

# Cut Outs Craze Profits

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## The Cut Outs Phenomenon

Cut Outs are having a huge surge in popularity. When people discover Cut Outs, they pretty much get addicted to them. They buy Cut Out after Cut Out. They simply can't get enough of them.

People are PROUD of their Cut Outs. After they buy the PDF, and make the Cut Out, they post a photo of their completed Cut Out in the reviews section on Etsy! Yes, they are very proud of their handiwork.

We live in a Digital Era. We live in a time when everything is delivered to our doors, and our bills are paid automatically. Couldn't people simply buy Cut Outs that are already cut out for them? Yes, they could. But they DON'T. Why?

**It's because people DON'T always want everything done for them.** Sometimes they want to be *hands on*. They want to be a part of the process. They want to feel like they are actually crafting something with their hands. They want to feel like they've accomplished something.

It makes them feel proud. It makes what they're doing feel more personal, more genuine. And it's FUN. It's fun making these little Cut Outs and then arranging them. It's a very human thing to make stuff with your hands.

This is why Cut Outs are so popular. They are the EXACT OPPOSITE of our high-tech era. Cut Outs are all about working with your hands, taking the time and care to make something, and sharing that time with friends and family.

**You are NOT selling customers a piece of paper.** Nope. You are selling them a simple PDF. They print that PDF, and they begin cutting out the patterns and shapes on the PDF. They are doing most of the work.

Getting the patterns and shapes to put on your PDF is very simple. In fact, you can get all the designs for free online. I show you exactly where to get them a little later in this guide. But first, let's take a look at some bestselling Cut Outs.



HaleyMadisonDesign  
51,007 sales | ★★★★★

This 'Woodland Cake Topper' is just one page, and it's selling for \$4.95. And it's selling like wildfire. She has over 50,000 sales in her store, and over 6,000 rave reviews. Check it out:

<https://www.etsy.com/listing/731675206/printable-adventure-awaits-woodland-cake>

You'll notice that right at the top of the product image, she puts these words: PRINTABLE FILE DIY. She is directly letting everyone know that the customer must PRINT the file and do the cutting work themselves. DIY means Do It Yourself.

And this big notice hasn't hurt sales at all. Quite the opposite. She also tells customers that her product is a digital file, and nothing is shipped to the customer. She is making absolutely sure that people know what they get when they buy her product.

She is actually sending them 2 files, a PDF and a JPEG. It's simply the same file in 2 different formats. She is doing this to give customers more options on printing things out.

As you can see, this is one of the simplest businesses to run. There's very little to it! You are creating a simple template, and saving it as both PDF and JPEG. Most of this business is automatic.

**She also doesn't give any refunds.** She politely explains that she doesn't offer refunds, but that she does offer customer service and will help customers if they have any problems. Telling customers this has not hurt her sales at all.

She is setting her business up for the least hassles possible! We should all be emulating her. She is covering every possible mistake or misunderstanding the customer might make. She is solving the problem before it even happens.

She is doing this so that her business runs almost entirely automatically. She is streamlining everything and avoiding a whole bunch of customer support requests. This ensures her business runs itself.

She even includes a photo of the complete template to make sure that customers can't possibly get confused. She let's them see exactly what they are getting. She even tells them the exact size of the template. Take a look:



How's that for thorough? Customers can plainly see the template, and they also realize that they are going to have to get a scissors and cut along the dotted line. This is a very smart way to run your business. Especially if you want your business to be mostly set it and forget it.

**This is basically a business that runs itself.** The only thing that I would recommend is to do some basic promotion for your Etsy store. This is free promotion, and it's pretty simple to do. I go over promotion a little later in this guide.

Let's take a look at another bestselling Cut Out. This one is a little different from the first one we looked at. It's definitely a Cut Out, but it offers something more. Look closely:



WillowLanePaperie

104,616 sales | ★★★★★

Do you see the big black dot near the Christmas tag? Inside that dot it says *DIY Editable*. You'll also notice that the tag itself says *Love from The McDonald Family*. **Yes, customers can customize this Cut Out for their family!**

This is truly brilliant. People get the experience of crafting the tag, and then they can personalize it for friends and family. Very classy, very heartfelt. It's pretty easy to see why this Cut Out is a bestseller:

<https://www.etsy.com/listing/646391494/christmas-wreath-tag-template-rustic>

When customers buy your product, they go to a website where they can customize it for free. It's very simple for them to do, and there's no extra cost for the customer. Here's the site:

<https://templett.com/>

If you want to use Templett to *sell* editable Cut Outs, there is a monthly fee. But it's definitely worth it. Making your Cut Outs customizable will cause you to stand out from the crowd. People love customization. Here's Templett for sellers:

<https://templett.com/sell-with-us>

## Creating Your Own Cut Outs

The best way to create Cut Outs is to simply copy bestselling Cut Outs. Of course, you will use your own design and clip art. But you will be closely following the bestseller. Not exactly copying it, but making something similar.

To search for Cut Outs, the best keywords are: *printable diy*. Your search will return a TON of Cut Outs that are selling well. Just make sure you check the reviews, and find a Cut Out that people are going crazy for. Here's the search terms:

<https://www.etsy.com/search?q=printable%20diy%20>

Next, you need some simple clip art to fill up your PDF. The clip art is free for commercial use with attribution. Here's a site with a ton of high-quality clip art. I'm actually surprised that such professional-looking clip art is free online:

<https://all-free-download.com/free-vector/woodland-animals.html>

Finally, you need a simple (free) editor to create your Cut Outs. There are plenty to choose from, but I've had very good results with Pixlr. It's very easy to use, and it's online. So, nothing to download:

<https://pixlr.com/>

If for any reason Pixlr doesn't suit you, no problem! There's plenty of other free editors to choose from. Some are online, and some you download. Simply find one that you feel is easy to work with:

<https://blog.appsumo.com/canva-alternatives/>

And it's always good to watch a basic tutorial to get you started with Pixlr. Some of you will just go ahead and start editing. Pixlr really is that easy to use. But in case you want a little help, here's a good guide:

<https://youtu.be/0ZCPw8gAXrE>

You want to sign up to Etsy as a Seller. You can do that right here:

<https://www.etsy.com/sell>

**Setting Up Your Etsy Store:** This is actually very easy to do. Here is a video that will take you step by step. You will be up and selling in no time:

<https://youtu.be/uSzz2l8AffQ>

## Promote Your Cut Outs!

I always make an effort to promote everything I publish and everything I create. First with free methods, then with paid methods. Free methods can be an absolute goldmine if you put the time in. I've seen amazing success from people who simply used social media to promote their Etsy shop.

I LOVE Facebook groups! Please don't underestimate the power of Facebook. Pretty much everyone uses Facebook. And Facebook is extremely useful for so many things. Make sure you join a few Facebook Etsy groups and promote your Etsy shop.

Etsy Sellers Only:

<https://www.facebook.com/groups/1761267034143309/>

Etsy Shop Promoters:

<https://www.facebook.com/groups/1554138788229605/>

Etsy and Small Business Promotion:

<https://www.facebook.com/groups/538799363702445/>

**Pinterest is the king when it comes to promoting your Etsy shop.**

Pinterest has tons of people interested in crafts. And people on Pinterest are always pretty much in shopping mode! You could use just Pinterest and end up with a very successful Etsy shop. Check out this video for some great Pinterest tips:

[Get More Etsy Sales Using Pinterest](#)

It's also important to give your store the correct name so that you are set up for success. That means some basic SEO, or Search Engine Optimization. This is very easy to do, but can make a huge difference for you. Especially when you start promoting your Etsy shop. Here's a video explaining basic SEO:

[Etsy SEO Hacks](#)



And Fiverr can be very effective, especially in giving your Etsy shop that initial boost you need to get visible and start making sales. Once you get that momentum, it becomes much easier to keep making sales and to stay visible. You can spend five or ten bucks, and get a huge boost out of it. Here's a whole bunch of inexpensive Fiverr gigs:

[Fiverr - Etsy Promotion](#)

## Brainstorm Your Own Cut Outs

The best way to come up with your own original Cut Outs is to focus on what I call Power Niches. These niches involve Major Life Events. These niches are related to big changes and transitions in people's lives. Think of these niches as crossroads. And your micro-content is there to help people make the right decision. Your content is a bridge over troubled waters.

Transitions in life are difficult and confusing. Plus, they cause tension to skyrocket. That means people want a quick solution and they are willing to pay for it. They want some direction. They want a plan. That's exactly what we are giving them.

You have probably been through some of these Power Niches in your own life. Think about this for a second. Have you been married? Have you ever helped arrange a wedding? Have you gone through a divorce? Have you ever been to a funeral? Have you ever moved house?

Take a look at your own life experiences and choose one of the seven Power Niches. Make a personal connection to one or more of these niches. You will then be easily able to write a Cut Out in that niche. You will be able to speak from the heart. You will create something of value that people will really want.

**IMPORTANT:** As you look at each of these Power Niches, ask yourself: **How can I come up with a Cut Out that appeals to people in this niche?** How do I make a Cut Out that will help them, will relate to their lives, will relate to their life events?

## Here are the Seven Power Niches:

### Family and Kids

Kids Daily Task Checklist (1 Page / \$5.99 / 2,343 Reviews)

<https://www.etsy.com/listing/634645341/editable-kids-checklist-daily-task-list>

This one is an amazing seller. It's a one-page checklist that the customer can edit in their browser, and then print it out. This makes this one page very useful as customers can use it again and again as their kids chores change.

***Brainstorm Your Cut Out:*** How can you create a Cut Out related directly to this Power Niche? How about a Cut Out checklist? The checklist would be smaller and the kids could carry it in their pockets. Each kid could have his own checklist.

*How about Cut Out rewards for the kids? You could create paper ribbons or medallions that the kids can cut out. The ribbon is a reward for the kid when he completes his tasks successfully. This idea of Cut Out awards is wide open.*

Kids Chore Chart (1 Page / \$3.50 / 1,338 Reviews)

<https://www.etsy.com/listing/209924915/chore-chart-multiple-children-printable>

Do you want a really easy one-pager to create? How about one that is almost completely BLANK? Yes, this checklist sells very well, even though it is mostly blank space. That makes it more useful to mom and dad who can fill it in with which task will be completed by which kid.

As you can see, there is almost nothing to making a one-page checklist like this. It's almost all blank space. But we have the exact right thing

that people need, and we are in front of an audience that loves buying these checklists. This is a no-brainer from a sales point of view.

Scavenger Hunt Checklist (1 Page / \$10.00 / 2,759 Reviews)

<https://www.etsy.com/listing/588318538/printable-savenger-hunt-sheets-nature>

This is a very clever one. It's for a children's treasure hunt game. The items that the kids are hunting for are on the checklist. As the kids find each item, mom simply checks each one off. Obviously, customers can keep printing these out for each new scavenger hunt.

***Brainstorm Your Cut Out:*** Here's another great opportunity for a Cut Outs version. With a Cut Out version, the kids can each have their own small Scavenger Hunt sheet. Even better, you can create various cut out shapes that can serve as the items the kids are searching for.

*You can take this even further: You can create cut out shapes that lead the way to the items the kids are hunting for. Little arrows or little red dots. This can be left around strategically to give kids a cookie trail to the items they are searching for.*

*As long as we stay in the Power Niche, and add to the fun and usefulness of an existing bestseller product, we can come up with a winning Cut Out product. Something that's FUN or useful. This is a surefire way to success.*

Now take a look at the description of the checklist, and scroll down to where it says COORDINATING ITEMS. You will notice a whole bunch of products that go along with the Scavenger Hunt Checklist. This is an absolute goldmine, and it proves that Etsy shoppers don't mind paying a little more for what they want.

I recommend you purchase the checklist that you are going to emulate. We don't want to directly copy, but we want to see exactly what information is included. We actually want to improve upon what our competition did.

Next, follow the links to free content. There is very high quality content about all seven Power Niches online. We are simply concentrating the free information and making it more convenient. This definitely adds value to the information.

FREE CONTENT to build your one-pager from:

<https://www.thesprucecrafts.com/printable-chore-charts-1388450>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

## **Health and Diet**

Workout Log (1 Page / \$2.10 / 6,659 Reviews)

<https://www.etsy.com/listing/268566336/workout-log-exercise-planner-printable>

Over six thousand reviews! This little one-pager is absolutely on fire. It basically sells itself automatically month after month. As you can see, this Workout Log is almost completely blank. This is the easiest and most profitable micro-content on the planet.

There is huge potential here. You can create your own workout log and simply change what's in the header. You could put little flower graphics in the header, or a little silhouette of a man and woman exercising. Pretty simple stuff that a Fiverr worker can quickly do for you.

You could put a motivational quote in the header. Something to inspire people. Then call yours the Motivational Workout Log. That would make yours memorable and give you an edge in sales.

This little one-pager is a winning formula. It just keeps selling and selling. It sounds crazy, but you could build a nice side income from one page of (digital) paper!

***Brainstorm Your Cut Out:*** You can create a business card cut version of this workout log. A business card is easy to carry around and it reminds and motivates the customer all day about their goals. They could also take the little card to work and keep it right near their work station.

*A little card like this would remind them to take the stairs instead of the elevator at work. When they complete this task, they check it off on the little card. This business-card Cut Out idea is wide open. It's a big opportunity that people would love.*

FREE CONTENT to build your one-pager from:

<https://www.hsph.harvard.edu/obesity-prevention-source/diet-lifestyle-to-prevent-obesity/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

## **Moving House**

Moving Planner (Many Pages!)

<https://www.etsy.com/listing/518700838/moving-planner-letter-size-move-out>

There are almost no short checklists in this Power Niche. That means it's wide open for a one-page checklist. Something people could keep with

them for a quick reference. People would buy your checklist in addition to the bigger sets of checklists.

That's a very big point I don't want you to miss: People will buy the in-depth checklist, and then they will also buy your one-page checklist for peace of mind. They want to be absolutely sure they've covered all bases.

***Brainstorm Your Cut Out:*** *The same business card Cut Out idea works here too. Moving house is a big deal and it causes a lot of stress. You can create business-card-size Cut Outs that customers can carry with them all day. They can easily remind themselves what needs to be done, and check off the tasks they complete on the little card.*

*You can take this even further: You can create a small, foldable card. They cut it out and fold it in half. Then it becomes like a little teepee that stands on its own. They can put this right on their desk so that they can see it and get inspired about their big move.*

*As long as you come up with ideas that help people, that inspire people, that motivate them to get things done, you will have success. ESPECIALLY if you create those ideas within these 7 Power Niches. This niches are very important to people, very emotional to them.*

FREE CONTENT to build your one-pager from:

<https://moving.bedbathandbeyond.com/ultimate-moving-checklist/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

## **Weddings**

Wedding Photography Questionnaire (3 pages / \$10.80 / 1,294 reviews)

<https://www.etsy.com/listing/643860673/wedding-photography-questionnaire>

This is pure genius. How about a checklist to make sure the wedding photographer gets the exact shots you want? A wedding is a high-pressure situation with no do overs!

This checklist is selling like hotcakes. And I don't see too many others offering this. That means you can come up with a similar checklist and have yourself a nice little sales stream that requires you to do pretty much nothing.

***Brainstorm Your Cut Out:*** A business-card Cut Out also works perfectly for this one. You can design little cards that the bride can hand to the photographer to make sure he gets everything right. The photographer keeps this card with him during the entire wedding.

*You can take this idea further: How about multiple Cut Out cards that can be handed to many of the service providers at the wedding? The caterer, the videographer, the staff, the limousine driver. In this way the bride keeps everyone on the same page and has the wedding go according to her plans.*

*All seven of these Power Niches are about emotions and stress. These life events cause the stress to skyrocket. Anything that we can create that lessens the stress, is a winner. These little Cut Out cards can reassure people, can be a touchstone for them, can lessens the stress for them.*

FREE CONTENT to build your one-pager from:

<https://www.thespruce.com/wedding-checklists-to-help-you-plan-your-wedding-1358256>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

## **Pregnancy**

Ultimate Pregnancy Journal (5 PDFs / \$2.61 / 1,935 reviews)

<https://www.etsy.com/listing/789744057/the-ultimate-pregnancy-journal-printable>

This journal is very thorough, but it's 69 pages long! You have a perfect opportunity here to make a Cheat Sheet version. Something that boils things down, makes things simple. Many customers want the journal version AND the Cheat Sheet version.

You also have an easy sub niche here: Healthy Pregnancy Cheat Sheet. You could make a Cheat Sheet that focuses on complications and signs of bad health or trouble with the baby. This cheat sheet would be a way of reassuring mom that all is OK. This cheat sheet would be fun to make, and a guaranteed best seller.

***Brainstorm Your Cut Out:*** Big opportunity here for Cut Outs. You can make a Cut Out version of the Pregnancy Journal that includes little stars and cute animals that herald the arrival of the baby. You could also include little cut out tags that mom and dad could customize with baby names.

*Adding the stars and animals causes your product to stand out from all the other products. This is a huge win. The cute animals and pretty stars appeal to mom's emotions. Pregnancy is a very emotional time! And it's something positive we are adding to her life.*



Newborn Photography Template (1 page / \$7.20 / 1,294)

<https://www.etsy.com/listing/644613117/newborn-photography-questionnaire>

Once mom gives birth, we need to photograph the baby! This template appeals to two groups: Photographers and moms. Both find this template useful. It is a perpetual best seller.

FREE CONTENT to build your one-pager from

<https://capeandapron.com/preparing-for-baby-checklist/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

## **Funeral**

Funeral Program Template (2 Pages / \$16.00 / 1,559 Reviews)

<https://www.etsy.com/listing/634231491/funeral-program-template-folded-memorial>

This is a funeral program that people print out for themselves. It's a constant best seller. But there's a wide-open niche that no one's filling: Funeral checklists.

When a death in the family occurs, people are emotionally wiped out and disorganized. A funeral checklist is the perfect thing to get people organized and back on track. I recommend it be one single page. Pack it with useful information, and you will have a constant best seller.

**Brainstorm Your Cut Out:** *Funerals are a very tough, emotional time. Anything that honors the deceased and understands the emotions of family and friends is a good thing. This is where Cut Outs come in. You can create cut out cards that can be personalized to the people attending the funeral.*

*Each card can be customized with the guest's name, and a brief few words honoring the relationship that they had with the deceased. This is a beautiful way to bring people together, and show you care about them.*

FREE CONTENT to build your one-pager from

<https://www.agingcare.com/articles/funeral-planning-checklist-145646.htm>

<https://www.funeralbasics.org/funeral-planning-checklist/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

## **Divorce**

Divorce Card (1 Page / \$5.50 / 1,117 Reviews)

<https://www.etsy.com/listing/550579935/divorce-card-funny-divorce-card-break-up>

Wide Open for a checklist! This Divorce Card is selling like crazy. It's a PRINTED card that is sent to the customer. But you could easily create a one-page divorce checklist in this niche. You could give it a humorous tone like this card. Or you could make it much more serious.

You could talk about the emotional side of going through a divorce. Show people how and where to get support. Help them navigate the tough emotional landscape that divorce can put you through.

You could make a checklist about the financial side of divorce. "Divorce Settlement Checklist." This is a scary area for people, and that means they are willing to pay to for a checklist like this.

***Brainstorm Your Cut Out:*** *The Cut Out version of this is very simple. You make a card that is customizable. That means the customer can include the names of friends and family on the card. And then they simply cut out their customized cards.*

*As you can see, this Divorce Card is taking a light hearted approach to divorce. It's trying to ease the tension and lessen the emotional pain. So with your Cut Out version, you would do the same. You could create a personalized card that says: I'm Finally Free! The customer would personalize your template, print it, and then cut it out.*

FREE CONTENT to build your one-pager from

<https://divorceandyourmoney.com/blogs/divorce-checklist/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

## **Training I Highly Recommend**

When authors ask me for advice on how to sell short content, these are the greats that I always refer them to. These are the proven winners: Effective, tested, and easy to implement.

## **One Page Publishing Profits**

This is great stuff because it shows you that it's not about how much content you create, it's about creating the exact right content. This training proves that tiny content can be quite profitable. And it definitely inspired me to get involved with Etsy and sell micro-content at multiple online stores:

<https://amyharrop.com/pages/1ppp-wp/>

## **Breadcrumb Book Promotion**

This is a brilliant free method by Bill Platt. It shows you that you don't need money to promote your book, you just need a little bit of hustle. Elbow grease still hasn't gone out of style:

<http://professionalbookmarketing.com/breadcrumbs-method/>

**Godspeed to you!** If you need any further guidance or help, you can always contact me:

[paul@bookpumper.com](mailto:paul@bookpumper.com)

*Paul J Coleman*

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[bookpumper.com](http://bookpumper.com)

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## **(9) Our details**

In this disclaimer, "we" means (and "us" and "our" refer to) Paul Coleman trading as Bookpumper.com, which has its principal place of business at 219 East Mills Ave #1891, El Paso, Texas 79901.

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PS: I love life! :-)