



Christmas Cash

How You Can Make A *Fortune* Installing Christmas Lights

Brought To You By

Tanner Larsson

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Introduction

I'm going to keep each section of this report as short as possible. If you're like me, you're busy, and you don't want to spend the next week trying to suffer through 100 pages of e-bloat in the hopes that you get a few nuggets of wisdom that you can really use.

With that in mind feel free to skip to the meat of this report.



Before I go on, let me tell you a bit about myself so you know where I'm coming from and why I know what I'm talking about. My name is Tanner Larsson and I own and operate one of the largest Christmas light installation companies in my state. My company generates in excess of \$200,000 of gross income each year during the Christmas season. I am also the author and creator of both a [window cleaning training kit](#) and [holiday lighting business package](#) that help people start their own successful businesses.

Now I am not here to sell you on the virtues of my packages in fact I will make only a few references to them in the following pages. My packages sell themselves, and don't need an extra sales pitch.

The reason I wrote this report is that I am constantly emailed by people who are looking to start a business and are considering Christmas light installation or holiday lighting as a viable option. The problem is that due to the scarcity of information available and the sub par quality of the information that is available; these people are getting the wrong impression about this business and wind up either giving up or starting a business without the faintest idea of what they are getting into.

Therefore this report will provide an informative look into the Christmas lighting industry as well as point out the true benefits of

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starting a holiday lighting business so that you can make an informed decision of whether or not this business is right for you.

Why Install Christmas Lights?

Of all the home businesses out there, Christmas light installation businesses may be one of the best kept secrets around. Most people think of hanging Christmas lights as a hassle they must deal with each year and never even consider the fact that they could make very good money by installing lights for other people. But, in reality lighting and décor installation is a highly profitable, low overhead, easy to start and run business.

The holiday lighting business is growing to be one of the most profitable seasonal service businesses in the world. With home and business owners spending in excess of \$200,000,000 each holiday season and with and with industry growth projections equaling 22.5% each year it's easy to see that there is plenty of money to be made in this business.



Profits are huge in this industry with the average four man work crew bringing in between \$1500 and \$3000 each day or more. Most residential installations price out with a labor charge of \$600 to \$1000 and commercial jobs are much hire than that. From a strictly hourly perspective you should never earn less than \$60 to \$100 per hour during the entire season.



Combine that with low start up costs, low overhead, low market saturation, high population growth and a 65 to 75 day high demand

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and high profit season and you can see why holiday lighting business is becoming so popular with entrepreneurs.

The holiday lighting business is also an exceptional add on service or business for most service based businesses as most service businesses experience a huge slow down in work during the Christmas season and money can get extremely tight. What better service to offer your customers than one that is designed to be the most profitable during the slowest part of your year?



About The Industry

Whether this is your very first business opportunity or you are an experienced business owner who is adding Christmas light installation as an additional service to your existing business, I am willing to bet that you've never experienced an industry quite like the holiday lighting business.



This is an industry where within a very short window of opportunity a massive amount of money changes hands for a high end luxury service that provides no lasting benefit and then the market dries up completely until the same time next year. This section will provide you with the knowledge you will need in order to capitalize on and profit from this unique opportunity.

The first thing you need to understand about the holiday lighting business is that it is a seasonal business. Not only that, but it is only profitable during the extremely short winter holidays, which means that you have less than a three month window to work with, so literally every second of that time counts.

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The Christmas light installation season typically starts the day after Halloween as on average this is the earliest that people will let you start installing their lights. The installation season then runs right on up until December 23rd, and then you have a little downtime where all you have to handle is the occasional service call until January 2nd of the New Year which is when you return to your customer's houses and take down and store their lights.



The takedown period typically lasts up until January 10th, but should never last more than the first two weeks of January. Two weeks is about all the patience many of your customers will have, so the sooner you can get their lights down the better.



What this means is that your holiday lighting company is only profitable for between 60 and 70 days, so every available working hour during this time period is worth its weight in gold.

Most Christmas light installers work 6 or 7 days a week during this short season to maximize their profitability as the more jobs you can complete, the more money you will make.

Top 10 things you should know before you start a Christmas light business

1. Take advantage of your existing customer base.

If you already own a business, start talking about Christmas lights and decorative lighting to your customers right now. Aside from the fact that time always passes more quickly than

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you'd expect, people use Christmas lights for a lot more than just Holiday decorations. There are trees to be wrapped for parties. Gazebos to be accented for weddings. Christmas lights are an easy way to make every party more fun - so let your existing customer base know that this is a service that you offer.

2. **Surf the web to find out the latest trends in lighting.**

As a professional lighting installer, you'll want to be aware of the different styles and types of lights available so you can speak like a professional when you start your seasonal adventures. C7 and C9 Christmas light bulbs are a traditional favorite that you must understand. These glass bulbs with filaments are the brightest of the Christmas lights and depending on your region of the country are the most expected. They are best purchased by the professional in cases of 1000 with separate cords so that you can tailor the sets to your customer's vision. Clear and multi bulbs are generally the favorite.

Mini lights are incredibly versatile and come in a huge array of wiring and bulb colors. Match the lighting wiring to their background if you can. Most mini lights can only be run in sets of 3 but some commercial varieties do allow you to run 6 in series (keeping in mind that you don't exceed any breaker limits).

Commercial LED Christmas lights have been on the scene for about 3 years and make installation really easy. Their incredibly low power consumption means that you can connect up to 125 sets of lights together in a single run. They use a single power adapter at the beginning of each run. Twelve, 20, and 50 foot jumpers are available to jump between trees, eaves, doors and windows.

3. **Use a good quality commercial clip.**

The last thing you want to do is revisit an installation because some clips broke in a storm or face an homeowners extreme disappointment (can you say understatement) because you thought installing lights with a power stapler would be just fine. Some clips and attachments can be permanently installed - especially on stucco and vertical surfaces.

Be sure to review these options with your client. I've given my customers a table of common applications and the appropriate installation hardware to use based on the type of display they want, this way you ensure that the customer knows what they are getting.

4. **Order some lights right away to see what they look like in real life.**

Think of yourself as a lighting designer. Trying to describe lights and their colors without actually holding them is like trying to describe a color over the phone. You'll be on the hook for purchasing all the materials for your lighting jobs. Minimize disappointment by showing your customers samples. You just cannot underestimate the value of this step. For every person who loves the ethereal glow of LED lighting there will be a neighbor who requires the super nova quality glow of a run of C9 transparent bulbs.

The colors of the LED lights tend to vary and are a little different than traditional incandescent lighting. The white and blue colors tend to have the most color shift. LED lights come in 2 kinds of white - warm white and winter white. Warm white led lights look white until you compare them to something blue. The winter white or pure white led lights have a bluer look to them and are popular with folks who like blue or are combining them with halogen landscape or commercial lighting.

Again, actually plugging them in for your customers after dark is the best way to help ensure that they like the final color of their installation. If you start early enough, you might even consider installing one set of the lights they choose on their house before you purchase all the materials required for their job.

As a new installer, you just can't afford to take the chance of picking out what you like and filling your garage with product because your customers may not share your opinion and your vendors won't take them back.

5. Install the lights on your own home.

Not only can you have your customers drive by (you can coordinate turning them on so all your neighbors won't start turning you into your homeowner's association!) but you can practice and make any mistakes on your own home.

Walk the measurements of the roofline and start by adding 30% of the length for the elevation of the eaves. If you find yourself working with a particular type of architecture - i.e. Ranch Vs Tudor - you'll figure out pretty quickly what you need to allow for in the pitch of the roof.

As you are hanging your own home, time yourself to give yourself an idea of how long it will take to complete a lighting job. Nothing is worse than coming up short in an installation where after you pay your crew you take home a big thank you and nothing at all for buying Christmas presents this year.

6. Have as many of your orders as you can lined up by October.

All over the country, Christmas light importers and distributors start receiving their Christmas light products in September and

October. The most popular light sets and lighting products with 6 and 12 inch spacing can run out by the beginning of November. Don't even think that you are going to find heavy duty extension cords in stock on November 1. They will most likely all be gone. And the ones you find won't be cheap.

More than likely, if there aren't very many Christmas Light installers in your area, once you start doing your installations (and they are starting earlier and earlier in November) you'll start receiving referral calls so make sure that you have good relationships with your vendors and order early. Before October 15th, orders are generally processed and shipped within 1-3 days. After this magic date, shipping times can extend to 4-5 days because of the incredible demand. Save on expedited shipping and order early.

7. Give your first few customers a discount if they'll let you display a yard sign.

A potential customer drives by a beautifully lit house and sees your sign in the yard, you can bet that they'll be giving you a call for an estimate. Word of mouth and drive by advertising beats every other kind of marketing - ask any real estate agent about the power of curb appeal.

Be ready to answer your phone and change your phone message to reflect your new sideline business. You'll be surprised to see your business grow.

8. Be ready to say "No".

I hear about this everyday. Be ready to walk away from the grand 4000 square foot mansion with guest house job where the folks think your efforts are worth \$200. In this business (or any other for that matter) its not worth it to work for cheap people. And as you will discover, oftentimes the cheapest

customers are the ones with the most money.

9. Try to build your business to continue year 'round and be innovative in your marketing.

As I mentioned before, there is always a demand for decorative lighting. Call on nurseries to wrap their display trees - great for drawing in customers. Experiment with patio lighting. Medium base cords and bulbs are great for this type of application. Call all the local wedding planners and let them know the services you can provide.

Setting up your own sideline Christmas light business can be profitable all year long. You are only limited by what you want to do and how much time you want to give to it. As self employed people, we can all use that extra stream of income.

10. Seek education and training before you jump into this business.

This is important – This business is relatively simple to operate once you get off the ground, but trying to start your business without first knowing the ins and outs of the industry, installation procedures, legal requirements, and business operation specifics, you are setting yourself up for a very rough start if not dooming yourself to failure.

Take the time to do some research, buy a few books or a [training package](#) like [Cashing In On Christmas](#) and really educate yourself as to what you're getting into and what is actually required to run a Christmas light installation business. Now please understand that I am not saying this to scare you, but to instead help you make an informed decision so that your business venture is profitable and successful.

[Learn More About Starting A Christmas Light Installation Service](#)

