

HARMONICA CUSTOMISERS & HARP TECHS EVERYWHERE

Would you like an Easy Way to Expand the Range of Custom Harps you can Offer your Customers?

THE STATE OF THE HARP

Let's face it: for many years the options skilled harp techs can offer customers have been quite limited, and very similar. They pretty much boil down to some or all of these:

1. Repair of existing harmonicas sent in by customers.
2. Customising harmonicas by taking popular models and making them play better with well-known techniques: flat sanded combs/reedplates, slot embossing, overblow setup, fine tuning etc etc
3. Adding custom combs to harmonicas, often in addition to the other jobs above.
4. Making/selling combs and tools for people who want to work on their own harps.

There are many skilled harp techs now around the world - but most are advertising stuff from this small range, and therefore largely competing on price and reputation. Offering similar services makes it hard to stand out from the crowd and increase sales. The more people there are in the game, the more prices are driven down. For these reasons it's not easy to sustain a full-time business relying on traditional harp tech products alone.

I can now offer you a way to greatly expand your range of products - and therefore increase overall sales.

BACK STORY

As you'll know, I've constantly been inventing new harmonica formats for nearly four decades. In the 1980s/90s it was in the form of original user-friendly tunings like Paddy Richter, PowerDraw, PowerBender, PowerChromatic, or new harmonica setups like Half-Valving. I proved their effectiveness in my own harps on many albums over the years, and others got interested in trying them. Many harp customisers now offer my tunings and half-valving to their buyers as options. From 2000 I started making unique custom hand-made harps for sale (eg. my popular CX-16 and CX-10 chromatics, or the extended length Stretch-Harp diatonics).

More recently I've taught myself CAD design and making with CNC machines, such as 3D printers and laser cutters. This has massively widened the range and deepened the complexity of stuff I can make. Not only that, I can produce identical copies of successful designs quickly and accurately. This has enabled me to release a raft of original new products in the past few years - all of them very different to anything else out there.

Some are specialist niche harps (eg. my DoubleChrom with twin chromatics behind a master slider), others have a broader appeal (my popular PowerCombs for chromatics, or the new TwinDiatonic series including OctaHarp, Switch-Harp, UniBender etc).

Despite their individual differences, the one thing my products all have in common is that they are **innovative**. They take the harmonica in new directions and offer fresh possibilities. Players find them interesting and exciting: I am constantly getting emails thanking me for pushing the boundaries of harmonica design.

My new models ARE unusual in some respects, but they all use stock reedplates, covers etc. This is the stuff YOU know a lot about! My raw parts can also be finished and assembled by anyone with decent knowledge of tools and a knack for making things. They just require decent skills with sanding and assembling parts with glue, screwdrivers etc. It's not rocket science, but needs someone with a good eye who knows harmonicas, and takes care with their work. **This is where I believe we can strike a mutually beneficial partnership...**

POWER-PARTS, JIGS & INSTRUCTIONAL VIDEOS

So far I have been the only one making and selling my stuff. But now I want to open up my whole range of bespoke harmonica products as raw parts to anyone who's interested in adding value to them with their unique customising skills, and re-selling them in their own harmonica business. Here's how it would work:

1. I design and test a new product exhaustively until I'm satisfied it's working well, then refine the making/finishing process to simplify it as much as possible.
2. Where appropriate, I create specialist jigs to enhance the finishing process.
3. I make a YouTube demo video of the final product to show how it plays and what it does. If well received it will generate demand among players who would like this cool new 'thing' for themselves.
4. We create an ordering page on my website for the product, with information, videos and good photos.
5. We make and compile the unfinished parts for every product in a package, for sale on the webpage. That includes raw prints off the 3D printer, laser-cut parts, screws, springs, gaskets etc etc.
6. We shoot a detailed instructional video to show how the parts are finished and assembled, including any fine points that need to be attended to, to help avoid mistakes.
7. Because they are unfinished we can sell them at a low price to harmonica techs who want to use them to add their own custom reedplates, covers and other personal touches, and then re-sell at a profit.

WHAT YOU GET

If you can show that you are a working harp tech/customiser with a website or Facebook page, and commit to advertising the product/s you are interested in selling, you will receive this **FREE** package:

1. 1 set of the raw parts for the item/s, to practice on and make a promo model - and sell if you wish.
2. The making jig that comes with the product, if appropriate. (*Regular buyers need to purchase this*).
3. The instructional video for how to finish/assemble the product.
4. Good photos of my version of the finished part/harp, to add to your photos if you wish.
5. Freedom to embed my demo videos on your site where I show off the part/harp, to assist your promo.
6. On every page of my site for a product that you buy/re-sell, a new link/recommendation to your site.

You advertise the product/s of mine you wish to sell on your website, at whatever price you want. Hopefully with a video showing off the extras that your skills bring to this product! If you do a good job with your customisation and promotion, it should start generating orders for you. Once you get an order, come to my website and purchase the raw parts you need, at a special **Customiser 10% Discount**. We will rapidly post them to you, so you can get to work and fulfil the customer's order quickly. Or you can pre-buy multiple PowerParts Kits for an even greater discount - so you have them in stock.

If players are happy with your work it's bound to lead to yet more orders and increase your overall sales - in addition to your established products. It will generate extra interest for you too, because you can offer something fresh compared to harp techs who are only offering the familiar custom Marine Band etc.

The first products available for this partnership are my TwinDiatonic series. You can see them plus info, prices and the detailed instructional making videos for each product here:

<http://www.brendan-power.com/harmonicas-twin-diatonic.php>

Virtually all of my current workshop-made stuff including PowerCombs and special sanding jigs will be available in a similar way, plus some exciting new harps/parts coming soon.

Please respond with any questions/comments/suggestions to: enquiries@brendan-power.com.

I hope to hear from you soon!

