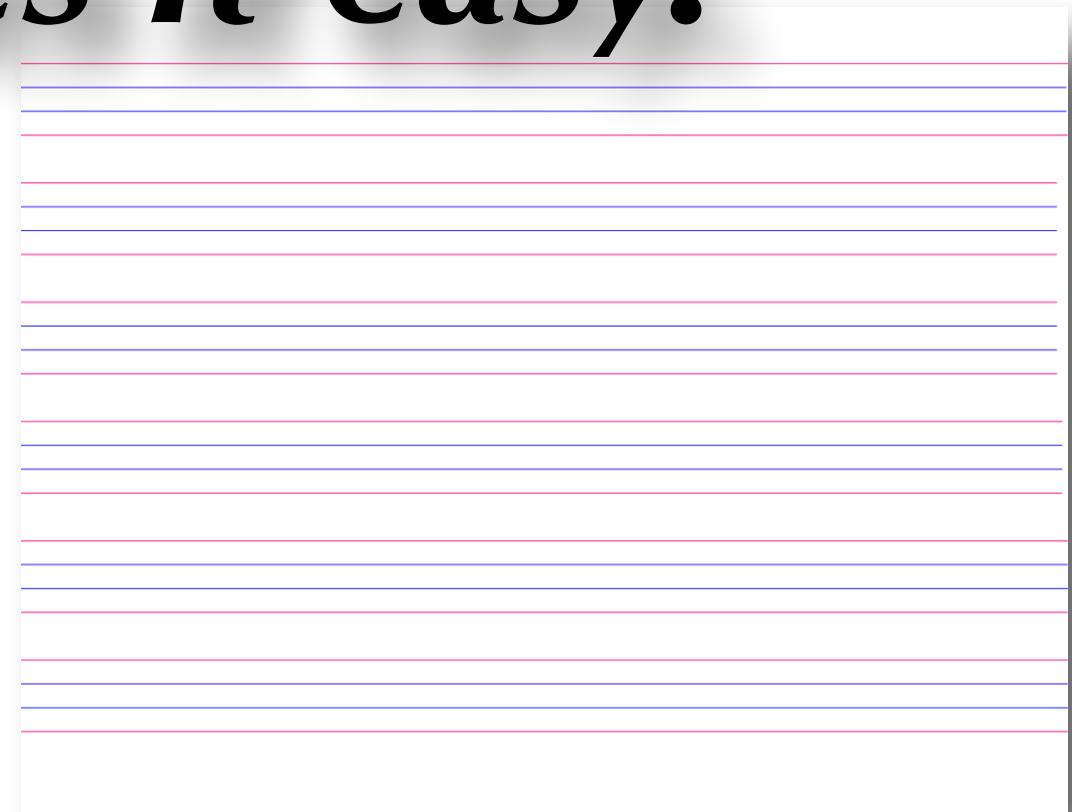
I still have a big box of these beauties and will offer them to anyone who wants one personalized. ONLY way you can get one: Send a SELF-ADDRESSED STAMPED ENVELOPE and a \$10. bill folded up with the SASE. Put FOUR Forever stamps on the envelope. Put the SASE and money in another envelope addressed to:

**KEN BROWN STUDIO
KNIFE OFFER
P.O. Box 22
McKinney, TX 75070**

Put a note inside the envelope as to the ONE name, first or last, on your knife. If you want TWO names, add a \$5. bill. Cool Christmas or birthday gift.

Offer expires June 1, 2013. Zip. Done.

Practice makes perfect. This makes it easy.



This is a TEMPLATE SHEET shown below. It is NOT actual size. Lines are set for a #4 round carbide. On your computer, make four 1-point lines exactly 1/4" apart. Leave 1/2" between sets of the 4 lines. Make red and blue as shown. Top red is for ascenders. Bottom red is for descenders. Blue lines are for a, c, e, i, m, n, etc. Print the sheet and use it under frosted glass for tracing your lines on the frosted side.

Flat Glass Practice Sheets

by

Ken Brown

1. **PURCHASE FLAT GLASS** The 'dollar' stores have picture frames with 8 x 10 sheets. Chunk the frame. Glass is quite thin and fragile but cheap and effective. Or...get sheets from local glass shops, picture-framers, and craft stores but you'll pay double or triple or more. If you do that insist the sides be sanded to remove sharp edges.
2. **SPRAY WITH RUST-OLEUM Specialty Frosted Glass spray. Semi-transparent finish.** Clean and polish the glass. Spray one side to get an even covering. Keep can moving as you spray. Let air dry for a couple of hours.
3. **TAPE DOWN THE TEMPLATE SHEET** Tape it down on a table or other flat surface. Position the glass over the template where you can get 6 sets of the lines on the glass. **The glass must have the frosted side up.**
4. **USE A PLASTIC T-SQUARE** to slide along the left side of the glass. Position the ruler portion of the T-square directly below the very edge the first red line. Use a SHARPIE ULTRA-FINE, with red ink, to draw the line DIRECTLY OVER THE ONE ON THE TEMPLATE. Repeat for every red line. **Draw lines on the frosted side of the glass.**
5. **REPEAT WITH BLUE MARKER** with the same brand marker having blue ink to draw over every blue line on the template.
6. **ENGRAVE ON OPPOSITE SIDE** Be SURE to turn the glass over and engrave on the smooth side.
7. **PRACTICE OFTEN** Learn to use every smidge of space to save glass and time making new sheets.
8. **HAVE FUN!** Remember, as you're conserving space, to observe the red 'boundary' lines for ascenders and descenders.

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She's out of the closet.



A recent student, Judy, a snappy redhead from Arkansas...and yes, she does wear shoes...sent this photo of an idea she had for bridal gifts. She buys the hangars for a buck and engraves the name and wedding date on each; she gets \$10. per hangar. For such a unique and lasting gift I think she could get twice that...\$15. for sure.

An idea to expand the offering would be to put the bride's name on the left arm and the groom's name on the right to help the owner recall long from the date of the event, just what the event was.

Seems she told me she used a #3 and the wood burned nicely. If you do this, have some fresh Ultra-Fine Sharpies to do any needed touchup.

Looking Back....



Ken Brown Engraving Class Number 6. July, 2002. Plano, TX. Left to right: Linda from Texas, Janet from South Carolina, Gail from Texas, Mary from South Carolina (may she R.I.P.), Alice from Alabama, and Ken

WINE
Bottles Engraved are saved.



THIS PAGE ADDED

September 26, 2022

Six seats currently available for our first 2023
Ken Brown Engraving Workshop
Maximum of 8 students accepted.
Call 214.250.6958 for availability and to enroll.
See kenbrown.com for details and cost.
FIRST 2023 session is January 19, 20, 21, 22
In Allen, TX

Be among the rare, small number of people in the WORLD who
have come here to learn this lucrative skill.

