



Dan McGinnis Creative LLC

Media Kit

Books. Journals. Niche publications. Creative products with a pulse.

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AT A GLANCE

Brand Snapshot

Dan McGinnis Creative LLC is a bold, personality-driven creative products brand built around books, journals, guided notebooks, niche publications, collector-focused products, and practical paper tools that do not feel like they were assembled by a committee in a beige conference room.

The brand blends storytelling, nostalgia, humor, usefulness, and independent publishing into a growing catalog for readers, collectors, hobbyists, tradespeople, journal users, and people who still believe a good notebook can be more useful than another app begging for attention.

Positioning statement
Creative products with a clear audience, a practical purpose, and enough personality to be remembered.

Company	Dan McGinnis Creative LLC
Founder	Dan McGinnis
Website	www.DanMcGinnisCreative.com
Primary categories	Books, journals, guided notebooks, collector publications, coloring books, puzzle books, trade apprentice journals
Key product lines	Hen on Nest Collection, Trade Apprentice Series, Journals & Guided Notebooks
Best-fit partners	Media, podcasts, antique shops, boutique retailers, influencers, affiliates, gift guides, schools, and niche communities

Brand voice: bold, conversational, humorous, honest, practical, nostalgic without being dusty, and professional without sounding embalmed.

What Makes the Brand Different

Dan McGinnis Creative LLC is not chasing every trend that wanders across the internet wearing a shiny hat. The brand focuses on products with defined audiences, clear emotional appeal, and practical use.

Personality	Niche Focus	Useful Creativity
The brand sounds like a real person. Warm, direct, humorous, and occasionally sarcastic when the situation deserves it.	Instead of generic journals for everyone, the catalog is built for specific communities, hobbies, and needs.	These products are designed for real use: tracking a collection, recording training notes, reflecting through guided writing, or enjoying a hobby-based activity book.

The result is a catalog with a strong independent publishing identity and a growing base of readers, collectors, journal users, niche customers, and practical-product buyers. The work is specific on purpose. Broad and bland is not a strategy; it is surrender with nicer stationery.

Dan McGinnis Creative LLC serves audiences that respond to story, usefulness, nostalgia, and a clear point of view. That matters in a crowded market where too many products look like they were generated by a spreadsheet and then abandoned in public.

Featured Product Lines

Hen on Nest Collection

The Hen on Nest Collection is one of the strongest and most distinctive product lines from Dan McGinnis Creative LLC. It was created for collectors who love hen on nest glass, vintage decor, antique finds, flea market discoveries, and the thrill of spotting that one piece hiding on a dusty shelf like it knows exactly what it is worth.

The collection includes journals, notebooks, reference-style products, coloring books, puzzle books, and collector-focused publications built specifically around the hen on nest collecting community.

Audience fit: collectors of hen on nest glass, antique and vintage shoppers, flea market and estate sale enthusiasts, boutique retailers, gift buyers, hobby communities, and Facebook collecting groups.

Trade Apprentice Series

The Trade Apprentice Series is designed for people entering skilled trades and vocational training programs. These journals and professional tools support apprentices who need organized space for notes, jobsite observations, measurements, certifications, reminders, and training reflections.

The line includes titles for electrician, welding, HVAC, plumbing, carpentry, automotive, diesel mechanic, pipefitter, mason, glazier, steamfitter, sheet metal, ironworker, boilermaker, insulator, roofer, and related apprenticeship paths.

Audience fit: trade school students, apprentices, vocational training programs, workforce development organizations, instructors, mentors, and gift buyers supporting someone entering the trades.

Journals & Guided Notebooks

Dan McGinnis Creative LLC also publishes journals, guided writing tools, themed notebooks, and creative reflection products for people who enjoy writing things down, organizing thoughts, recording memories, or simply owning a notebook that feels intentional.

Audience fit: writers, readers, small business owners, collectors, gift buyers, paper-product fans, and customers who prefer paper over digital clutter.

WHO THIS REACHES

Audience & Market Fit

The brand reaches several overlapping audiences. That overlap matters because a collector may also be a journal buyer, a vintage shopper may also be a gift buyer, and a trade apprentice may also be someone who needs a practical tool instead of another motivational slogan printed on a mug.

• Collectors and hobbyists • Vintage and antique enthusiasts • Journal and stationery buyers • Independent publishing supporters • Readers of creative nonfiction, fiction, humor, and commentary	• Trade apprentices and vocational students • Gift buyers looking for specific, thoughtful products • Small retailers seeking niche inventory • Lifestyle, writing, collecting, education, and nostalgia-focused creators • People who like products with story, purpose, and personality
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Retail note

The Hen on Nest Collection is a natural fit for antique shops, vintage houseware shops, boutique gift stores, collector markets, and hobby-based communities. The Trade Apprentice Series is a practical fit for trade schools, vocational programs, workforce development groups, and blue-collar gift markets.

This is not a faceless mass-market brand. The audience is made up of people who like products with a story, a purpose, and a little personality. That gives retailers, media outlets, influencers, and affiliates something stronger than a SKU. It gives them a reason to talk.

Collaboration Opportunities

Dan McGinnis Creative LLC is open to thoughtful collaborations that make sense for the brand and audience. Translation: not every opportunity is an opportunity. Some are just unpaid labor wearing cologne.

Media Features & Interviews

Dan is available for interviews, articles, podcast appearances, and features related to independent publishing, niche product development, collector-focused publications, creative entrepreneurship, journaling, writing, and building a brand around personality-driven products.

Retail & Wholesale Inquiries

Select products may be appropriate for antique shops, boutique gift stores, vintage houseware shops, bookstores, museum shops, flea market vendors, home decor retailers, trade school bookstores, and specialty retailers. Dealer discounts may be available upon request.

Influencer & Affiliate Partnerships

The brand is open to non-exclusive partnerships with influencers and creators whose audience aligns with books, journals, collecting, vintage decor, gifts, writing, home, lifestyle, trades, apprenticeships, or independent creative products.

Speaking & Guest Content

Dan is available for guest content, interviews, and educational conversations around independent publishing, Amazon KDP realities, niche product development, writing discipline, journaling, and marketing creative work without sounding desperate.

Suggested Story Angles

The Rise of Niche Publishing	How independent creators are building product lines around highly specific audiences instead of trying to appeal to everyone.
Why Hen on Nest Collecting Still Has Legs	A collector-focused look at nostalgia, vintage glass, and the surprising commercial potential of a very specific hobby.
From Journals to Collector Products	How Dan McGinnis Creative LLC turns personal interests, audience behavior, and old-school usefulness into physical products.
The Truth About Low-Content Publishing	A realistic discussion about journals, notebooks, KDP, marketing, and why easy-money advice is mostly garbage with a ring light.
Paper Still Works	Why people still buy notebooks, guided journals, check registers, collection trackers, and writing tools in a digital world.
Building Products for the Trades	How the Trade Apprentice Series supports vocational students and apprentices entering skilled professions.
Independent Publishing With a Personality	Why voice, humor, and a clear point of view help creative products stand out.

These angles are designed to give podcasters, reporters, bloggers, retailers, and creators an immediate hook. A media kit that says “please feature me” is weak. A media kit that hands them usable story ideas is stronger.

ABOUT DAN

Founder Bio + Brand Facts

Dan McGinnis is the creator behind Dan McGinnis Creative LLC, an independent creative brand focused on books, journals, notebooks, niche publications, and personality-driven products. His work blends humor, nostalgia, practical design, storytelling, and targeted publishing for collectors, readers, journal users, trade apprentices, and creative audiences.

Through Dan McGinnis Creative LLC, Dan creates products for collectors, readers, journal users, trade apprentices, hobbyists, and people who appreciate creative work with a point of view. His catalog includes the Hen on Nest Collection, the Trade Apprentice Series, guided journals, notebooks, coloring books, puzzle books, fiction, and other creative publications.

Dan writes, designs, publishes, markets, and builds with the belief that independent creative work should be useful, memorable, and unmistakably human.

Company	Dan McGinnis Creative LLC
Founder	Dan McGinnis
Website	www.DanMcGinnisCreative.com
Email	danmcginnisofficial@gmail.com
Phone	618.722.0117
Primary sales channels	Website store, Amazon, TikTok Shop, social media promotion
Digital presence	Website, blog, shop, Facebook, Instagram, TikTok, Amazon Author Page
Community presence	Hen on Nest Collector's Resources Facebook group
Collaboration availability	Media interviews, podcast appearances, retail/wholesale conversations, affiliate partnerships, influencer partnerships, product reviews, guest content, brand ambassador opportunities

START THE CONVERSATION

Contact

For media inquiries, interviews, retail opportunities, affiliate partnerships, influencer collaborations, product features, wholesale/dealer inquiries, guest content, or podcast appearances, contact:

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This brand is best suited for partners who understand niche audiences, practical products, collectors, nostalgia, useful creativity, and the value of a clear point of view. If the goal is bland, look elsewhere. If the goal is memorable, there is something to talk about.

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