





# **Be Your Own Boss Guide**

Turning the Tables  
on Joblessness



# **Be Your Own Boss Guide**

Turning the Tables  
on Joblessness

More than **100** ideas for a business  
you can begin with your innate skills

by Sharyn Abbott



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**This is dedicated to the two million  
employees who are subjected to the  
nightmare of being downsized,  
right-sized and ostracized  
in the Fortune arena every year!**

*Your journey begins today,  
the rest of your life is in your control!*

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**To My Father**

*Thank you for the lifetime of inspiration!*



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## **Be Your Own Boss Guide**

## Acknowledgments

I was one of the fortunate ones. While growing up I witnessed my father, a surgery nurse, struggle while trying to make ends meet.

You might challenge why that makes me fortunate, but if you think about it. I was exposed to a dying era where the man of the house was required to be a "Mr. Fix-it".

When a washing machine broke, daddy took it apart and replaced bushings, wiring or tinkered with the motor until it would work for a few more months. When the car needed a tune-up, he was the one who put in the new spark plugs, rotor and set the timing.

He didn't have the luxury of dropping it off on his way to work and having a mechanic take care of it, because there was never any extra money.

One of the ways he would earn extra money was to drive around to bike shops that took old bikes in on trade. He would bring them home, sand them and then repaint them. He sold them for \$25 each. In 1955, that was our entire month's grocery bill.

Our home was built in 1956 on two and-a-half acres in Mendocino, California. Daddy purchased the land for \$250 and the house was a prefabrication from the Alameda Airbase World War II surplus.

Two semi-trucks showed up at the property and unloaded the walls. Everyone in town who had a pickup truck came out over the weekend, took the tires off of the rims, jacked the trucks up and used them as a wench by putting them in gear. It merely took one

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weekend to erect the whole house. It was six or seven years before the house was completed, yet we moved in that first winter.

We didn't have interior walls, merely insulation. We always had the tallest Christmas tree of anyone in town. It went all the way up to the roof!

My father had wanted to be an engineer so he fulfilled his construction desires by building new buildings for his tools, firewood, food storage, and even a garage with a fifteen-by-twenty foot workshop.

Every year for his birthday, Christmas and Father's Day, daddy was given a new tool. He loved creating projects where he would need to use them, right up until the time he passed away at 72.

Witnessing his ingenuity inspired me to look for more functional methods of doing everything.

Daddy inspired me to learn to use tools as well as any man, challenge all my fears and one of the biggest gifts has been that it has forced me to be curious enough to always figure things out that I don't know.

I was afraid of flying in small airplanes, so I got my pilots license.

I didn't like seeing the same clothes on anyone else, so I learned to sew and make a unique wardrobe.

I learned to cook well so that I could entertain more comfortably. I have been complemented often on the meals that I have prepared, not only for the flavors, but for the presentation as well.

Every job I've ever had, when I left, I was replaced by at two or three people. I have always enjoyed working and discovering new skills.

I was also very fortunate that there were only two times that I ever ended up a boss that was hard to get along. It might have been because of my enthusiastic attitude or maybe I just had better than average luck. Almost everyone I worked for treated me with respect and encouraged me to develop new skills, even when they knew I would eventually move on because of it.

I'd like to thank each and every one of them for their contribution to my business acumen:

Mr. Dan Hervella, Little River Inn

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Mr. Lamar Johnson, Cal State Chico  
Mr. & Mrs. Percy Faith, Type & Design  
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Each and every one of them has made a major positive contribution towards my attitude in working.

Due to their unselfish motives, I began as a baby-sitter, began to a waitress and then developed through every step of the printing industry which took me to sales. Thank you for the lessons. Thank you for the nurturing and caring you gave me.

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## **Preface**

I grew up thinking that after high school, the only option I had was to get a job. So, that's exactly what I did. Actually it was just one more job in a long string of jobs I had had since I was twelve. I was amazed that all I had to do was merely show up at these jobs and they would give me money for performing tasks which I had to do at home for free.

As I mastered each aspect of a job, I would get restless. I wanted to learn more. When I began in the printing industry, it was easy to find new and challenging tasks on the job. I was very fortunate that I usually worked for individuals who encouraged me and supported my quest for knowledge and master new things.

By the time I was twenty, I owned my first business. I was given an opportunity to design logos. One of my very first clients was US Bank. They paid me \$1,500 to design the image they used for thirty years. They added a shield around the "US" a few years ago.

From the time I first started in the printing industry, I found that in order to live comfortably, it was necessary for me to have a side business doing either data input, or typesetting and design. It was not possible to get by on what my employers were able to afford to pay me.

It seems now that every job was a natural progression towards the next set of skills I would need until I was finally able to see that by working for myself I could control my income, my hours and with whom I did business.

I no longer find it acceptable to have people in my life who

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are angry about their work situation because their boss treats them poorly, they don't make enough money to survive, they aren't using their innate skills or they are just bored.

I choose with whom I do business. I surround myself with positive, intelligent and fun people. I even find it difficult to remember how miserable I was when I worked at the Fortune company. It truly seems like a story that I know very well, but it isn't a part of who I am any longer.

Life is too short to spend your time in a job you don't enjoy and to be with people who make you feel less than the perfect person that you are.

## Introduction

This book is dedicated to those who are tired of getting laid off, tired of being turned down at job interviews and especially to those who always feel as if they are just getting by. If you've ever ended up with more month than money, then you need to look at some of the alternatives and take the responsibility for changing what you have previously been willing to accept. It is entirely up to you and if you were to spend one hour a day making sure that you will never have to worry about money again, then don't you think you could discipline yourself to get started right now?

That's the problem with most everyone who struggles to get ahead, it's having the discipline to do something about it. But if not now, when?

Here are some frightening statistics from the Bureau of Labor Statistics. People who began working at age 25 and reached 65:

- 1% are wealthy
- 4% have enough money to retire
- 3% are still working (they can't afford to quit)
- 63% depend on Social Security, friends and family
- 29% are deceased

So, where do you want to find yourself at 65? You might even think that you can't control whether or not you're in that 29% category. However, when you consider that more heart attacks happen on Monday morning than all of the other six days of the week com-

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bined, you have to appreciate that the stress of working at a job you don't like is a serious contributing factor to whether or not you will live a longer and happier life.

So you think you don't have the money that it takes to start a business? Have you ever heard about the immigrants that come to this country with \$12 or \$20 or \$50 in their pocket? They earn enough money to bring the rest of their family to the US to live with them. So what's the difference between them and you?

They don't care how hard they have to work to accomplish their goal. They know that what they can accomplish here is far greater than any of the opportunities they had in their home country.

I met a landscape worker, Jose, who was working for a large company. The company takes on contracts for large apartment buildings and hires immigrants to mow lawns, clean swimming pools, trim trees and clean up excess debris. They pay the employees \$8 an hour and they have to work ten hours a day, six days a week. Jose made enough money to send back to Mexico to keep his wife and five children clothed and keep them more comfortable than anything he could do in Mexico while living there.

However, he is only able to see his family once a year for a week. What kind of family life is that? I told him I would make him business cards and a little flyer he could distribute to local neighborhoods on Sundays in order to obtain a couple of clients of his own. He could earn as much as \$50 an hour. Six clients on a Sunday would generate \$300, where working ten hours a day, six days a week for \$8 is only \$480. After the standard deductions he takes home about \$280.

It might take him a few months to locate six clients, however as soon as he does, he can start working for himself full time and bring his family to live with him here in this country.

Would you be willing to work seven days a week for a few months in order to get your finances within your control?

Be Your Own Boss Guide uncovers the step-by-step process that will help you discover a business you can start with a minimal investment and more often than not, you will be able to earn more than you have ever or could ever earn at your job. You can reduce your stress and live a much more fulfilling life.

It's up to you to get started, now!



## **Be Your Own Boss Guide**

# 1

## Getting Started

If you don't know yet what type of business you'd like to do, look at the back of the book in the References section to see if something jumps out at you. If not, there is another way you might be able to determine the perfect business that you might find fun and interesting.

There are several skill evaluation profiles that you can generally find through the Small Business Administration office. They help you determine what your learned skills are and what skills you were born with. Sometimes you can figure it out on your own.

If you were to get up on a Saturday or any day when you have no schedule, nowhere to go and no interruptions and you could do anything you want., what would you do?

How can you discover your passion? One method is to have someone ask you rapidly to respond to a list of words like: work, fun, income, favorite, easy, challenging, etc. You might discover the answer in the words you respond with.

Most often, however, it takes a more direct approach. At the top of a blank piece of paper write "Things I like to do". Then write as fast as you can, without thinking about the words or judging what you end up writing.

You might find that your list consists of:

- Be outside
- Be with my family
- Be with my friends

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- Laugh
- Help people

This might seem like a very generic list, but lets look closer at how we can use it to generate a business and an income with just this basic list.

If you're outside, the type of jobs can you would want to consider are:

- Construction
- Dog Walking
- Delivery
- Farming
- House Painting
- Yard work
- Tours

Couldn't you meet three of the five objectives on your list with any of the six businesses? You can be outside, laugh and help people. Then if it's your own business, you can involve your family and friends.

You might think this is a very simplistic approach, but I believe that we make life complicated. We don't need to make it as difficult. It's up to each one of us to decide how we look at and perceive our circumstances and potential.

Do you have a talent that would be valuable in the construction industry? Can you build a fence? Can you repair things that typically need fixing in your home, such as patching walls, staining decks, or replacing tile? You will need special tile tools and if you don't have them, you might know someone you can borrow them from.

Let's use the statistics from Entrepreneur Magazine. They found the average national household annual income is \$26,000 a year. That would be \$2,166 a month, \$541 a week or \$13.54 an hour.

Could you make enough money walking dogs? If you live in a large metropolitan neighborhood where both husband and wife are working, what would it take for you to make an acceptable income?

If you have a dog, would you pay \$15 a week to have someone walk your dog? Could you walk more than one dog an hour? Could you manage four dogs at a time? Four dogs an hour, eight hours a day, at \$15 an hour is \$480 a week or \$1,720 a month.

Then you could add a dog bath and brushing and increase



your income by 25%.

You could test market the idea in your neighborhood by putting door hanger advertisements on people doors. You aren't allowed to put information in their mailboxes, but there's no reason you can't print up 100 flyers, 3 to a page on an 8 ½ by 11 brightly colored sheet. The cost will be less than \$10 for 300 flyers. If you pick up three clients for your efforts, you would have more than quadrupled your ten-dollar investment the first week.

If you don't have time to put the flyers out, pay your children or the neighbors children ten cents a piece for putting them out. Or better yet, use the time to get your daily exercise while distributing flyers.

Be sure you know your neighborhood demographics, you don't want to put you effort into a neighborhood where most of the families are just getting by financially. You want to work with an upscale neighborhood, especially if it looks like the inhabitants leave early and get home late.

How about a delivery service? You will need reliable transportation. Who do you think would benefit from a delivery service? A list of prospects includes Lawyers, Realtors, Mortgage Brokers and Appraisers.

Farming is not as easy to predict your income or success. If you don't have the land it is even more tricky. Since I was raised growing the fruits and vegetables which we consumed, this would be easy as far as the required knowledge. Yet, it would be difficult due to the amount of physical labor it would require.

Most cities here in the Bay Area have a local Farmers' Market. It's a great place for you to sell produce and flowers.

Most vegetables, such as potatoes, don't yield as much per acre as produce that is more in demand such as fresh strawberries.

Think about the last time you bought a small basket of strawberries and how much your paid for them. I just paid a dollar for a small basket.

If you had an acre of land in strawberries, you should generate about 20,000 baskets. While they are growing, you'd need to establish where would you sell 20,000 baskets of strawberries.

You'd have to consider what your costs for plants, fertilizer, and packaging would be. How many acres would you need to be

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comfortable? You would also want enough left over to put aside for investments, vacations and enjoying your life?

It seems as if painting a house would be a basic task, however, it does require a few basic skills. Are you physically capable of climbing a ladder? Can you physically endure scraping old paint?

Let's say that a house is one story height and is 2,000 square feet. How do you figure out how much paint you'd need? The way I did it was go to my local hardware store and ask a lot of questions.

I received an estimate of \$800 in 1985 to have my house painted and the total cost to do it myself was less than \$100. I used brushes and rollers, instead of spray guns. If you're looking for speed, spray guns are great. If you want it to last, there's nothing better than a doing it by hand with a brush.

If you'd like to have the majority of your business built from referrals, which means do you think would give you the best rate of return?

How about yard work? Do you know anyone who is too busy or too old to keep their yard looking good? Almost everyone you know wants their yard to look great, but most don't have the time or energy to keep it up on their own. You can typically charge \$15 to \$25 an hour to clean up leaves, paint or repair fences, trim bushes, haul away unwanted items or wash windows.

It's all up to you and your imagination. You might even ask someone who is already in the business if you can work for them. That way you'll be able to determine if you will enjoy the work.

## 2

### Business Requirements

The first thing you need to decide on is your business name. I believe the name of your business should say what you do. A lot of people use their name for their business. Lets say that you hand someone your card and a month later they find it in their wallet. Will they know why they should call you? Probably not. But, if your card tells them exactly what it is that you do “Dave's Hauling”, “Shirley’s Pet Walking” or “Mel’s House Painting” then there is no doubt.

**County:** You’ll need to go to your County Clerk Recorder’s office. They have a free service that allows you to look up the business name you want and find out if someone else has already used it. This filing is called a Fictitious Business Name or dba (doing business as). The cost is minimal, generally less than \$25 for five years.

Then your dba needs to be published in a local newspaper. It can be any paper although the small ones will charge less. Our county legal recording paper is in the same offices as the County Clerk. They charge \$50 to have the fictitious name published four times.

Next you’ll need to file with the Tax Collector’s office to submit your Business Registration information where it can be viewed by the public if you have a place of business where the general public will come to you.

Depending on the type of business you choose, you might have to verify with your Zoning Center to ensure that they will allow the type of business that you have chosen.

**City:** Licenses are also required. First there is a City Business

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License required by your city. You'll need your Fictitious Business Name Filing from the County. They will require a fee of generally \$35 a year for most home based businesses.

**State:** You might not need a specific State business license, but the easiest way of determining if it's required is to call the Department of Consumer Affairs at your state capital.

If you're going to sell anything other than a service, you'll also need to get a seller's permit. You can get this through the State Board of Equalization's office. One way to avoid this extra paperwork and quarterly filing is to have your clients responsible for purchasing the materials you might need even though you physically purchase them at retail. Your business would then be based as a "non-taxable" service.

If you plan to have employees, you'll need to obtain Worker's compensation insurance. This information can be obtained through the State Compensation office.

You will also need to file with the Employment Development Department in your state for withholding insurances and taxes. I outsource my payroll to a payroll service. That way they make sure that I'm covered for all regulations, filing dates, as well as state and federal requirements. There are too many regulations to keep up with and soon it becomes obvious that you're spending more time keeping up with them and not enough time conducting your business.

The Senior Corp of Retired Executives (SCORE) is an excellent place to find out what specific requirements are necessary in your area. They are generally accessible through your local Chamber of Commerce.

**Federal:** As a business owner, you will need to file both a business and a personal tax return with the federal government.

Again, by contracting with a payroll firm you will be ensuring your compliance.

Fortunately it is affordable to get a cell phone as a land line, and it's certainly more convenient. You will be more accessible to your clients with a cell phone and save yourself a great deal of time by being able to respond when your clients call. It is so frustrating to play phone tag for a week, just to find out that you missed out on getting a job. Shop around to make sure that you're getting a reasonable package, especially if you can get the inbound calls at no charge.

One of the copies of your Fictitious Business Name Filing is for you to give to your bank. You'll want to open an account specifically for your business. Doing your taxes is much more logical when you keep your personal and business expenses separate. Choose a smaller local bank where you can develop a relationship with the business banking officer.

Business cards are a must, but the kind of business card will depend on the business that you have. If you are promoting quality, your cards should scream quality. If your business touts a cost-saving service or product, then your card should not be embossed and shine with foil stamping (about \$1 per card).

I'm on my fourth version of my business cards. This is my fourteenth year in business and I have a new logo (emblem that identifies my business) designed about every five years.. My first cards were plain text, black ink on white paper. A couple of years later, one of my Elite Leads members designed a simple logo that I used nearly five years, with minor changes in the typestyles and then I added the second color and upgraded to a very fancy paper about five years ago. Refer to the Reference section for resources to find out how to get your printed materials.

The next question is, should you advertise in the local phone book? One of my dear friends put his ad in three of the yellow pages areas. It cost him \$1,000 a month with a one-year contract. He never received a single call from the ads. So, my answer is no!

Each of the various businesses we'll discuss as we go along will have their own type of marketing strategies, and ways that you can accomplish a lot more for a lot less than \$1,000 a month!

And now, the adventure begins!

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### **3 Considerations**

This is where the fun begins! Have you ever thought about why your job is stressful? Do you have to spend an hour a day getting there in heavy-duty traffic? Does it take eleven hours out of your day to get through an eight-hour work day? What that boils down to is starting your day with the maximum level of stress, and spending 50% of your 24-hour day managing a job so that financially you can just get by. Who wouldn't be stressed?

Let's think about what you do like about your job? If you could choose specific tasks, would they be:

- Typing
- Filing
- Sales
- Maintaining clients
- Marketing
- Copying
- Customer service
- Managing others
- Solving problems
- Lunch

If it's lunch, you really do need to bail, now! But let's say that you like working with customers, solving their problems and turning them into satisfied customers. You enjoy the problem solving process and look forward to working with a lot of people daily.

That opens up a number of businesses that you can start.

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Most businesses require customer service and where there are customers, there are going to be problems.

If you like managing people and that's what you get the most enjoyment out of, then you want to consider a business which will have you managing several people. That doesn't necessarily mean that you will have to have employees, but you might find that you will be collaborating with several contractors.

Sales skills transfer to all businesses and are generally misinterpreted by those who are not in sales. The average sales person knows that the sales process is nothing more than explaining to someone what the benefit is of using one product or service over another. A good sales person knows how to cost justify the product or service. They also might understand how each specific personality type that are selling to will benefit from the transaction.

For example, if your prospect is a Driver (refer to the Sales Skills in Chapter 11) personality type and your product or service can save time or increase their profits, that is what you would focus on. You wouldn't focus on how easy it is to use, that would only appeal to the Amiable prospect. You wouldn't tell an Expressive Personality information that is logical, they need to hear how doing business with you will make their life better or more fun. The Analytical personality immediately feels more comfortable when they understand the logic in making the decision.

The fact is, that everyone has to sell nearly every day. If you want to go out to dinner and your spouse wants to go to a movie, one of you has to sell the idea to the other. It's the purist form of sales, merely presenting a better reason to do one thing over another.

Other areas to consider are your personal habits. Do you like to sleep in, stay up late, be around a lot of people, or do you prefer to work by yourself?

Why would you choose to earn your income from a business that requires you to be present at 8 in the morning, when you can't seem to get to sleep before midnight every night? You don't want to spend 25% of the total hours each year dragging yourself to work and being so exhausted that you can't enjoy your family and friends or your free time.

Do you want to be inside or outside? Do you like everything to be routine or do you prefer to have challenges?



What would make you jump out of bed every day and keep you excited about what it is you do to earn your income? Think about this very carefully. If you're reading this, you are at a pivotal time in your life that is perfect for making changes in your life. You can't afford to wait six months or especially a year. Every day that passes is one day lost.

I enjoy working with a lot of people and solving challenges. I particularly get excited about helping people start a business and showing them how to do it in a much easier way than they ever thought possible. I love connecting people and knowing that by putting them together, each one will gain substantially from the relationship.

Live every day of your life as though you are living your last day on earth. It must count. What do you want your family to remember you for, the quality time you spent together or that you were never available when they had important events?

What if you haven't a clue as to what to do with your career? How about talking with a career counselor? They have the means to help you determine what it is you would like to do. Go for it!

Even if you have to go back to school and get some training first, you must realize how important this is. You cannot afford to put this on hold. There are many schools that have classes in the evenings and on the weekends if you need to continue working during the day.

How would you feel if you knew that one year from today, you would be living your life on purpose, that you would be responsible for turning your life around and you would be earning your income doing the very thing that perfect thing you've always dreamed of doing?

This is your do-over, your chance to turn your lifelong dream into your reality!

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## 4 Starting Your Business

Whatever business you decide to tackle, you can begin with nearly no outlay of cash. This is especially true if your choice of business, involves previous experience.

If you choose a business that requires a computer, you can rent a computer or use one at your local library. One hypnotherapist I know creates her own postcards to announce workshops, her monthly newsletter and flyers, all on library computers. It might be inconvenient, but until you can afford to rent or buy your own equipment, it can be done.

I've worked with several people who have made drastic changes in their careers when they've started their own business. A lot of people start the type of job that they do when they are just out of high school or college because they just fall into it. However, they never put any thought into whether they like the job or not. It's just a means of support. So this is your biggest opportunity to do something that is perfect for you.

The first thing to do is make a list of where your potential clients are. Who is your competition? What do they do to get new clients? Evaluate other closely related businesses to see who is successful. What makes them successful? Is it their location? Is it the length of time they've been in business?

"Location, location, location" was the mantra for business in the '80's and maybe it still is for retail and restaurants, but I wouldn't recommend either unless you have a great deal of experience and

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money to get you through the start-up phase. Less than one in thirty restaurants make it beyond the first two years. Investing in retail a store requires four times more than the average annual sales volume. Both types businesses require a seven day work week, employing minimum wage employees and they have the highest rate of employee theft of any business. What amazes me is that after knowing this, there are still so many people who risk everything they have to start these businesses.

Make sure to get a second phone line or a cell phone so that you can keep your business calls separate from your personal calls. You'll find that your privacy is extremely important and that your clients forget that you aren't available 24/7.

Go to your bank, or if you have access to a credit union and open a business account. Credit unions are always better because they are nonprofit, so you'll get to keep more of your money.

You'll need business cards. That's the most practical means of letting people know how to get in touch with you. You might start out with a simple card, many online print shops offer free business cards with their company name imprinted on the back. It doesn't matter what you start out with, as long as the cards look professional.

Ink jet printers are made so well now that you can even do your own cards at home and you can make them look professional.

It helps if you use a business name, rather than your own name. It elevates the impression of your professional capabilities. Think of a business name that really says what you do.

A close friend of mine named his business "Affordable Payroll". There's no doubt what his business is about and it tells everyone that it's a reasonable service.

Riley Design is a packaging and branding design firm. Using the last name of the founder of their firm is logical because Mr. Riley has a great reputation for his design work.

If you want to be remembered, create a memorable name. Keep it short and to the point, but make it catchy.

Once you have your business cards, you'll need to develop a marketing plan. Until you have enough business that will support you, you'll need to dedicate 25% of your time and resources in marketing your business.

Your marketing plan should include becoming active in or-

ganizations that can refer you business. The owner of Affordable Payroll is a member of nearly every chamber within the area. He actively participates in several leads groups, is on the board of directors of a credit union, human resource groups, and nonprofit organizations. His staff produces the payroll and this allows him to spend more time than average towards his marketing efforts.

I have only met about three company owners who have broken even on the phone book ads. It really depends on the type of business you choose. An accountant might do very well with an ad, but most service businesses develop their new client base through referrals. Ads can range from \$125 to \$1,000 a month. How many clients would you have to gain to make the ad cost effective.

Advertising in newspapers is also very expensive and doesn't often give the financial return which will justify the expense. It is well known in the advertising industry that a person needs to see an ad 17 times before they take action. The average 2 x 3 ad costs about \$125. If you were to get one client from the ad, you would have to earn \$2,125 from that client.

Direct mail is extremely expensive for a start-up. One of my clients spent \$10,000 to promote his business within a ten miles radius of his business. First he had to buy to mailing list, print the flyers and hire a mailing house to prepare them for mailing. He didn't gain a single client from the mailing even after six months.

Email marketing is more affordable by far. Email campaigns can be directed towards your target market and take much less time to produce. It's difficult to uncover accurate statistics, but for those I know who use email consistently, they seem to achieve better results than anything else they have tried.

One client hired a professional ecommerce firm. The campaign the firm designed increased their client's traffic for an event threefold.

When you start your business, it is best if you devote 50% of your time towards creating a presence in your business community. Then track what efforts give you the best results.

I am not a proponent of spending weeks and months creating a business plan. Your plan for business is getting clients. Period.

You'll know when it's time to develop a business plan. Usually when you decide to expand, then you put your plan to paper, but

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your priority for now is bringing money in to cover your life-style.

The most important strategy you can possibly develop is to build relationships with Power Partners. These are your strategic alliances. I'll cover more about each type of relationship as we get to the specifics of each type of business.

What hours are you going to work? What makes you comfortable? Remember, this is the time in your life that you can do anything, any way you want.

Since you are your own boss, you can work any hours you choose!

One thing I would like to caution you about is keeping your perspective. Keep in mind that your family and friends might not share your enthusiasm. It's not because they don't want you to succeed, but because they have a tendency to voice their own fears as to whether they believe they could start a business and be successful.

My suggestion is that you learn to keep company with those who support you in your new endeavor! And for those who don't, keep your time with them at a minimum.

The most important thing you can do is to stay focused on your goals and stay positive. Try to avoid anyone and everything that is negative.

## 5

### Business Services

Here is a list of typical business services that you can start from home along with a guideline for anticipated income potential.

Think about the kind of people that you enjoy working around. Business Services require that your clients are professional business.

Category	Bonding	Certification	Income-Low	Income-High
Accounting & Bookkeeping	No	Yes	\$40,000	\$100,000

#### Income

The range of income for the first year will be dependent on how many clients you are able to work with. Typically you will be able to establish a regular monthly rate for clients. The rates will be from \$250 a month for simple entry level accounting to \$3,000 for full charge business accounts.

#### Description

You can work with any type and any size business. But you'll have better responses from small (less than 50 employees) to medium size (from 50-150 employees) businesses. Companies that are growing have a more difficult time consistently staying on top of their accounting. They usually won't have a full time person in accounting until they reach 100 employees.

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### **Clients**

Keep in mind that it is typical to talk with an average of 20 prospects to attain one client.

Look for companies that have multiple departments like sales, service, customer relations, marketing and public relations. When there are several different departments with their own specific goals, details get lost in the process. That's why it will be easier for you to identify areas they will be able to guide them on their expenses.

### **Marketing Plan**

Your marketing plan is going to require you to join several leads groups and develop personal introductions to management and financial positions within companies. Your best bet will be to get outside vendors to introduce you. Then, once you have clients, have them refer you to others that they know. Referrals close twice as fast as any other resource.

### **Power Partners**

Your Power Partners will be Bankers, Benefits Consultants, Business Insurance, Business Attorneys, Compensation Consultants, Human Resource and Management Consultants, Turn-Around Specialists, Billing and Collections Services.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have a computer to create a database, a tracking system and invoices. You will need to keep detailed notes about how you save expenses for each client. You will also need to have reliable transportation.

**Personality Type:** Analytical, Driver

**Total Start Up Costs:** Less than \$2,500  
(includes business cards, website and phone)



Category	Bonding	Certification	Income-Low	Income-High
Advertising Specialties	No	No	\$30,000	\$60,000

### **Income**

The range of income for the first year depends greatly on the type of clients you will obtain. For example, suppose you were to specialize in golf tournaments and you picked up four tournaments a month for the golf season (May through October in most areas). Each tournament would typically order 150 items ranging from \$25 to \$100, with a 35% per item profit. At \$25 per item, your commission would be \$1,240 and at \$100 per item your commission would be \$5,250. With four tournaments a month you could easily earn between \$4,560 and \$21,000.

### **Description**

Businesses use advertising specialties to keep their name in front of their prospects by imprinting their logo and their name on coffee cups, pens, key chains and so forth. Most businesses and non-profits exhibit at trade shows where they hand out items with their name imprinted on the items. These items range from ten cents to hundreds of dollars.

This type of business can be run from home and can be promoted through catalogs, so in the early stages you can present ideas to prospects without heavily investing in samples

### **Clients**

Keep in mind that it is typical to talk with an average of 20 prospects in order to attain one client.

Clients will range from small businesses such as CPAs, bankers, telecommunications firms and any service that sells to others.

Larger businesses such as Fortune companies are a great target market for you because they have a bigger budget, but they are more challenging to acquire. Non-profits need to get the attention of funding resources and volunteers.

Another area is sports teams and events such as tournaments, including youth athletics that use a variety of give-a-ways.

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### **Marketing Plan**

The most rapid method of acquiring clients is to join several leads groups and attend trade shows and events where these companies and teams are likely to attend. In nearly every major city there are business trade shows. Here in the Bay Area there are more than 12 exhibitions locations.

It doesn't matter what the event is, if you find they've already purchased an item for the current event what you need to do is come up with something more creative or for a more reasonable price. I am not suggesting you sell items for a lesser price just to get the business, but if the existing supplier is from a large company they'll have a much higher overhead than you.

Look around you everywhere you go. You'll start to see matchbooks, totes, calculators and a wide variety of items that have been imprinted.

To find more ideas look on the Internet under "Advertising Specialties". You'll see that this is an amazing resource for ideas.

### **Power Partners**

Your Power Partners will be Event Planners, Printers, Graphic Designers, Sign Makers, Exhibit Display Rental and Manufacturers, Marketing and Public Relations firms.

The conversations you'll have with these Power Partners should convey your willingness to include them in your referrals, as you become aware of companies that will be participating in trade shows, creating events and any type of new businesses.

It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or by telephone conversations. You'll even want to take them to lunch on a regular basis.

### **Requirements**

You will need to have a computer in order to create a database, a tracking system and invoices. Catalogs are provided free of charge from the vendors. You will also need to have reliable transportation.

**Personality Type:** Driver, Expressive

**Total Start Up Costs:** Less than \$2,500  
(includes business cards, website, phone and samples)

Category	Bonding	Certification	Income-Low	Income-High
Auditing-Utilities	No	Yes	\$40,000	\$100,000

### Income

The range of income for the first year will be dependent on how many clients you obtain and how much money you're able to save them. As an example, a client is paying \$20,000 for their office space, \$3,000 for their phone and \$2,500 in office supplies. One source for savings is ink jet cartridges.

Worst case scenario you would be able to save them \$10% a month and your fee would be 5%. Their total office costs are \$25,500 and 5% is \$1,275. Now you can figure out how many clients you'll need to attain the income that you desire.

### Description

You can work with any type, any size business. However, you'll have better responses from small (less than 50 employees) to medium size (from 50-150 employees) businesses. Companies that are growing rapidly have a more difficult time consistently staying on top of their expenses. They usually won't have a full time person in accounting until they reach at least 100 employees, so auditing won't come across their radar.

You'll find details about cost-savings concepts by researching them on the Internet. Typically companies will pay \$30 for a cartridge, but the average price through sources at this cost savings website [www.shoestringapproach.com](http://www.shoestringapproach.com) start at \$1.65 with the most expensive being \$10.

### Clients

Keep in mind that it is typical to talk with an average of 20 prospects in order to attain one client.

Look for companies that have multiple departments, such as sales, service, customer relations, marketing and public relations. Con-

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sider that when there are several different departments that have their own specific goals, details get lost in the process. That's why it will be easier for you to identify areas where they will be able to save on their expenses.

### **Marketing Plan**

Your marketing plan is going to require that you join several leads groups to create a system to have others provide you with personal introductions to management and those who hold financial positions within a company. Your best bet will be to get outside vendors to introduce you. Then, once you have obtained clients, have them refer you to others whom they know. Referrals close twice as fast as any other resource.

### **Power Partners**

Your Power Partners will be Accounting related, Bankers, Benefits Consultants, Business Insurance Services, Business Attorneys, Compensation Consultants, independent Human Resource and Management Consultants, Turn-Around Specialists, Billing and Collections Services.

The conversations you have with these Power Partners should indicate your willingness to include them in your referrals as you become aware of companies that need their services.

It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations to keep your services fresh in their minds. You should try to meet in person quarterly,

### **Requirements**

You will need to have a computer in order to create a database, a tracking system and invoices. You will need to keep detailed notes about how you save expenses for each client. You will also need to have reliable transportation.

**Personality Type:** Analytical, Driver

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and cellular phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Book Reading	No	No	\$50,000	\$150,000

### **Income**

The range of income for the first year will depend on how many books you are capable of reading.

### **Description**

You would read books to be reviewed for publishers. The publishers are looking for people to proofread material that has been input.

There is a large demand for writers to produce reviews for newspapers, websites, magazines and trade publications. There are even people who will pay you to read emails.

### **Clients**

Your clients will be book publishers, trade publications, magazine and newspapers.

### **Marketing Plan**

You will market directly to the publishers and through various on line website services.

### **Power Partners**

Your Power Partners will be going to be individuals who work with the publishers, magazines and trade journals.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have a talent for writing and have plenty of time to read. You will also need to be able to decipher many different subjects and levels of intellectual materials.

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### **Resources:**

I found several websites that were very detailed about how to get started. I've listed a few that were the most helpful.

Acquiring a website Name for \$8.95/year

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

[http://www.writersweekly.com/this\\_weeks\\_article/001002\\_12172003.html](http://www.writersweekly.com/this_weeks_article/001002_12172003.html)

[http://www.learningannex.com/default.taf?sctn=VC&function=detail&cnum=](http://www.learningannex.com/default.taf?sctn=VC&function=detail&cnum=PUBLVC&cat=Online_Classes)

[PUBLVC&cat=Online\\_Classes](http://www.learningannex.com/default.taf?sctn=VC&function=detail&cnum=PUBLVC&cat=Online_Classes)

<http://www.800ccoread.com/blog/archives/000171.html>

<http://kshemendra.bravepages.com/Eng/multiemails.htm>

**Personality Type:** Analytical, Amiable

**Total Start Up Costs:** Less than \$250-1,500

(includes business cards, covered trailer or van, dedicated phone, merchant account and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Cable/Phone Installation	No	No	\$50,000	\$150,000

### **Income**

The range of income for the first year will depend on how many clients you can establish and whether you want to act as a single entity or have several others doing the installations with you. Your income will be greatly increased by the number of people that work with you. Each should have a specific area of responsibility.

### **Description**

There are many types of cable installations that you will find, but the most obvious will be in new office complexes. Most telephone and cable companies outsource the cable installations.

You should approach the foreman of a new development and tell them that you'd like to bid on their cabling requirements.

**Clients**

Your clients will be new the building owners, clients who are moving into new locations, and hotels who are upgrading their stereo, telephone or entertainment systems.

**Marketing Plan**

You will market directly to contractors. Direct mail and email marketing plans will be very effective. Approach the foremen at the construction developments and stores that sell larger entertainment systems.

**Power Partners**

Your Power Partners will be going to anyone else who works in the construction industry. You might find that Realtors, high-end entertainment stores and interior decorators would be good resources that will be referring you clients.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

**Requirements**

You will need to have phone that will make you accessible easily. Take classes if you can find them or volunteer to work with someone far enough away from where you will be working to learn the basics. This is a very logical business so it does not require an extended length of time to master.

**Resources:**

I found several websites that were very detailed about how to get started. I've listed a few that were the most helpful.

Acquiring a website Name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

<http://www.jimhayes.com/uncleted/wrapup.html>

<http://www.motherearthnews.com/arc/2994/>

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**Personality Type:** Analytical, Amiable

**Total Start Up Costs:** Less than \$250-1,500

(includes business cards, tools, covered trailer or van, phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Courier	Yes	No	\$30,000	\$60,000

### **Income**

The range of income for the first year will depend on the type of courier service you establish. One example is to establish a route with 6 to 10 clients in the morning as well as the afternoon. If you offer them a flat rate for less than the total amount they would pay for an average number amount of deliveries, it will be much easier for you to attract new clients.

They might currently be paying \$15 per package and if you establish a rate of \$10 that would be \$120 to \$200 each day times 22 days comes to \$2,640 to \$4,400 a month.

### **Description**

You will pick up packages from your clients and then deliver them on the same day. Establishing a consistent schedule on time deliveries and personal relationships is vital to this business.

### **Clients**

Work with Realtors, title companies, mortgage brokers, law firms and bankers, so you can develop clients much more rapidly.

Look for companies that have multiple locations that need to be in touch with each other.

### **Marketing Plan**

Your marketing plan is going to require you to join at least one leads group and develop personal relationships with your Power Partners. Typically your clients merely want to have the confidence that they will be able to count on you.



In nearly every community there are delivery services that will place flyers in Realtor, title companies and mortgage broker offices. Although they are not known for working through bankers, it is possible that once you develop your relationship with them, they will add any industry that you choose.

### **Power Partners**

Your Power Partners will be those businesses that supply your clients with services on a regular basis. They will include Printers, Sign Makers, Graphic Designers, Photographers and Advertisers.

The conversations you have with your Power Partners should indicate your willingness to include them for referrals when you are aware of companies that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have a computer in order to create a database, a tracking system and invoices. You will also need to have reliable transportation.

**Personality Type:** Amiable, Driver

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Data Entry	No	No	\$30,000	\$60,000

### **Income**

The range of income for the first year will depend on the type of data entry you choose to do. Years ago I took manuscripts and typeset them. I was paid an average of \$6 per page. I type at a rate of 120 words per minute and typed about 4 to 6 pages an hour.

I transcribed court reporter's notes. They paid \$2 per page and because the material was double-spaced I was able to type 10 pages an hour.

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### **Description**

This is a typical business that is much like a job, but the income potential is twice what an employee would earn while accomplishing the same amount of work. There is a wide range of client potential for data entry including database entry, manuscripts for college students and professors, printers, as well as graphic designers. They expect rapid turnaround times and accurate work.

### **Clients**

You will provide services to colleges, publishers, printers, marketing consultants and even website designers. Typically capturing keystrokes is not a task that most creative industries will take on.

### **Marketing Plan**

Your marketing plan is going to require you to develop strong relationships with each of your clients.

In nearly every community there are delivery services that will place flyers in Realtor, title companies and mortgage broker offices. Although they are not known for working through bankers, it is possible that once you develop your relationship with them, they will add on any industry you choose.

### **Power Partners**

Your Power Partners will be those businesses that supply your clients with services on a regular basis. Printers, Colleges and Human Resource Consultants will all be your target relationships.

The conversations with these Power Partners should indicate your willingness to include them in your referrals, as you become aware of companies that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have a computer to create a database, a tracking system and invoices. A professionally designed website is mandatory. You will also need to have reliable transportation.

### **Personality Type:** Amiable

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

Category	Bonding	Certification	Income-Low	Income-High
Editing	No	No	\$40,000	\$60,000

### **Income**

The range of income for the first year will depend on the type of editing jobs you pursue. If you gather lists of local authors who write an average of one book a year, and the average editor makes between \$800 and \$1,200 per book you can earn \$40-60,000 a year by editing one book a week.

### **Description**

There is a wide range of client potential for data entry including manuscripts from authors, college students and professors, printers, and graphic designers. They expect rapid turnaround times and accurate work.

### **Clients**

You will be working with authors, colleges, publishers, printers, firms that are in marketing and even website designers. Typically editing is not a task where most creative industries have enough expertise to tackle the job on their own.

### **Marketing Plan**

Your marketing plan is going to require you to join at least one leads groups and develop strong relationships with each of your Power Partners. You might sponsor coffee at a local writer's group. Put an ad in a trade publication that targets authors. Local rag sheets (tabloids) have reasonable advertising rates.

Consider the idea of developing a speech that you can present at service organizations such as Rotary, Lions and Kiwanis Clubs.

I believe nearly everyone dreams of writing a book, however, the task appears to be too enormous to tackle. You could simplify the task and gain notoriety in your community as "the editor".

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### **Power Partners**

Your Power Partners will be those businesses that supply your clients with services on a regular basis. Writer's groups, Printers, Colleges and Human Resource Consultants will all be your target referral relationships.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent editing and English skills, a computer to create a database, a tracking system and invoices. A professionally designed website is mandatory. You will also need to have reliable transportation.

**Personality Type:** Analytical, Amiable, Driver

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

Category	Bonding	Certification	Income-Low	Income-High
Entertainment	No	No	\$30,000	\$80,000

### **Income**

The range of income for the first year will depend on the type of entertainment career you choose. A Disc Jockey working weddings, parties and corporate events will typically earn about \$60,000 annually. One DJ in Northern California that I met makes more than \$200,000 a year staging private parties for young adults and rarely does weddings.

A clown working parades, birthday parties and restaurants might average \$2,500 a month to start. A magician could earn \$500 for a birthday party and as much as \$1,500 per corporate event

**Description**

In the Entertainment industry you will find yourself the center of attention at events. You will be hired to make sure the attendees have a great time!

**Clients**

Your clients will include corporate accounts for holiday parties and sales meetings, birthday parties, weddings, dances, organizations and restaurants that bring in entertainment.

**Marketing Plan**

To market your entertainment business you will need to identify local trade publications where events will be advertised. Think of any place where organizations might possibly gather. Target service organizations such as Lions, Rotary and Kiwanis clubs who hold several annual fund raising events where entertainment is sure to be included. Be sure to join at least one leads group.

**Power Partners**

Your Power Partners will be those businesses that supply your clients with services on a regular basis. Event Planners, Photographers, Printers, Graphic Designers, Web Site Designers, Public Relations and Marketing Firms, as well as all other entertainment related fields will provide you with the most referrals.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations.

**Requirements**

You will need to have excellent organizational and project planning skills, as well as a computer to create a database, a tracking system and invoices. A professionally designed website is necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Expressive

## **Be Your Own Boss Guide**

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Event Planning	No	No	\$40,000	\$100,000

### **Income**

The range of income for the first year will depend on the type of events in which you specialize. My theory is that you should start small until you establish yourself and get comfortable with the business requirements.

Then target events that will produce an average income of \$100,000. Even if you're only able to charge a 10% fee, with ten events a year you'll earn \$100,000.

### **Description**

Companies and organizations that don't have a staff to manage their events will hire event planners. Events will range from corporate sales meetings, to golf tournaments to travel for Board of Directors meetings, as well as fund raisers for nonprofit organizations.

### **Clients**

Your clients will consist of corporate accounts, various types of organizations, non-profits and restaurants. You might think about birthday parties as well as corporate clients.

### **Marketing Plan**

Your marketing plan will have to include leads groups and developing great relationships with your Power Partners. To promote your business you will need to identify specific publications that will get you the level of response that make it worthwhile.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. Entertainers, Photographers, Printers, Graphic Designers, Web Site Designers, Public Relations and

Marketing Firms, as well as all other entertainment related fields would provide you with the most referrals.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent organization and project planning skills, a computer to create a database, a tracking system and invoices. A professionally designed website is necessary to create the best impression and an outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Driver, Expressive

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

Category	Bonding	Certification	Income-Low	Income-High
Gifts-Baskets	No	No	\$25,000	\$40,000

### **Income**

The range of income for the first year will depend on the type of clients in which you will specialize. The rule of thumb is that you should charge twice as much for the basket as you do for the items and basket.

For example, if the basket contents cost \$25, you should charge at least \$50 and by making \$25 profit you would then need to have sell 1,000 baskets a year, or 20 baskets a week to make \$25,000. The larger the basket, the more profit you will make.

### **Description**

The gift basket business has expanded a tremendous amount over the past few years. It will be your job to create unique gift bas-

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kets for your clients and then arrange for their delivery. Most of the time it will be for their clients, family members and friends.

### **Clients**

Your clients will include Realtors, mortgage brokers, title companies and bankers.

### **Marketing Plan**

Your marketing plan should include leads groups, as well as a plan to develop great relationships with your Power Partners. To promote your business you will need to identify publications that will gain you the level of response that will make it worthwhile.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. Printers, Entertainers, Photographers, Graphic Designers, Web Site Designers, Public Relations and Marketing Firms, as well as all other entertainment related fields would provide you with the most referrals.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that might need each of their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them on a regular basis. You'll especially want to keep in contact on a weekly schedule through email, mail items of interests or phone conversations.

### **Requirements**

You will need to have excellent organizational and project planning skills, a computer to create a database, a tracking system and invoices. A professionally designed website is necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Amiable, Driver, Expressive

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)



Category	Bonding	Certification	Income-Low	Income-High
Gifting-Flowers	No	No	\$25,000	\$40,000

### **Income**

The range of income for the first year will depend on the type of clients you decide to target. One rule of thumb is that you should charge twice as much for the flower arrangements, than you pay for the flowers themselves. If the cost of the flowers were \$25, you should charge \$50.

To make a \$25 profit you would need to sell 1,000 arrangements a year, or 20 arrangements a week in order to make \$25,000 a year. One way to increase your income rapidly is to hire someone to make the arrangements and concentrate on sales.

### **Description**

The flower business has typically been thought to be the corner flower store. It is typically a retail establishment. However, that involves long hours, hiring employees and a high overhead. In this case you would work out of your garage or a storage unit. You would focus on business clients who would provide you repeat business because they have multiple clients. They would call, email or fax in their orders. You will create unique flower arrangements for their clients and then arrange their delivery.

### **Clients**

Your clients will include Realtors, mortgage brokers, title companies, bankers, legal firms and any other commercial business that is in the habit of acknowledging their clients with gifts. You will also find special events will help increase your business, such as Valentine's Day, Mother's Day, Graduation and other such holidays.

### **Marketing Plan**

Your marketing plan should include leads groups and a plan to develop great relationships with your Power Partners. To promote your business you will need to identify specific publications that will gain you the level of response that will make it worthwhile.

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### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. Office supply providers, Photographers, Printers, Graphic Designers, Web Site Designers, Public Relations and Marketing Firms and all other entertainment related fields provide you the most referrals.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent organizational and project planning skills and a computer to create a database, a tracking system and invoices. A professionally designed website is necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Amiable, Driver, Expressive

### **Resources:**

I have discovered several websites, which were very detailed in regards to how to begin. I've listed a few that were the most helpful.

[www.homebusinesscenter.com/how\\_to\\_start/florist.html](http://www.homebusinesscenter.com/how_to_start/florist.html)

[www.powerhomebiz.com/vol50/florist.htm](http://www.powerhomebiz.com/vol50/florist.htm)

[www.superweddings.com/floralbiz.html](http://www.superweddings.com/floralbiz.html)

Acquire a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

**Total Start-Up Costs:** Less than \$500  
(includes business cards, website and phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Graphic Designer	No	No	\$35,000	\$50,000

**Income**

The range of income for the first year will depend on the size of the jobs you secure. If you were to charge \$50 an hour, and an average brochure takes two to three hours to design. Logo designs generally start at \$100 and can reach \$1,500 depending on the complexity of the design. If you were to spend 50% of your time, or twenty hours a week, completing billable hours you would average \$50,000 a year.

**Description**

The graphic design business will require that you to have a firm grasp of the workings of the printing industry. Typical jobs will include designing brochures, business cards, flyers, web sites and other business collateral material.

**Clients**

Your clients will tend to consist of small to medium size businesses, especially start-up companies. You will have a very broad range of clients, so the hardest part of defining your target client base will be to focus on specific industries.

**Marketing Plan**

Your marketing plan should include leads groups and a plan to develop great relationships with your Power Partners. Typically printers that don't have their own graphic departments are your best resources to help you get your business off to a quick start. Internet service providers will also know when new companies are just starting up and can refer you new business consistently.

**Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. They will be Bankers, Office supply providers, Photographers, Printers, Graphic Designers, Web Site Designers, Public Relations and Marketing Firms as well as any all other firms who work with companies during their start-up phase.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that could possibly need their products or services. It is important

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that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or a telephone conversations. You might even consider a regular meeting with all of your Power Partners.

### **Requirements**

You will need to have excellent organizational and project planning skills, a computer to create a graphics, a tracking system and invoices. A professionally designed website is necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Analytical, Amiable, Driver, Expressive

**Total Start Up Costs:** Less than \$500

(includes business cards, website and phone; an additional start up cost for transportation might be required)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Internet Marketing	No	No	\$50,000	\$200,000

### **Income**

The range of income for the first year will depend on the type of clients that you work with. Everyone now knows that the Internet is here to stay and unless you have a presence on the Internet, you don't have a business. Typically retail clients are willing to pay an average of \$5,000 for a single campaign.

### **Description**

You'll need to be well versed in Internet marketing techniques. Depending on whom you ask, you are likely to get a different answer for the most efficient means of marketing on the Internet.

Most retail stores have yet to develop an Internet marketing presence even though they might have a website. You would help them develop a client email list, promote specials and develop promotions to keep their store filled with shoppers.

You can also purchase lists of opt in residence in a specific mile radius from their location to bring new customers to their store.

### **Clients**

Your clients will retail stores, restaurants, and professional offices like chiropractors, physical therapists, car dealers and anyone else that needs to reach the general public.

### **Marketing Plan**

The easiest means of marketing this business is to work directly with your Power Partners. They will be able to refer you business consistently.

You will also want to develop a presentation to deliver at service organizations that have business owners as members.

### **Power Partners**

Your Power Partners will be business attorneys, graphic designers, printers, marketing, public relations and branding firms who will introduce you to their clients as the need arises.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

### **Requirements**

The research for the business is extensive and never ends. It would be best to have the experience of promoting a number of clients to work out the kinks prior to presenting yourself as an expert to your Power Partners or going in front of groups to speak about the results of Internet marketing.

### **Resources:**

I found several websites that were very detailed about how to start an abalone farm. Here are a few that were the most helpful.

Acquiring a website Name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

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<http://www.emarketingman.com/>

<http://sitesell.com/>

<http://www.bizweb2000.com/>

**Personality Type:** Expressive, Analytical, Amiable

**Total Start Up Costs:** Less than \$2,500-7,500

(includes business cards, equipment, promotional materials, phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Lunch Delivery	No	No	\$35,000	\$50,000

### **Income**

The range of income for the first year will depend on the size of buildings and companies you deliver to. The larger they are, the easier it will be for you to build a regular client base. One of the perks in a delivery service business is that you won't have to have a store-front location and that will keep your overhead costs down.

### **Description**

You will need to set up an email and fax ordering processes. You might even add local pizza and sandwich shops to your resources, until you have a large enough client base to support your business. This is one business where you'll want to hire a delivery person as soon as possible. Look for a semiretired individual. They will prove to be more reliable.

### **Clients**

Your clients will mostly consist of small to large size businesses. Your focus should be directed towards a small radius that you would be able to cover easily. Then expand slowly enough so that you can pace your growth.

### **Marketing Plan**

Your marketing plan will have to include flyers at businesses, emails and faxes. You'll want to create menus that are easy enough to

process the orders. Fewer choices in the beginning will make it easier for you.

### **Power Partners**

Your Power Partners will be industries that supply companies regularly. They'll know of companies that have a larger number of employees. They will include Office supply, Telecommunications, Computer, Furniture and Printing businesses.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent organization and project planning skills, a computer to create order forms, menus, a tracking system and invoices. A professionally designed website is necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Amiable

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income- Low</b>	<b>Income- High</b>
Mail Processing	No	No	\$35,000	\$50,000

### **Income**

The range of income for the first year will depend on the size of the buildings and companies with whom you work. The larger they are, the easier it will be for you to build a repetitive client base. One of the perks of a mail delivery service is that you won't have to have a storefront location; this will help you keep your overhead costs down and establish your own hours.

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### **Description**

You will need to set up mail receiving system. You will be sort and deliver the mail for each client. You might choose to start out with new office complexes. A lot of companies don't have mail rooms, so you will act as their outsourced mail room. Your fee schedule for mail processing should be based at slightly less than they would pay for a full time employee.

### **Clients**

Your clients will consist of larger businesses. Your focus should be directed towards developing a close radius you'll be able to cover easily. Then slowly expand so that you can pace your growth.

### **Marketing Plan**

Your marketing plan should be directed towards the larger companies as they're moving into new buildings.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. Your Power Partners will be going to be limited to Property Managers and Commercial Realtors.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services.

It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need excellent organization, project planning skills, and a computer to create order forms, a tracking system and invoices. You'll need a website is not an absolute necessity for this type of business. An outgoing personality and reliable transportation.

**Personality Type:** Analytical, Amiable

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)



<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income Low</b>	<b>Income- High</b>
Plant Care	No	No	\$50,000	\$75,000

### **Income**

The range of income for the first year will depend on the type of contracts you obtain. Getting contracts with property management firms will allow you to gain clients more rapidly.

### **Description**

Most office buildings like to hire a plant care company to ensure that their entry way and hallways are aesthetically pleasing. You will water and trim the plants weekly as well as provide the plants initially.

### **Clients**

Your clients will be Property Management firms, Fortune companies that utilize entire buildings, medical facilities, state, county and federal buildings.

### **Marketing Plan**

Your marketing plan should include joining organizations that cater to Property Management firms. Getting yourself appointed to the Board of Directors or participating on committees will give you the highest visibility.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. Your Power Partners will be going to be Commercial Realtors, Heating and Air Conditioning Contractors, Commercial Construction firms, Office Furniture, Telecommunications, Computer Systems and Repair firms, and Printers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

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### **Requirements**

You will need to have excellent organizational and project planning skills, and a computer to create an order form, a tracking system and invoices. A professionally designed website is not as necessary for this type of business, but would be highly advised. An outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Amiable, Expressive

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Pollutant Consultant	No	No	\$50,000	\$150,000

### **Income**

The range of income for the first year will depend on the type of contracts which you acquire from your clients. The finder's fees are substantial and are generally based on a percentage of the fines that are imposed on the offenders.

### **Description**

There are national agencies, which pay finder's fees for locating any company that pollutes the environment because of illegal disposal of chemicals or materials. Bobbie Kennedy has established a legal council to help guide reporters of pollution violations. There are also petroleum product firms that will be ideal target sources as well as any manufacturer of any chemical.

### **Clients**

Your clients will consist of government agencies, both state and federal as well as any manufacturing firms who have chemical components in their plants.

## Marketing Plan

Your marketing plan should be designed to target specific companies that utilize chemicals in their manufacturing processes.

## Power Partners

Your Power Partners will be those who supply your clients with services on a regular basis. Your Power Partners will be going to be limited to Harbor Masters and Boating organizations.

The conversations with these Power Partners should indicate your willingness to include them as you hear of companies that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

## Requirements

You will need to have excellent organizational and project planning skills, and a computer to create an order forms, a tracking system and invoices. A professionally designed website is not as necessary to this specific industry but it will project a more professional image. An outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Analytical, Driver

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

Category	Bonding	Certification	Income-Low	Income-High
Printing Broker	No	No	\$50,000	\$150,000

## Income

The range of income for the first year will depend on the size of the clients you target. Print Brokers earn from 10 to 50% of the cost of the printing. Your advantage will be to know where to obtain each specific print job. Obviously longer more complicated print runs will yield a greater commission.

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### **Description**

This is a competitive business. It would be best to find companies that are required to print volumes of materials and rely on their Office Manager or Purchasing Officer to arrange for print jobs. Typically they will use a local printer, someone who is convenient.

You will negotiate with printers that pay you a commission based on each job. The easiest means for you to develop a client base rapidly is to offer to do all the delivery at no charge. Most of the time the printers will do the delivery for you, but if not, you'll be saving the client the time of running back and forth to the printers. To generate a new relationship with a prospective client you offer a discount on their previous invoices and the free delivery service.

### **Clients**

Your clients will consist of Realtors, mortgage brokers, title companies, bankers and any other large commercial businesses that use forms, contracts, preprinted multi-part forms, as well as high quality brochures, business cards and other collateral materials.

### **Marketing Plan**

Your marketing plan should include leads groups and a plan to develop great relationships with your Power Partners. To promote your business you will need to identify specific organizations that have members who would buy from you because they have gotten to know you. Human Resource, Graphic Arts, Media, Medical and Administrative organizations will yield you the most rapid return.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. Office Supply providers, Photographers, Graphic Designers, Web Site Designers, Public Relations and Marketing Firms as well as all other entertainment related fields will provide you the most referrals.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations.

## Requirements

You will need to have excellent organizational and project planning skills, a computer to create a database, a tracking system and invoices. A professionally designed website is necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Amiable, Driver, Expressive

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

Category	Bonding	Certification	Income-Low	Income-High
Product Assembly	No	No	\$30,000	\$45,000

## Income

The range of income for the first year will depend upon the contracts that you negotiate and whether or not you do all the assembly work yourself or hire others to do the work. Companies generally will pay you per item, so it's easy for you to calculate your income based upon the contract.

## Description

If you are good with your hands but don't enjoy selling products, this would be an easy business for you so that you can do what you enjoy, and avoid doing what you don't. There are always manufacturers who are looking for individuals to assemble products. Some are made of wood. Other types of products will include dolls, toys, furniture and so on.

## Clients

Your clients will be manufacturers of toys, furniture, display box, jewelry and manufacturers. You might also be able to find clients among the local crafters by attending craft shows.

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### **Marketing Plan**

Your marketing plan is very basic. Locate companies that manufacture items that can be assembled away from their site. Most of the crafters magazines have ads requesting home workers, however, always get references before committing to them. Insist on talking first with individuals who are currently under contract with them.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. They will be branding firms, Photographers, Graphic Artists, Web Site Designers, Public Relations and Marketing firms. The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent organizational and project planning skills, a computer to create a database, a tracking system and invoices. A professionally designed website is not necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Analytical

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Telemarketing	No	No	\$30,000	\$60,000

### **Income**

The range of income for the first year will depend upon the bonus structure that you negotiate. For example, you could charge between \$10-20 an hour. The lower the hourly rate, the higher you

will be able to negotiate the bonuses. I pay telemarketers \$10 an hour and a \$50 bonus for each new client. The telemarketer averages \$60 an hour and they typically work 20 hours a week to earn \$60,000.

You could also expand your endeavors to the point of locating clients and managing other telemarketers and split the bonuses. This would give you an unlimited income and eliminate the need for you to make the calls yourself.

### **Description**

Most professional business owners find new clients through telemarketing. Most business owners have great intentions each month to call 200 prospects, but rarely manage 50 dials. They get busy with the details of running their business.

You could offer a customized program where a minimum number of calls are guaranteed and that would provide the client with a list of interested prospects on a daily or weekly basis. The bonus structure could be for appointments set or for actual closed business.

### **Clients**

Your clients will consist of professionals such as CPAs, Bankers, Printers, Merchant Services, Caterers, Business Brokers, Insurance companies, as well as, just about any business-to-business service provider or product manufacturer.

### **Marketing Plan**

Your initial marketing approach could be as simple as joining a leads club and providing your service for their members. When you want to expand your services to include managing other telemarketers, call companies from your ideal client list until you locate an ample number of clients with which to work. You will probably need to replenish 25% of your client base each month, so your client search will be on going.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. They will be Accounting firms, Bankers, Printers, Web Site Designers, Public Relations and Marketing firms.

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The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important that you meet with these Power Partners in person the first time, then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent organizational and project planning skills, a computer to create a database, a tracking system and invoices as well as being extremely disciplined. You'll need a professional website, an outgoing personality is extremely important. You will also need to have reliable transportation.

**Personality Type:** Amiable, Driver, Expressive

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

Category	Bonding	Certification	Income-Low	Income-High
Temp Work	Yes	No	\$50,000	\$200,000

### **Income**

The range of income for the first year will be dependent on how many hours you want to work. Temporary placement positions range from \$15-\$25 an hour for entry level positions. Data Entry clerks, Website Designers, Software Engineers, and other more technical positions demand closer to \$75 an hour.

You could also expand your endeavors to the point of locating clients and managing the people you place, then and negotiate 25-50% of their rate as your fee. This would give you unlimited income and eliminate the need for you to actually do the work yourself.

### **Description**

All companies need occasionally need to hire temporary outside help in order to cover employees who are out ill, out on vacation



or on a long-term leave of absence. There are also retail positions that could be filler positions.

### **Clients**

Your clients will consist of printers, website design firms, professional service providers and retail establishments.

By providing temporary services you would allow them to hire you as the need arises.

### **Marketing Plan**

Your marketing plan will be based on targeting either retail or professional service providers. Join a leads clubs in order to obtain personal introductions to firms that might be able to use your services. These personal introductions will provide you with much more rapid access to new clients.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. They will consist of Photographers, Bankers, Printers, Accounting firms, Graphic Artists, Web Site Designers as well as Public Relations and Marketing firms.

The conversations with these Power Partners should indicate your willingness to include them in your referrals as you become aware of companies that need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or phone conversations.

### **Requirements**

You will need to be versatile, have good typing, organization, project planning skills, a computer to create a database, a tracking system and invoices. A professionally designed website is not necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

You could also expand your endeavors to the point of locating clients and managing other transcribers, negotiating either a finder's fee for each project or a percentage of the project fees. This would give you unlimited income and eliminate the need for you to do the work yourself.

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**Personality Type:** Analytical, Amiable, Expressive

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Transcribing	Yes	No	\$50,000	\$200,000

### **Income**

The range of income for the first year will be dependent on how much you would like to work. Transcribing legal documents is extremely lucrative. Most firms pay an average rate of \$2 per page. Most documents are double-spaced and at 60 wpm you would average 12 pages an hour.

You could also expand your endeavors to the point of locating the clients, managing other transcribers and negotiating 25-50% of their rate as your fee.. That would give you unlimited income and eliminate the need for you to actually do the work yourself.

### **Description**

Companies that need occasional transcription services would have projects such as manuscripts, legal events such as depositions and court reporting. You would need to capture the documents.

### **Clients**

Your clients are legal firms, state, county and federal legal departments and publishers. Also, you'll find that college campuses have professors and students who need their documents captured.

Your services would allow them to hire you as the need arises.

### **Marketing Plan**

Your marketing plan will be based upon targeting either legal service providers or publishers. Join leads clubs in order to obtain personal introductions to firms that would use your services. These personal introductions will provide you with much more rapid access to new clients.

### **Power Partners**

Your Power Partners should consist of those who supply your clients with services on a regular basis. They will be Printers, Accounting firms, Photographers, Graphic Artists, Web Site Designers, Public Relations and Marketing firms.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent skills in typing, organization, project planning, a computer to create a database, a tracking system and invoices. A professionally designed website is not necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

You could also expand to the point of finding the clients, managing other transcribers and negotiating either finder's fees for projects or a percentage of the project fees. You would have unlimited income and eliminate the need for you to do the work yourself.

**Personality Type:** Analytical, Amiable, Expressive

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Website Design	Yes	No	\$50,000	\$200,000

### **Income**

The range of income for the first year will be dependent upon the type of clients you work with. There are entry-level clients, like entrepreneurs and larger clients such as restaurants, retail stores and manufacturers. The average entry level website is one to five pages

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and the cost ranges from \$100 to \$500. Larger more complicated websites start at \$2500 and can be as much as \$100,000.

The smaller websites can support your day-to-day expenses, since the larger client's requirements will take 30-90 days to complete projects.

Hint: Especially with larger clients, set up payment schedules (make them at minimum of 25% increments) prior to beginning their project and then stage incremental payments throughout the length of the work. It will be a big help towards making sure that you don't end up putting in a lot of hours only to end up with a client who is a slow pay or doesn't pay at all.

### **Description**

Almost every company out there as a necessity for a website. It's their electronic brochure. It helps inform their clients about their product and/or services. Website design is not that difficult to learn, but it does require developing an expertise.

When you browse around the Internet you are able to view millions of websites; however which websites stick out in your mind? They are easy to navigate, aesthetically pleasing to look at and provide valuable information to the viewer.

Less than 10% of all websites fall into these three categories. When you find websites, which are not easy to navigate, they will be an ideal prospect for you to approach.

### **Clients**

Your clients will typically consist of entrepreneurs, especially those who own new businesses, restaurants, retail stores and manufacturers. Typically any business that needs to appeal to his or her client base easily and effectively will have a need for your services.

### **Marketing Plan**

Your marketing plan should be based upon targeting entrepreneurial service providers and start-up businesses. Join leads clubs in order to obtain personal introductions to individuals who might be able to use your services and to develop Power Partner Relationships. These personal introductions will provide you with much more rapid access to new clients.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. They will consist of Printers, Accounting firms, Photographers, Graphic Artists, Event Planners as well as, Public Relations and Marketing firms.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that might be in need of their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent skills in project management, organization, a computer with the capacity for large files and to create a database, a tracking system and invoices. A professionally designed website is absolutely necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

You could also expand this to the point of finding the clients, managing other web designers and negotiating either finder's fees for projects or a percentage of the project fees. This would give you unlimited income and minimize the need for you to do all of the design work yourself.

**Personality Type:** Analytical, Amiable, Driver

**Total Start Up Costs:** Less than \$3500  
(includes computer, business cards, website and phone)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Word Processing	Yes	No	\$50,000	\$200,000

### **Income**

The range of income for the first year will be dependent upon the length of the jobs you're able to secure. Capturing documents is

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extremely lucrative. Most firms pay an average rate of \$2 per page.

You could also expand your endeavors to the point of locating clients, managing other word processors and negotiating 25-50% of their rate as your fee. This would give you unlimited income and eliminate the need for you to actually do the work yourself.

### **Description**

Companies that need occasional word processing services would have projects such as manuscripts, as well as legal events such as depositions and court reporter's documents. You would need to capture the documents in the client's desired format.

### **Clients**

Your clients will consist of legal firms, as well as state, county and federal legal departments and publishers. You will also find that college campuses may have professors and students who need manuscripts, theses and other documents captured.

Your services would allow them to hire you as the need arises.

### **Marketing Plan**

Your marketing plan will be based upon targeting legal services, schools and publishers. Join leads clubs in order to obtain personal introductions to firms that would use your services. Personal introductions will provide you a more rapid access to new clients.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. They will consist of Printers, Photographers, Graphic Artists, Web Site Designers and Marketing firms.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent typing, organization and project planning skills, as well as a computer to create a database, a tracking

system and invoices. A professionally designed website is not necessary and an outgoing personality is extremely important. You will also need to have reliable transportation.

You could also expand your endeavors to the point of locating the clients and managing other typists, then negotiating either finder's fees for projects or a percentage of the project fees. This would give you unlimited income and eliminate the need for you to do the work yourself.

**Personality Type:** Amiable, Driver

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

Category	Bonding	Certification	Income-Low	Income-High
Writing	Yes	No	\$50,000	\$200,000

### Income

The range of income for the first year will be dependent upon the length of the jobs you're able to secure. Writing for others is extremely lucrative. Newsletter designers charge an average \$1,500 per page including the research. If you were able to finish only one page per day, this would yield more than \$300,000 per year.

Ghostwriters typically charge by the project; however, some charge by the hour, and some by the page. You can be assured that you will make more working independently, than you would employed for a large company.

### Description

Your typical client will consist of those people who are too busy to do the writing themselves, but will benefit from having a book or paper published with their name on it. You might also find a considerable amount of work involving Internet web page design and writing freelance articles.

Companies use newsletters to communicate with their clients and prospects. It's a tool to keep their name prominent in their client's

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minds. After all the cutbacks, few companies are adequately staffed in order to allocate ample resources to produce their newsletters.

### **Clients**

Your clients will consist of professors, public figures, and those who are considered experts in their fields.

Your services would allow them to hire you as the need arises.

### **Marketing Plan**

Your marketing plan should be based upon targeting professors, publishers and printers. Join leads clubs in order to obtain personal introductions to individuals who might be able to use your services. These personal introductions will provide you a much more rapid access to new clients.

### **Power Partners**

Your Power Partners will be those who supply your clients with services on a regular basis. They will consist of Printers, Publishers Photographers, Graphic Artists, Web Site Designers, as well as Speaker's Bureaus and Service Organizations.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of companies that need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly through email or phone conversations.

### **Requirements**

You will need to have excellent writing, typing, organization, project management skills, a computer to capture your work and to create a database, a tracking system and invoices. It is highly recommended that you have a professionally designed website. An outgoing personality is extremely important. You will also need to have reliable transportation.

You could also expand your endeavors to the point of locating clients and managing other typists, and then negotiating either finder's fees for projects or a percentage of the project fees. This would give you unlimited income and eliminate the need for you to do the work yourself.



**Personality Type:** Analytical, Amiable, Driver

**Total Start Up Costs:** Less than \$500  
(includes business cards, website and phone)

## **Be Your Own Boss Guide**

## 6 Construction

Here is a list of construction ideas, which you can begin from home, along with the guideline for the anticipated income potential. Most construction jobs require specialty tools that can be expensive. However, you can start out with smaller jobs and then work your way to larger jobs, then buy the tools as you need them.

Category	Bonding	Certification	Income-Low	Income-High
Deck Refinishing	No	Yes	\$50,000	\$60,000

### Income

The range of income for the first year will depend on how much you market your services and when you begin your business. Typically you can charge between \$1,000 and \$5,000 for refinishing decks, depending on how large the deck is and how much work will need to be done.

If you're not comfortable bidding on the jobs in the beginning, call a competitor and get several estimates over the phone. That will give you a base with which to start.

### Description

Most homes have decks. Most homeowners don't have the knowledge or the time to do the work themselves.

## **Be Your Own Boss Guide**

You'll also be able to pick up accessory work from the same potential clients. Take a look at their fencing, siding, gutters, painting and do some hauling jobs.

### **Clients**

Your clients will be located in upscale neighborhoods. Look for areas where gardeners have been hired to take care of the landscaping. This is a good indication that the residents are less likely to be do-it-yourselfers.

### **Marketing Plan**

Create door knockers, postcards and flyers that will state clearly what services you provide. Put an ad in the local "rag sheets," such as Penny Savers or the Classified Flea Market.

Identify new track home developments. Typically once you do one deck, your satisfied clients will promote you to their neighbors.

Look for homes that have been recently listed for sale. The owner will want to make the house look it's best in order to sell it more rapidly. You can help them increase the value of their home.

Most grocery stores have bulletin boards where you can post your services. If you belong to a church, look to see if they have a bulletin board for members to post their services.

### **Power Partners**

Your Power Partners will consist of Realtors, Landscapers, Gardeners, Painters, Fencers, Blacktop Pavers, Brick Layers, Tile Setters, Patio Designers, Roofers and Window Replacement specialists.

The conversations with these Power Partners should indicate your willingness to provide them with referrals, as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone conversations.

### **Requirements**

If you haven't had experience with deck refinishing offer to work for a company at below average wages in order to gain some experience. You should try to locate a company far enough away from

where you will operate your business, so that they won't feel threatened by your becoming their competitor. You will need to have a contractor's license, sanders, saws and a variety of other tools. You will also need to have reliable transportation.

**Personality Type:** Expressive, Amiable

**Certification:** Although this is not a legal certification, the liability for mishaps is extensive. It is suggested that you get trained by the experts, as well as carrying a large liability policy.

**Total Start Up Costs: Less than \$1500**

(includes business cards, tools, phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Fencing	No	Yes	\$40,000	\$100,000

### Income

The range of income for the first year will depend upon how much you market your services and when you begin your business. Typically you can charge around three times the cost of materials.

If you're not comfortable bidding on jobs, call a competitor and get several estimates over the phone. That will at least give you a starting point.

### Description

Building fences in upscale neighborhoods can be a very lucrative business.

You'll also be able to pick up additional types of work from the same potential clients. Take a look at their siding, gutters, painting and hauling jobs.

Most lumber yards are willing to help you figure out the materials required and should have a good system for estimating.

### Clients

Your clients will be located in upscale neighborhoods, espe-

## **Be Your Own Boss Guide**

cially those who are new homeowners. Most new homeowners don't have the time or the knowledge to put up their own fences.

### **Marketing Plan**

Create door knockers, postcards and flyers that will state clearly what type of services you provide. Put an ad in the local "rag sheets" such as Penny Savers or the Classified Flea Market.

Look for new track home listings in the Sunday paper. Take time on Friday afternoons to get to know the track home supervisors. Offer them a reasonable finder's fee for referring you business.

Most grocery stores have bulletin boards where you can post your services. If you belong to a church, look to see if they have a bulletin board for members to post their services.

### **Power Partners**

Your Power Partners will consist of Realtors, Landscapers, Gardeners, Painters, Fencers, Blacktop Pavers, Brick Layers, Tile Setters, Patio Designers, Roofers, Pool Companies and Window Replacement Specialists.

The conversations with these Power Partners should indicate your willingness to provide them with referrals, as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

If you haven't had experience with fencing, offer to work for a company below the average wage to gain some experience. You should try to locate a company far enough away from where you will operate your business, so that they won't feel threatened by your becoming their competitor. You will need to have a contractor's license, sanders, saws and a variety of tools. You will also want to have reliable transportation.

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$1500**

(includes business cards, tools, phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
House Painting	Yes	No	\$30,000	\$60,000

### **Income**

The range of income for the first year will depend on how much you market your services and when you begin your business. Get competitive bids so that you'll know you're in the ball park. House painting charges have one of the widest ranges of fee structures. You never want to be the least expensive, but always want your work to be the best.

### **Description**

This is an easy potential job to spot as you're driving around canvassing neighborhoods. Get your family involved by having them use some of their free time to make a list of addresses where the homes need a new paint job.

You'll also be able to pick up additional work from the same clients as you're painting their homes. Take a look at their fencing, siding, rain gutters and possible hauling jobs. You should develop a referral network for each of these tasks so you can respond rapidly. The more business you refer to your Power Partners, the more they will refer to you. This type of business can be created predominantly by referrals.

### **Clients**

Your clients will be in all types of neighborhoods, especially those with older homes. New homeowners might have a need to finish their garages and then have them painted. Most new homeowners don't have the time to do their own painting.

### **Marketing Plan**

Create door knockers, postcards and flyers that will state clearly what types of services you provide. Put an ad in the local "rag sheets" such as Penny Savers or the Classified Flea Markets.

Look for older neighborhoods that are on their way back from aging and neglect. Most Realtors will tell you that there is a ten-year

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cycle. The neighborhoods fall down in value, and new homeowners come in because the homes are not as expensive. They begin to fix them up and the homes often surpass the new home developments in value.

Most grocery stores have bulletin boards where you can post your services. If you belong to a church, look to see if they have a bulletin board for members to post their services.

### **Power Partners**

Your Power Partners will consist of Realtors, Landscapers, Gardeners, Painters, Fencers, Blacktop Pavers, Brick Layers, Tile Setters, Patio Designers, Roofers, and Window Replacement specialists.

The conversations with these Power Partners should indicate your willingness to provide them with referrals, as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

If you haven't had experience with painting, offer to work for a company at below average wages in order to gain some experience. Locate a company far enough away from where you will operate your business, so that they won't feel threatened by your becoming their competitor. You will need to have a contractor's license, sanders, saws and a variety of tools. You will also need reliable transportation.

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$1500**

(includes business cards, tools, phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income- Low</b>	<b>Income- High</b>
New Home Clean up	Yes	No	\$60,000	\$300,000

### **Income**

The range of income for the first year will depend on home



many developments you can manage. As an example, if you worked in one development each day, five days a week and each development paid \$250-500 per home and cleaned two homes a day, that would be \$65-130,000 a year, working by yourself.

However, there is no limit to the number of developments you could manage if you brought in others to do the work and you organized their schedules.

### **Description**

Every housing development has an average of 10 to 30 homes closing each week. You would help the foreman by making the homes look more presentable to the new home owners by performing cleanup tasks such as window washing, cleaning floors, removing marks from the walls, taking stickers off of new appliances, and so on. The more presentable the home is on the walk-through, the less follow-up work the foreman will have to do in order to appease the new homeowner.

When you find a development that is starting up, approach the foreman and ask them if they have a cleaning service that they are currently using. If not, ask them how much they have set aside in their budget for clean up.

If they currently have a service, ask straight out what it would take to win their business. In construction it is a standard practice to grease the skids, so to speak. In other words, what does the foreman want? This might mean quicker turnaround times, an extra touch like flower arrangements in each home prior to the walk-through or even by adding a welcome mat with the home owner's name imprinted. Get creative.

There are too many people in need of work and anyone with a will to work can clean a house. It's not overly physically demanding, and you could organize a group of people to do the work and then split the fee with them.

Imagine how much you could help families in need of a better income. You might have one person in charge of day care, while the others do the cleaning work.

### **Clients**

Your clients will be construction sites. It will usually be a housing development, but they could also include business or industrial

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sites. Look through the new real estate section in the newspapers for advertisements and articles. Consistently review the legal section for new home permits that have been issued.

Smaller sites generally do their own clean up, so look for the larger firms. Get to know who they are.

You might also consider leaving your card with the new homeowner for additional business.

### **Marketing Plan**

This is a relationship-based business. You'll want to be professional in your approach. Get to know the foreman rather than simply asking for their business. It is an obvious ploy, but people like doing business with people that they like.

It will carry a lot of weight if you can get a personal introduction to the foreman through a mutual friend.

### **Power Partners**

Your Power Partners will consist of Mortgage Brokers, Realtors, Appliance Dealers, Tile Setters, Patio and Pool Designers, and Landscapers.

The conversations with these Power Partners should indicate your willingness to provide them with referrals, as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have reliable transportation, cleaning solutions, heavy-duty vacuums and ladders.

**Personality Type:** Amiable

**Total Start Up Costs: Less than \$1500**

(this includes business cards, tools, phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
New Home Material Cleanup	No	No	\$60,000	\$300,000

## **Income**

The range of income for the first year will depend on how many developments you can manage. For example, if you worked with five developments, each week and each development paid \$1,000-2,000 per week, your income range would be between \$5,000 and \$10,000 a week. Larger developments (100 plus homes) would pay an average of \$2,000 a week.

Don't get greedy here, ask the crew foreman how much they have in their budget and you'll have a client for life, if you work at building a solid rapport with him and his crew.

## **Description**

Every housing development has scrap lumber and other materials that are a fire hazard, as well as an eyesore. You can help the foreman in making the development look more presentable to prospective home buyers by coming to the site weekly to keep the lots looking their best. You might even present the concept that by removing the materials, there is less of a risk or hazard.

When you find a development, which is starting up, approach the foreman and ask them if they have a clean up service they are currently using. If not, ask them how much they have set aside in their budget for clean up, if they prefer weekly clean ups, and if they prefer a specific day of the week.

If they currently have a service, ask straight out what it would take to win their business. In construction it is a standard practice to grease the skids, so to speak. In other words, what does the foreman want? He might want more than one pick up each week or want the clean up to be completed by noon on Fridays, so that the area looks presentable to prospective home buyers.

## **Clients**

Your clients will consist of construction sites. It will usually be housing developments, but they could also include business or industrial sites. Look through the real estate sections of the newspapers for articles, permits and advertisements pertaining to new developments.

Smaller sites generally do their own clean up, so look for the larger firms. Get to know who they are.

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### **Marketing Plan**

This is a relationship-based business. You might try hanging out where the foreman hangs out. Get to know them personally before you ask for their business. It is an obvious ploy, but people like doing business with people they know.

It will carry a lot of weight if you can get a personal introduction to the foreman at a construction site through a mutual friend.

### **Power Partners**

Your Power Partners will consist of Mortgage Brokers, Realtors, Appliance Dealers, Tile Setters, Patio and Pool Designers, and Landscapers.

The conversations with these Power Partners should indicate your willingness to provide them with referrals, as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have a large truck, a wench, ropes, canvas to cover the load, as well as a resource for obtaining additional labor.

**Personality Type:** Expressive, Amiable

### **Total Start Up Costs: Less than \$1500**

(This does not include the truck, but it does include business cards, tools, phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Patio Designer	No	Yes	\$50,000	\$300,000

### **Income**

The range of income for the first year will depend on how many homes on which you are able to work. The challenge with this type of business is it is labor intensive and time consuming. You'd need to complete one a week to earn an average of \$50,000 a year.

However, the more expensive the housing development, the more expensive the patios will be.

### **Description**

Patio design is a specialty you can learn. With the advent of the Internet, nearly everything that you need to know is available through research.

People who purchase new homes typically need to have both parties working in order to afford their house payment. Their enjoyment of their new home will be increased dramatically by a backyard, which is designed around their entertainment preferences.

Do they enjoy having friends and family over for barbecues, swimming, or weekend gatherings, providing a great place for children to have their friends over, or having a serene quiet environment?

It will be up to you to interview them to discover what their life-style warrants.

### **Clients**

Your clients will typically be located within new construction sites. Although they will usually be in new housing developments, you will also find clients in neighborhoods going through the process of redevelopment. Look through the newspapers for information on articles, permits and advertisements that pertain to construction.

### **Marketing Plan**

I would suggest you get to know who the preferred Mortgage Broker is for the new home development and create a referral-based relationship with them. If the Mortgage Broker includes an additional \$5,000-50,000 for a patio, the monthly payment is only increased by \$5-50. Since the Mortgage Broker is paid on the size of the loan, they should be agreeable. In return, then when you find a home that needs a new patio, you can refer the owners to the Mortgage Broker and offer it as a package deal to the homeowner.

### **Power Partners**

Your Power Partners will consist of Mortgage Brokers, Realtors, Appliance Dealers, Tile Setters, Fencers and Pool Designers, and Landscapers.

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The conversations with these Power Partners should indicate your willingness to provide them with referrals, as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have access to a large truck, a wench, ropes, canvas to cover the load, as well as a resource for additional labor.

### **Resources**

Most materials suppliers have access to resources, which help with design and calculating material costs. I discovered a website which provides with great examples and some estimating tools. <http://imagegallery.webspawner.com/listGallery.asp>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs:** Less than \$1500

(This does not include the truck, but it does include business cards, tools, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Roofing	No	Yes	\$60,000	\$300,000

### **Income**

The range of income for the first year will depend on how many jobs you are able to secure. Your best bet is to secure estimates from other companies to ensure your accuracy in bidding jobs.

### **Description**

Quite a few of the older housing developments have already banned wood shingles, so it would be a good idea to drive by them in order to spot potential clients.

**Clients**

Your clients will consist of people who live in older homes, owners of shopping centers, property managers, as well as the managers of office developments, apartment complexes and condominiums. Most industrial sites are tied to union companies, with the exception of repaving jobs.

**Marketing Plan**

There are many homeowner associations. It is worthwhile to attend their organization meetings. Become active on the board of directors. The more visibility you have, the easier it is to gain their confidence and acquire new clients.

**Power Partners**

Your Power Partners will consist of Mortgage Brokers, Realtors, Appliance Dealers, Tile Setters, Patio and Pool Designers, and Landscapers.

The conversations with these Power Partners should indicate your willingness to provide them with referrals, as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

**Requirements**

You will need to have access to a cement truck, pavement equipment various hand tools and a resource for additional labor.

**Personality Type:** Expressive, Amiable

**Resources**

I discovered this website which you can use to calculate materials <http://www.roofhelper.com/>  
[http://directory.google.com/Top/Home/Homeowners/Homeowner\\_Associations/](http://directory.google.com/Top/Home/Homeowners/Homeowner_Associations/)

**Total Start Up Costs: Less than \$1500**

(This does not include the truck, but it does includes business cards, tools, phone and advertising)

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<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Tile Layer	No	Yes	\$60,000	\$300,000

### **Income**

The range of income for the first year will depend on how many projects you are capable to working. The challenge with this type of business is the amount of time it takes to plan and construct the bathrooms, kitchens and patios. You will need to complete at least one project a week in order to earn an average of \$50,000 a year. However, the more expensive the housing development, the more expensive the projects will be.

### **Description**

Tile lying is a specialty, which can be learned. It will require a lot of practice however.

People who purchase new homes typically need to have both parties working to support the house payment. Their enjoyment of the house will be increased drastically by having upgrades like specialty tiling inside and out. Even though their house is just like everyone else's, it's these specialty jobs that allow them to exhibit their own individuality and style.

### **Clients**

Your clients will be typically consist of new construction sites. Although they will usually be in new housing developments, you will also find clients in older tracks homes. Look through the newspapers for relevant articles, permits and advertisements.

New restaurants will also be a great resource for new business. In order to become a referred contractor, you could approach local franchisors for introductions to the new franchise locations.

### **Marketing Plan**

This is a relationship-based business. It makes sense to hang out where the construction foremen hang out. Get to know them personally before you ask for their business. It is an obvious ploy, but people like doing business with people whom they know.



It will carry a lot of weight if you can get a personal introduction to the foreman at a construction site through a mutual friend.

Architects will be a great resource for referrals to new restaurants owners.

### **Power Partners**

Your Power Partners will consist of Mortgage Brokers, Realtors, Appliance Dealers, Fencing and Pool Designers, as well as residential and commercial Landscapers.

The conversations with these Power Partners should indicate your willingness to provide them with referrals, as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have tile cutting and setting tools, a wrench to lift the boxes of tiles, and canvas to cover the load in the truck, as well as a resource for additional labor.

### **Resources**

Most materials suppliers have resources, which help, in the design and in calculating material costs. I discovered this website that has great examples and estimating tools.

<http://imagegallery.webspawner.com/listGallery.asp>

[http://directory.google.com/Top/Home/Homeowners/Homeowner\\_Associations/](http://directory.google.com/Top/Home/Homeowners/Homeowner_Associations/)

**Personality Type:** Expressive, Amiable

### **Total Start Up Costs: Less than \$1500**

(This does not including the truck, but it does include business cards, tools, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Window Replacement	No	Yes	\$50,000	\$200,000

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### **Income**

The range of income for the first year will depend on how many homes you will be capable of working. You'd need to complete one project each week to earn an average of \$50,000 a year. However, the more expensive the housing development, the more expensive the windows will be.

### **Description**

Window replacements for new homes are typically performed to increase energy efficiency or for design aesthetics.

In older homes efficiency is a more probable application; however, there are also the typical broken window requirements.

### **Clients**

Your clients will be homeowners of all types. You might also find regular contracts with restaurants, schools, churches, apartments, office complexes and condominium developments.

### **Marketing Plan**

There are many homeowner associations. It is worthwhile to attend their organization meetings. You should entertain becoming active on their board of directors. The more visibility you have, the easier it will be to gain their confidence and therefore acquire referrals to new clients.

### **Power Partners**

Your Power Partners will consist of Mortgage Brokers, Realtors, Appliance Dealers, Tile Setters, Fencing and Pool Designers, and Landscapers.

The conversations with these Power Partners should indicate your willingness to provide them with referrals, as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have a truck specifically designed to carry windows, wench, ropes and a resource for additional labor.

**Resources**

Most materials suppliers have resources, which help with design and calculating material costs. I found this website which provides great examples and estimating tools:

<http://www.openwindowdesigns.com/>

[http://directory.google.com/Top/Home/Homeowners/  
Homeowner\\_Associations/](http://directory.google.com/Top/Home/Homeowners/Homeowner_Associations/)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$1500**

(This does not include the truck, but it does include business cards, tools, phone and advertising)

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## 7

### Farming

Farming is a way of life, which has to be in your blood. It is hard physical work, it requires long hours and at times it can be extremely isolating.

With that said, farming can be extremely rewarding. Whether it's derived from the pleasure of watching crops grow from mere seeds or the intermittent moments of sheer joy when you can look up and see nothing for miles except the product of your labor or the clear skies or listen to the katydids, the doves or the meadowlarks in their playful songs.

Category	Bonding	Certification	Income-Low	Income-High
Abalone	No	Yes	\$50,000	\$150,000

#### Income

The range of income for the first year will depend upon how much land you acquire. Since abalone is considered a delicacy, it demands a very high price. Retail, abalone demands \$25 to \$50 a pound and at restaurants is typically 50% higher than lobster entrees.

The key to success in this business is the correct set up of the distribution line.

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### **Description**

Abalone farms work best near the Pacific coast. The land is expensive, but if you look you'll find property outside of larger metropolitan areas that is more reasonable.

You'll want to develop the land to simulate the natural habitat of the ocean. Cooler temperatures are mandatory for the required growth of the abalone. Once planted, the abalone will take care of the rest until it is time to begin harvesting and take them to market.

### **Clients**

Your clients will consist of upscale restaurants and fresh fish markets. This is where the set up of your distribution line will make or break the business. The restaurants need to have a sufficient client base in order to support a pricey menu.

### **Marketing Plan**

Most of your marketing can be done from your home a phone. Call several restaurants and ask the chef if they would be interested in a new resource for abalone. You'll find that, as in all businesses you'll develop a ratio. You might find that you'll call ten restaurants prior to getting one that will agree to do business with you.

Repeat this process for fresh fish markets; always be aware the only reason they will say no is that they don't have the client base to support the sales volume in a timely manner. You might find it helpful to have a sign maker create signs for their restaurant windows that tout "Fresh Abalone Sold Here". I have never seen one personally, yet it would logically make sense that it would attract the attention of those of us who are abalone aficionados.

### **Power Partners**

Your Power Partners will consist of to anyone else who sells to restaurants who can provide you with personal introductions to those whom with they deal.

Some of them might be fish farmers, point-of-sale cash register vendors, linen services and even wine vendors.

The conversations with these Power Partners should include your willingness to include them in your referrals as you become aware of clients that need their services. It is important you meet with these

Power Partners in person the first time, and keep in touch with them weekly by email or by a phone.

### **Requirements**

You'll need at least one-half to ten acres of land to begin with, the more land you have, the more abalone you can breed. A typical farm may have one or more biologist helping with the scientific considerations of the business, but it will also have several laborers to feed and care for the abalone.

Licensing requirements will be specific for each site, but may include federal, regional, provincial, and/or local licenses.

### **Resources:**

I have come across several websites, which were very detailed regarding the process of starting an abalone farm. Here are two websites that were particularly helpful.

<http://www.austasiaaquaculture.com.au/>

<http://www.fis.com/fishtech/Q&A-1.htm>

Additionally, I have come across a book, *Abalone Farming* by Rick Fallu that has exceptional resources.

**Personality Type:** Expressive, Amiable

### **Total Start Up Costs: Less than \$150,000-500,000**

(includes the land, business cards, tools, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Christmas Tree Farm	No	No	\$50,000	\$200,000

### **Income**

The range of income for the third year will depend upon how many distribution points you establish. The first two seasons will not show a yield unless you purchase an existing farm.

### **Description**

Christmas tree farming is best located in mountainous areas

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where the air is clear and cold in the winter. The trees flourish in higher elevations.

One of the benefits of this business is that the major thrust is during a 30-day period. During the month prior to Christmas, the hours will be long and physically demanding.

However, your marketing program will involve an all year-long process.

### **Clients**

There are approach schools and organizations rather than infringing on other's territory. They can use the sale to their captive audience as a fund raising activity. Organizations would include Churches, Lions, Kiwanis, Rotary, Soroptimists as well as other organization which is member based.

You'll need to secure and negotiate the rate for the lot through the organization's contacts. Of course, if it is a school or a church, it would most likely be their property, so there would be no rental fee.

### **Marketing Plan**

This is a great business, which will lend itself towards you educating your clients such as Boy and Girl Scout clubs, Chambers of Commerce, non profits and service organizations as to how you can help them raise funds. Every organization looks for new methods of fund raising. Once you show them that you have a system for fund raising, their commitment to the program should be fairly easy.

It is a good idea to create flyers and schedule charts in order to make it easier for them to promote the Christmas tree lot and manage the sales they will generate.

### **Power Partners**

Your Power Partners will consist of other farmers who sell their produce directly the public. They will include anyone who markets their business to organizations.

The conversations with these Power Partners should include your willingness to include them in your referrals as you become aware of clients that need their services. It is important you meet with these Power Partners in person the first time, and keep in touch with them weekly by email or by a phone.



## Requirements

Christmas tree farming requires a minimum of 5 acres in order to produce enough trees to be lucrative financially. Research the techniques used by other farmers and take the time to visit with them. You might find a farm that is for sale, which would eliminate the time period it requires to produce sellable trees.

## Resources:

Here are a number of resources which I have come across:

<http://www.freeplants.com/>

<http://www.urbanext.uiuc.edu/trees/index.html>

<http://www.alibris.com/search/>

[search.cfm?S=R&qwork=1088769&qsort=p&cm\\_ven=Search&cm\\_cat=Google&cm\\_pla=Titles&cm\\_ite=\\_Christmas+Tree+Farm&siteID=weIGhKlvRv8-K0BA04Nw\\_4H564qF6cBrRQ](http://www.alibris.com/search/search.cfm?S=R&qwork=1088769&qsort=p&cm_ven=Search&cm_cat=Google&cm_pla=Titles&cm_ite=_Christmas+Tree+Farm&siteID=weIGhKlvRv8-K0BA04Nw_4H564qF6cBrRQ)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$150,000-500,000**

(includes the land, business cards, tools, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Flowers	No	No	\$40,000	\$100,000

## Income

The range of income for the first year will depend upon how much you market your services and when you begin your business. If you start during the early planting season, you won't have to wait an extra year to begin harvesting. You'll want to research or speak to florists and gardening suppliers in your area. Most often they are buying through a third party.

## Description

There are several types of nurseries. There are dried flowers, bulbs and flowers for fresh cut arrangements. Depending on which

## **Be Your Own Boss Guide**

you choose, the length of harvest will vary. You should plan your flower business around having a variety of complimentary flowers that vary in length in growing times.

### **Clients**

Your clients will consist of florists, gift basket companies, large restaurants, hospitals bankers, commercial property managers, real estate and mortgage companies.

### **Marketing Plan**

Most florists take the retail approach so their location is vital to this market. However, if you provide the flowers to service industries that include a flower delivery services, you wouldn't have to put up with the long demanding hours that a retail location demand.

Your marketing plan should include attending weekly Realtor meetings. Realtors, Title Companies, Bankers, Mortgage Companies, Financial Planners and most types of professional offices like to send thank you gifts to their clients. Approach firms with your personal service concept. Personally deliver flower arrangements working from a less expensive location, such as your garage or a warehouse.

### **Power Partners**

Your Power Partners will consist of Realtors, Bankers, Title, Mortgage Companies, Landscapers, and Gardeners.

The conversations with these Power Partners should include your willingness to include them in your referrals as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and keep in touch with them weekly by email or by a phone.

### **Requirements**

If you haven't had any experience in the flower industry, offer to work for a company at below market wages in order to gain the experience. You should attempt to find a company located far enough away from where you intend to operate your business, that they won't feel threatened by your becoming their competition. You will need to have a contractor's license, sanders, saws and a variety of tools. You will also need reliable transportation.

**Resources:**

Here are a number of resources, which I have come across:

<http://www.bootstraps.com/>

<http://www.agric.nsw.gov.au/reader/ornamentals/index-snapshot.htm>

<http://apps.caes.uga.edu/resourcelinks/>

[display.cfm?c=Commercial%20Ornamental%20Crops](http://display.cfm?c=Commercial%20Ornamental%20Crops)

<http://horttips.ifas.ufl.edu/nurseries/>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2500**

(includes the flowers, business cards, tools, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Fruit and Vegetable Farming	No	No	\$50,000	\$300,000

**Income**

The range of income for the first year will depend upon how much land you dedicate towards farming. The average yield is about 200 bushels per acre. The fruits or vegetables you chose to grow will determine the amount of income you generate. Most growers choose to grow a variety of fruits and vegetables, so they can have a longer harvest season. Compare the price per pound versus the cost of growing the product in order to determine your choices.

**Description**

Most fruits and vegetables are grown in less expensive areas, away from metropolitan cities. There will be a lot of preparation in order to get the land ready to plant. Typically it will require about six months minimum prior to being able to harvest.

This type of farming includes cultivation of the land, planting, growing, harvesting and delivering the produce to market. It will require very long hours at the time of harvest.

**Clients**

Your clients will consist of upscale restaurants, produce stands,

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and grocery stores. If you are able to manage it, this is one business where selling directly to the public will provide a much higher return than relying solely on a wholesale business.

### **Marketing Plan**

Your marketing plan will vary according to the type produce you choose to grow. You will need to speak with the fresh produce markets and restaurants personally in order to set up a delivery route which should include produce stands which don't already have local resources for fruits and vegetables. Approach local retail locations to begin with and then work towards larger retail chain stores, as your production reaches a stable yield.

### **Power Partners**

Your Power Partners will consist of anyone else who has similar distribution points. They will typically include flower growers, commercial fishermen, bakers, vegetable, and fruit producers.

The conversations with these Power Partners should include your willingness to include them in your referrals as you become aware of clients that need their services. It is important you meet with these Power Partners in person the first time, and keep in touch with them weekly by email or by a phone.

### **Requirements**

This is one business, which has been very well documented so it should be easier to start your business from scratch and do well. The amount of land you would require would depend upon how large of a farm you want to start with. You may either lease or purchase the land.

### **Resources:**

Here are a number of resources, which I have come across:

[www.startupfarms.com/](http://www.startupfarms.com/)

<http://www.nass.usda.gov/wi/vegetables/vegannual.pdf>

[http://www.agf.gov.bc.ca/aboutind/products/plant/veg\\_othr.htm](http://www.agf.gov.bc.ca/aboutind/products/plant/veg_othr.htm)

<http://dmoz.org/Science/Agriculture/Horticulture/Vegetables/>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$250,000**

(includes the land, business cards, tools, a phone, seeds, land and marketing)

Category	Bonding	Certification	Income-Low	Income-High
Grapes	No	No	\$30,000	\$600,000

**Income**

The challenge with grape growing is that the grapes take about five years to mature. Once the grape vines are capable of producing a crop, you should expect to receive about \$1,000 on an average per ton, with an average of 3 ton per acre. So work your income expectations backwards in order to determine the amount of acreage you'll need to cultivate.

When you take up grape growing to the next level and produce wine, the return on the tonnage becomes even greater, but will add no less than two to three years to the return on investment cycle.

**Description**

Growing grapes for consumption or for wine making is a detailed business and the learning curve is lengthy. Growing grapes is an art to say the least, and it is an on-going process. The first three years are the most critical because of the formation of the grapes. Training the vines to yield the highest return will make a monumental difference in your annual return. The necessary materials and costs are included in the last link in the resource section.

**Clients**

If you are so inclined to grow table grapes, you will find your clients at farmers markets or produce stores. If you intend to grow the grapes in order to manufacture wine, your clients will obviously end up being small vintners who purchase other's crops.

**Marketing Plan**

Your marketing plan will be very basic regardless of the direction you choose. You should talk with the produce stores per-

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sonally in order to set up a delivery route, which will include produce stands that don't have local resources for grapes. As for the wine, your marketing plan should include restaurants, local retail locations and then you can work up to larger retail chain stores as your manufacturing increases.

### **Power Partners**

Your Power Partners will consist of others who have the same target clients such as fruit, nut, bread, pastries and other local growers and food producers. You might even be able to collaborate on the delivery routes.

The conversations with these Power Partners should include your willingness to include them in your referrals as you become aware of clients that need their services. It is important you meet with these Power Partners in person the first time, and keep in touch with them weekly by email or by a phone.

### **Requirements**

This is one business where you definitely need to have experience in order to be successful. If not, you'll want to hire someone with experience. As mentioned previously, if you need to earn \$150,000 a year, you'll need to have a minimum of 30 acres. The additional cost for preparing the vineyard will average about \$1,600 per acre for materials, \$500 per acre for labor and roughly \$2,300 for equipment.

The average 30 acres will produce nearly \$65,000 income the first year and require approximately \$25,000 in maintenance a year for five years.

### **Resources:**

Here are a number of resources which I have come across:  
<http://www.grapesseek.com/> <http://www.fgga.org/growing.htm>  
<http://www.crfg.org/pubs/bkrev/GrapeGrower.html> [http://www.ohiowines.org/winery\\_starter\\_kit.htm](http://www.ohiowines.org/winery_starter_kit.htm)

**Personality Type:** Analytical, Amiable

**Total Start Up Costs: \$250,000 and funds to live for five years.**  
(includes business cards, tools, a phone, land and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Herb Farming	No	No	\$50,000	\$300,000

### **Income**

The range of income for the first year will depend upon how much land you dedicate towards farming. The average yield is about 200 bushels per acre. The herbs you chose to grow will determine the amount of income you generate. Most growers choose to grow a variety of herbs so they produce multiple times to harvest the herbs. Compare the price per pound versus the cost of growing the product in order to determine your choices.

### **Description**

Small-scale entrepreneurs have the best chance of competing may be in providing herbs to produce stores and through sales at Farmer's Markets. Interest in gardening is at an all-time high with no diminishing of interest in sight, gardeners are searching for a wide variety of herbs for their cooking, landscaping, and alternative health needs. A prospective producer might consider starting a mail order business. Many home gardeners and hydroponics gardens market their herbs that way. Herb plant sales are increasing every year, and the enterprising grower who combines knowledge and service along with plant sales is will do well.

### **Clients**

Your clients will consist of upscale restaurants, produce stands, and grocery stores. If you are able to manage it, this is one business where selling directly to the public will provide a much higher return than relying solely on a wholesale business.

### **Marketing Plan**

Your marketing plan will vary slightly depending on your target. You will talk with the produce markets and restaurants personally and set up a delivery route that will include produce stands that don't have local resources for fruits and vegetables. Approach local retail locations first and then work your way up to the larger retail chain stores, as your production reaches a stable yield.

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### **Power Partners**

Your Power Partners will consist of any business owners who have the same distribution points as you. They will include flower growers, bakers, vegetable, and fruit producers.

The conversations with these Power Partners should include your willingness to include them in your referrals as you become aware of clients that need their services. It is important you meet with these Power Partners in person the first time, and keep in touch with them weekly by email or by a phone.

### **Requirements**

This is one business, which has been very well documented, so it will be easier to start the business from scratch and do well. The amount of land you will require will depend upon how large a farm you want to start with. You may lease or purchase the land, typically be near other farming communities,

### **Resources:**

Here are a number of resources which I have come across:

<http://www.watercress.co.uk/farming/seed.shtml>

[www.sfc.ucdavis.edu/pubs/brochures/Herbs.html](http://www.sfc.ucdavis.edu/pubs/brochures/Herbs.html)

<http://www.freeplants.com/>

<http://altnature.com/herbfarming/considerations.htm>

**Personality Type:** Analytical, Amiable

**Total Start Up Costs: Less than \$150,000**

(includes business cards, tools, a phone, seeds, land and marketing)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Honey	No	No	\$60,000	\$300,000

### **Income**

The ranges of income for the first year will depend upon how many hives you decide to begin with. Honey can be harvested year round, so you will be able to create a stable income the first year. It is possible to care for as many as 100 hives without assistance. The average earnings you could expect will be around \$100,000 each year.



## **Description**

There are several types of honey, which can be produced, but for each type the process is typically the same. The location of the hives will determine the type of honey you produce. Many specialty producers have elevated the honey business dramatically over the past ten years. There is now a new niche for boutique style honey. The good news for those who produce honey is that the more unique, as in herb directed, the better the financial return on the honey.

You should be able to arrange to leave your hives at farms, flower growers, fruit farms and vineyards. Since bees are natural inhabitants in those environments, most farmers welcome the hives. There are processing services that you can contract with so that you can do as little of the production as you choose.

## **Clients**

Your clients will be produce stores, local grocery stores, farmers markets, produce stands and once you've developed a following, major chain stores and the Internet.

You might even find a marketable venue through allergists. Honey is known to be a natural deterrent for allergies sufferers. Allergists are ideal clients.

## **Marketing Plan**

Your marketing plan should be fairly direct. It is a good idea to will talk with the produce stores personally in order to set up a delivery route which will include produce stands that don't already have local resources for honey. You should also approach local retail locations at first and gradually work your way up to the larger retail chain stores, as your production reaches a stable yield.

## **Power Partners**

Your Power Partners will consist of other business owners who have the same target clients as you for example, fruit, nut, bread, pastries and other local growers and food producers. You might even be able to collaborate on the delivery routes.

The conversations with these Power Partners should include your willingness to include them in your referrals as you become aware of clients that need their services. It is important you meet with these

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Power Partners in person the first time, and keep in touch with them weekly by email or by a phone.

### **Requirements**

One of the major requirements for this type of business is to make sure you're not one of those people who respond to a bee sting by going into anaphylactic shock. With this as a given, once you've secured a location for placing the hives acquiring the bees and hives are your main considerations.

October is typically the projected time for harvesting the honey. Each hive produces between 40 and 50 pounds of honey. If you find after processing and bottling your return on the honey is one dollar, you would need about 2,500 hives to support a \$100,000 a year income.

### **Resources:**

Here are a number of resources, which I have come across:

<http://outdoorplace.org/beekeeping/history2.htm> [http://www.brain.org.za/SUPPORT/industry\\_sectors/articles/agroprocessing1.html](http://www.brain.org.za/SUPPORT/industry_sectors/articles/agroprocessing1.html)  
<http://ourworld.compuserve.com/homepages/Beekeeping/startup.htm>  
[http://www.highbeam.com/library/search.asp?FN=HP&ctrlInfo=Round8a%3AProd%3AHP%3AASearch&q=start+honey+farm&search\\_documents=on&search\\_images=on&search\\_reference=on](http://www.highbeam.com/library/search.asp?FN=HP&ctrlInfo=Round8a%3AProd%3AHP%3AASearch&q=start+honey+farm&search_documents=on&search_images=on&search_reference=on)  
<http://www.frontiernet.net/~nasasse/Equipment%20Page.htm>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs:** Less than \$1,500 and about \$100-150 per hive including the bees

(includes business cards, tools, a phone, bees, hives and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Oyster Farming	No	No	\$60,000	\$300,000

## **Income**

The ranges of income for the first year will depend upon how many hives you decide with which to begin. Oysters can be harvested on a farm all year round, so you will be able to create a stable income the first year. However the most typical the harvest season is April through August. With a minimum of 5 acres, the average earning you should expect is around \$100,000 per year.

## **Description**

First you must locate a natural habitat for your oyster farm. You will need to grow the algae in containers, usually glass containers and feed the oysters. Oysters can be grown in containers within a year, rather than the two years required in natural bottom habitats.

This type of farming should be located in an area where nurseries are prominent, so you can increase your income potential by selling the vermicomposting (worm composting) to nurseries.

## **Clients**

Your clients will consist of upscale restaurants and fresh fish markets. This is where the set up of your distribution line will make or break the business. The restaurants need to have a sufficient client base to support a pricey menu.

## **Marketing Plan**

Most of your marketing can be done from your home a phone. Call several restaurants and ask to talk to the chef to find out if they would be interested in acquiring a new resource for oysters. You'll find that as in all businesses, you'll have a ratio. You might discover that you might need to call ten restaurants prior to locating one that will agree to do business with you.

Repeat this process for fresh fish markets. The only reason they will say no is that they don't have the client base to support the inventory in a timely manner. It might help to have a sign maker create signs for their restaurant windows that tout "Fresh Oysters Sold Here".

I have never seen one myself, however, it would logically make sense that it would attract the attention of those of us who are oyster aficionados.

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### **Power Partners**

Your Power Partners will consist of to anyone else who has the same distribution points as you. They will include flower growers, commercial fishermen, bakers, vegetable, and fruit producers who deliver to markets and restaurants.

The conversations with these Power Partners should indicate your willingness to include them in your referrals as you become aware of clients who might need their services. It is important you meet with these Power Partners in person the first time, and keep in touch with them weekly by email or by a phone.

### **Requirements**

This is one business, which has already been well documented so it should be easier to start your business from scratch and do well. The amount of land you would like require will depend upon how large a farm you want to start with. You may either lease or purchase the land, which typically will be located near an ocean or bay.

### **Resources:**

Here are a number of resources, which I have come across:  
<http://www.bcsqa.ca/bcsqirs/oysters/oyster.htm>  
[http://lamer.lsu.edu/classroom/edonahalfshell/pdf/cycle\\_info.pdf](http://lamer.lsu.edu/classroom/edonahalfshell/pdf/cycle_info.pdf)  
<http://www.austasiaaquaculture.com.au/>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$250,000**

(includes business cards, tools, a phone, oysters, land and marketing)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Worm Farming	No	No	\$60,000	\$300,000

### **Income**

The ranges of income for the first year will depend upon how many bins you decide to start with. Worms can be harvested year round, so you will be able to create a stable income the first year.

It is possible to care for as many as 100 worm bins without any assistance. The average earnings you can expect will be around \$100,000 per year.

### **Description**

This particular farming concept will take less time than most. First of all you need to either purchase or make your own work bins. Next add bedding to hold moisture. Red worms are thought to be the most satisfactory of all the worms. The ratio is about one pound of worms in a pound of kitchen table waste and anything organic.

### **Clients**

Your clients will consist of tackle shops, boat docks and stores that sell fishing gear. If you are able to manage it, this is one business where selling directly to the public will provide a much higher return than relying solely on a wholesale business. You might want to set up a stand near popular fishing locations, or approach local produce stands and have them add the worms to their stock.

### **Marketing Plan**

Your marketing plan should be very direct. Talk with the fresh fish markets and restaurants personally in order to set up a delivery route, which will include produce stands that don't already have local resources for worms. Approach local retail locations first and then work your way up to the larger retail chain stores, as your production reaches a stable yield.

### **Power Partners**

Your Power Partners will consist of those who has the same distribution points as you do. They should include any other bait producers, tackle manufacturers, commercial fishing outfits, and others related to the sport of fishing.

The conversations with these Power Partners should indicate your willingness to include them in your referrals as you become aware of clients that need their services. It is important you meet with these Power Partners in person the first time. You'll want to keep in touch with them weekly by email or by a phone and make sure that you keep discovering reasons.

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### **Requirements**

This business has been very well documented, so it should be easier to start your business from scratch and do well. The amount of land you will require will depend upon how large a farm you would like to start with. You may either lease or purchase the land, but you need only as little as 3 acres to yield an average of \$60,000 per year.

### **Resources:**

Here are a number of resources which I have come across:

<http://www.magicworms.com/>

<http://home.alphalink.com.au/~salo/rivers/page34.html>

<http://www.newfarm.org/features/0903/worms/index.shtml>

**Personality Type:** Analytical, Amiable

**Total Start Up Costs: Less than \$5,000**

(includes business cards, tools, a phone, worms, land and marketing)

## 8 Home Services

Handymen/women are a valuable asset to those who lead busy lives and either aren't aware of what it takes to do their own repairs or, don't have the time to do the work themselves due to their busy schedules, they don't have the time.

Being a handyman is a less stressful way of life than construction. Yet it is often extremely physically demanding. It might also require you have assistants that you can rely on to help you out in a pinch.

Category	Bonding	Certification	Income-Low	Income-High
Appliance Installation	No	Yes	\$75,000	\$150,000

### Income

The range of income for the first year will depend upon how busy you want to be. The typical fee is based upon hourly charges. The range is between \$35-75 for typical installations. Of course there will be overtime for late hours as well as rush charges.

### Description

Most appliance stores do not include installation services. You could offer delivery to the stores and charge for delivery services.

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You will need to know how to install gas water heaters, stoves and dryers, as well as electric appliances.

### **Clients**

Your clients will consist of upscale homeowners and businesses. You will obtain most of your clients from the appliance stores directly. You might also get referrals from people in the construction industry.

### **Marketing Plan**

You will be marketing yourself to appliance stores, businesses and homeowners. You might also place ads in local rag sheets, such as the Penny Savers and neighborhood classified listings. It would be helpful to develop multiple relationships with construction companies who specialize in remodeling projects.

### **Power Partners**

Your Power Partners will consist of to any business owners else who sell to homeowners and can provide you with personal introductions to their contacts.

They will consist of general contractors, cabinetmakers, painters, handymen, tile and carpet installers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will most likely need a truck large enough to be able to haul several appliances simultaneously. You'll also need the typical construction tools. Most importantly you will need to obtain your contractor's license, so you will be covered by liability insurance.

### **Resources:**

I discovered several websites, which were very detailed in regards to how to start. Here are the two that were the most helpful.

<http://www.handymanusa.com/articles/installationtips.html>



<http://web.appliance411.com/faq/installation.shtml>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,000**

(includes business cards, tools, phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Bathtub Refinishing	No	No	\$75,000	\$150,000

### **Income**

The range of income for the first year will depend upon how large your market is. If you live near an area with older homes, your market will be larger than if you live in an area where most of the homes are new.

### **Description**

Most appliance stores do not include repair services for chipped or damaged bathtubs. However, the remodeling business is much larger than the repair business. When people remodel their bathrooms, they don't want to replace the original bathtub in order to match it to make it match the new decorations, so you will be able to refinish their tub at about half the cost of replacing the tub.

### **Clients**

Your clients will consist of upscale homeowners especially those who are looking to remodel their homes. You will obtain most of your clients from the appliance stores directly. You might also obtain referrals from people in the construction industry.

### **Marketing Plan**

You should be marketing to the homeowners directly. You could place ads in local rag sheets such as the Penny Savers and neighborhood classified listings. It is a good idea to develop relationships with construction companies who specialize in remodeling projects.

## **Be Your Own Boss Guide**

### **Power Partners**

Your Power Partners will consist of business owner who sells to homeowners and are in the construction trades who will provide you with personal introductions to the clients they are working with.

They will consist of general contractors, cabinetmakers, painters, handymen, tile and most of the carpet installers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will most likely need a truck large enough in which to occasionally haul old bathtubs. You'll also need the typical construction tools. Most importantly you will need to get your contractor's license, so you will be covered by liability insurance.

### **Resources:**

I discovered several websites, which were very detailed in regards to how to start. Here are a few that were the most helpful.

<http://www.hardtops.com/business.asp>

[http://www.startremodeling.com/refinishing\\_services.htm](http://www.startremodeling.com/refinishing_services.htm)

<http://www.miraclemethod.com/>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Car Stereo Installation	No	No	\$50,000	\$100,000

### **Income**

Your income will be depend upon how well you market your services and how much competition you have. You'll also want to

make sure you are in a more influential area where people are more likely to upgrade their stereo systems.

### **Description**

Most people are not usually satisfied with the music systems in their cars. This business will concentrate more on upgrades than repairs, since installing a new stereo is generally less expensive than repairing an existing stereo system.

You would also be able to install G.P.S. and other tracking Systems in fleet vehicles.

### **Clients**

Most of your clients will consist of existing car owners who are looking to upgrade their music systems.

You'll also find that many companies who order fleets of cars order them stripped down, and have the stereos installed after they receive them.

### **Marketing Plan**

It would be effective if you would place ads in local classified papers. You'll generally find automobile specific publications that are local and will be great resources for promoting your business.

Research stores which sell stereo equipment, since most of them don't install the systems in house.

You might also want to develop an effective email campaign that is directed towards anyone who is located in your general vicinity of your location.

### **Power Partners**

Your Power Partners will consist of to be car detailers, tire installers, car leasing firms, car dealers, reupholsters and stores who sales car stereos.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services.

It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone. Never let a month go by without initiating contact.

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### **Requirements**

Car stereo installation is a business, which you can operate from your garage or an airport hanger. It is not necessary to establish a retail location; however, you should make sure you're located in an area in which others will feel safe. You'll need to be sure you're comfortable doing the installations, as nearly every car will be different.

### **Resources:**

Here are a number of resources I have come across:

<http://www.bizjournals.com/entrepreneur/2004/04/02/1.html?t=printable>  
<http://www.installdr.com/B2BServices.html>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$1,500-5,000**

(includes location, business cards, tools, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Carpet Cleaning	Yes	No	\$60,000	\$100,000

### **Income**

The range of income for the first year will depend upon how much you market your services and when you begin your business. Spring and holiday seasons will produce more clients than other times of the year. You'll want to offer your services primarily in upscale neighborhoods. The average home or business fees will range from \$300 - \$1,500 and the jobs can typically be completed in one day.

### **Description**

The carpet cleaning business is fairly straightforward. However, if you'd like to become more unique, you can offer a cleaning business that doesn't use harmful chemicals. This will give you a distinct advantage, especially when there are children or people who suffer from allergies.

## **Clients**

Your clients will be located in upscale neighborhoods and will consist especially of new homeowners who would like to keep their carpets looking like new.

Restaurants will also be a lucrative target market for you, as well as commercial buildings, which don't typically possess full-scale janitorial services.

## **Marketing Plan**

It is a good idea to place ads in all of the local classified papers. You'll generally find the local rag sheets, such as the Classified Flea Market or the Penny Savers, have very reasonable rates. Once you create your ad, make sure it contains a time-based offer with an absolute deadline date. Change the ad every month; the consistency will get people's attention.

You might also want to develop an effective email campaign, which is directed towards anyone who is in the general vicinity of your location.

## **Power Partners**

Your Power Partners will consist of Realtors, interior decorators, painters and window treatment specialists.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

## **Requirements**

There are specific carpet treatments, which can be harmful to carpets, pets and children, so you'll need to do your research beforehand to make sure you will be well prepared.

If you haven't had any experience with the janitorial industry, offer to work for a company at below market wages in order to gain the experience. You should try to find a company, located far enough away from where you plan to operate your business so they won't feel threatened by your becoming their competition. You will need reliable transportation.

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### **Resources:**

Here are a number of resources I have come across:

<http://www.home-based-business-opportunities.com/library/carpetcleaning.shtml>

<http://www.powerhomebiz.com/vol33/breakeven2.htm#6.%20Carpet%20Cleaner>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes equipment, business cards, tools, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Errands	No	No	\$50,000	\$150,000

### **Income**

The range of income for the first year will depend upon how much time you dedicate to your marketing campaign. You'll be more likely to create a stable income by employing others to do the errands. You will be the direct contact to the client.

### **Description**

Many people today have schedules that are too busy to run typical errands such as writing thank you notes, mailing packages, buying presents, purchasing groceries, picking up the dry cleaning, washing the car, taking care of their car maintenance and so on. The best way of determining the services you might want to offer would be to ask your clients what type of tasks they would prefer that you offer. Typically your clients will come up with ideas you might not have thought to consider.

### **Clients**

Your clients will consist of busy executives, Realtors, mortgage brokers, or any professionals who might also know others with whom that you could work; therefore, this is an easy business in which to obtain consistent referrals.

## **Marketing Plan**

Your marketing plan should include creating flyers in order to distribute them at office locations. Postcards are an innovative method of making a visible impact on new clients. Your message might be that “Busy people have better things to do with their time than mundane tasks! Let the Task Masters run your errands.” Get creative and list the type of tasks you are willing to do.

## **Power Partners**

Your Power Partners will most likely be where the errands are likely to be generated, like the dry cleaners, gift stores, upscale car washes and clothing and grocery stores.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

## **Requirements**

As a buyer, you’ll need to have great organizational and time management skills. You’ll also be required to have an outgoing personality and a great deal of patience. Most busy people are hard to get a hold of, so you’ll need to establish the best method of communications early on for each client.

## **Resources:**

Here are a number of resources I have come across:

[http://www.internetbasedmoms.com/articles2/mystery\\_shopper.htm](http://www.internetbasedmoms.com/articles2/mystery_shopper.htm)

[http://www.shoppingjobshere.com?hop=ckly83ezinearticles.com/How-to-Start-an-Errand-Business-in-Your-Spare-Time!&id=84644-49k -](http://www.shoppingjobshere.com?hop=ckly83ezinearticles.com/How-to-Start-an-Errand-Business-in-Your-Spare-Time!&id=84644-49k-)

[www.entrepreneur.com/businessideas/1150.html](http://www.entrepreneur.com/businessideas/1150.html)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$1,500**

(includes business cards, a phone and marketing)

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<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Fireplace Insert Installations	No	Yes	\$50,000	\$150,000

### **Income**

The range of income for the first year will depend upon how much work you want to do. The fee is usually based upon hourly charges. The range is generally \$35-75 for a typical complete installation. Of course there will be overtime charges for late hours, week-ends and rush charges.

### **Description**

Most fireplace insert stores do not include installation services but will provide a referral service. You might decide to offer delivery services as well. You will need to know how to install gas lines properly and how to create the best draft method to utilize the optimum in energy conservation.

### **Clients**

Your clients will consist of upscale homeowners and businesses. You will obtain most of your clients from the fireplace insert stores directly. You might also obtain referrals from people in the construction industry.

### **Marketing Plan**

You should market yourself to fireplace insert stores and homeowners. You might also place an ad in local rag sheets such as the Penny Savers and neighborhood classified listings. It will provide a good return for you. It is a good idea to develop relationships with construction companies who specialize in remodeling projects.

### **Power Partners**

Your Power Partners will consist of business owners who sell to homeowners who can provide you with personal introductions to the people with whom they deal.

They will consist of interior decorators, general contractors, cabinetmakers, painters, handymen, tile and carpet installers.



The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will most likely need a truck large enough with which to haul the fireplace inserts. You'll also need the typical construction tools. Most importantly you will need to obtain your contractor's license so you will be covered by liability insurance.

### **Resources:**

I discovered several websites, which were very detailed in regards to how to get started. Here are two websites that were the most helpful:

[http://www.rona.ca/webapp/wcs/stores/servlet/rona/project\\_steps.jsp?assetNo=2126&sectionId=111&langId=-1&storeId=10001](http://www.rona.ca/webapp/wcs/stores/servlet/rona/project_steps.jsp?assetNo=2126&sectionId=111&langId=-1&storeId=10001)

[http://www.lowes.com/1kn?action=pg&p=/Energy/conserv\\_fireplaceinserts.html&rn=RightNavFiles/rightNavEnergy](http://www.lowes.com/1kn?action=pg&p=/Energy/conserv_fireplaceinserts.html&rn=RightNavFiles/rightNavEnergy)  
<http://www.actionfireplace.com/>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,000**

(includes business cards, tools, phone and advertising)

### **Income**

The range of income for the first year will depend upon how much business you want to take on and how large the projects are. You might be able to stabilize your income by positioning yourself as a restorationist for larger projects.

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### **Description**

Furniture Restoration includes everything from re-caning chairs, stripping paint and finishes off of furniture and re-manufacturing broken furniture parts.

### **Clients**

Your clients will consist of upscale antique store owners, homeowners, restaurants and bed and breakfast inn owners.

### **Marketing Plan**

Your marketing plan should be directed towards those who have an interest in antiques. You will find most people who are interested in antiques will know who all the others are. There are trade shows specifically targeted towards the market as well. These trade shows will serve as a specifically high visibility standpoint for you in which develop new clients.

### **Power Partners**

Your Power Partners will consist of business owner else who also have an interest in antiques. They will consist of Realtors, antique store owners, contractors, interior decorators and stagers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have developed a talent for working with wood, stains, as well as a knowledge of painting techniques and the ability to recognize specific types of woods so that you will be able to match replacement pieces for restorations.

### **Resources:**

Here are a number of resources I have come across:

<http://www.furnitureknowledge.com/>  
[http://antiquerestorers.com/Articles/  
FURNITURE\\_ARTICLES.htm](http://antiquerestorers.com/Articles/FURNITURE_ARTICLES.htm)

[http://antiquerestorers.com/Articles/furniture\\_restoration\\_repair.htm](http://antiquerestorers.com/Articles/furniture_restoration_repair.htm)  
<http://www.goodwoodrestoration.co.uk/>

**Personality Type:** Analytical, Amiable

**Total Start Up Costs: Less than \$15,000**

(includes business cards, tools, phone, materials, and marketing)

Category	Bonding	Certification	Income-Low	Income-High
Gardening	No	No	\$60,000	\$100,000

**Income**

The range of income for the first year will depend upon how many gardens you tend. Typically you should be able to manage a minimum of 40-80 gardens per week. Your heaviest work load will occur during March/April when you first plant the gardens.

You should calculate your fees by anticipating that most families spend \$20-40 a week on fruits and vegetables. If you can match what they have been spending and give them the fruits and vegetables in their back yard, you will have an easier time of acquiring new clients. If you spend a half hour on each garden, your income range should be \$800 - \$3,200 per week.

You might also want to hire youth to do the weeding for you, and which would help to minimize the amount of time you would need to spend at each location.

**Description**

Gardening is different from landscaping. This business appeals to those who have become tired of the plastic looking and tasting tomatoes and pesticide-ridden vegetables obtained from grocery stores. Your business will consist of cultivating the plot, planning the garden to each family's specific preferences as well as planning for the size of the family.

You might also want to set up automatic watering systems in order to minimize the amount of time you spend at each location.

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By working with your clients in order to bring them fresh produce to their location, you will ensure they are getting the best produce, insecticide free, guaranteed fresh at their convenience.

After your first season, you might want to consider building your own hot house so that you will be able to grow seedlings. Then you will be able to plant your own mature plants in March/April during the height of the planting season, providing an earlier yield to the crops.

### **Clients**

Your clients will consist of families located in urban areas and apartment/multi-unit dwellers. In some communities a family will dedicate land for a group garden.

### **Marketing Plan**

Your marketing plan should include advertising in the local rag sheets, in church bulletins, with door hangers and in local garden supply stores. Your best results will typically come from word of mouth, possibly through PTA groups, mother's clubs, or any other type of parent groups especially those located in upscale neighborhoods and developments.

### **Power Partners**

Your Power Partners will consist of landscapers, handymen, Realtors, or anyone who has the same target client such as handymen, painters, haulers, and any other type of home maintenance people. You might even be able to combine your marketing efforts.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

One of the major requirements with this type of business is that you have a complete knowledge of organic gardening, which types of fruits and vegetables grow in what periods of time, and how to plant for the best possible yields.

**Resources:**

Here are a number of resources I have come across:

<http://www.organicgardening.com/>

<http://www.avant-gardening.com/>

<http://www.organiccatalog.com/catalog/>

<http://forums2.gardenweb.com/forums/organic/>

**Personality Type:** Analytical, Amiable

**Total Start Up Costs:** Less than \$1,500 and \$5,000 the second year for a hot house and seedlings

(includes business cards, tools, a phone, plants and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Handyman	No	No	\$75,000	\$150,000

**Income**

Handyman jobs are plentiful especially in areas where most people are too busy to work on their own homes. The average earnings you should expect are around \$100,000 a year, and this would be applying an average effort.

**Description**

The jobs will include repairing termite damage repairs, home warranty maintenance, insurance covered repair, appliance installation, fence and deck repair, installation of water sprinkler systems, painting, hauling, hardwood floor restoration, window replacement, garage door installation as well as any other home, apartment building, commercial business and restaurant projects.

**Clients**

Your clients will consist of commercial Realtors, retail stores, restaurants, appliance dealers, condominium and town home associations, property managers, relocation companies as well as their clients, absentee, new and existing home owners.

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### **Marketing Plan**

The handyman business truly requires niche marketing and market segmentation. In fact, it goes one step further into individualized marketing. One of the secrets of a successful handyman business is developing a database of customers and using information about those customers to keep track of when they might need additional maintenance.

You should advertise in rag sheets, with Realtors, in church bulletins and in high traffic areas such as on grocery store bulletin boards.

### **Power Partners**

Your Power Partners will consist of Realtors, landscapers, interior decorators, general contractors, mortgage brokers and appliance stores.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have developed a talent for working with wood, stains, painting techniques, fencing, electrical and plumbing, appliance installation, and the ability to recognize jobs you would be comfortable tackling.

### **Resources:**

Here are a number of resources I have come across:

<http://www.hometechonline.com/handy/>

<http://www.stretcher.com/stories/01/010618m.cfm>

<http://www.amazon.com/exec/obidos/tg/detail/-/0071416706/103-3234009-9157456?v=glance>

**Personality Type:** Analytical, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, phone, and marketing)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Hauling	No	No	\$60,000	\$100,000

### **Income**

The range of income for the first year should be around \$60-100,000. The key to realizing a higher income range is to develop a resource of clients who utilize your services on a regular basis.

### **Description**

You will be hauling everything from home appliances, construction materials, dirt, gravel, building materials and trash.

### **Clients**

Your clients will consist of homeowners, apartment managers, restaurants, furniture dealers, lumber yards, construction sites, property managers, as well as residential and commercial Realtors.

### **Marketing Plan**

Most jobs can probably be acquired by placing an ad in the paper, and by leaving your cards at the local lumber, hardware, furniture and catalog stores, as well as plant nurseries and auto parts stores (especially those without a delivery service).

Even stores, which provide delivery services, often have customers who “need it now,” and you could provide this type of express service. Leave your name, phone number (preferably a cell phone) and a list of your rates wherever there might be the need for a light hauling job.

### **Power Partners**

Your Power Partners will consist of residential Realtors, handy-men, general contractors, landscapers and others working in home improvement businesses.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

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### **Requirements**

You will need a commercial license, 5-ton truck, a wench, hoists and block and tackle equipment.

### **Resources:**

Here are a few of resources I have come across:

[http://www.exchangenet.com/howto/business/bus1\\_213.htm](http://www.exchangenet.com/howto/business/bus1_213.htm)

[www.125aday.com/ProductDetail.cfm?ID=294](http://www.125aday.com/ProductDetail.cfm?ID=294)

<http://www.business.com/search/>

[rslt\\_default.asp?query=haulage%20services](http://www.business.com/search/rslt_default.asp?query=haulage%20services)

**Personality Type:** Analytical, Amiable

### **Total Start Up Costs: Less than \$25,000**

(includes business cards, tools, phone, truck, and marketing)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Home Staging	No	No	\$60,000	\$100,00

### **Income**

The range of income for the first year should range from \$60-100,000. The key to achieving the higher income level is to develop a resource of clients who are located in upscale neighborhoods.

### **Description**

Staging is the process of preparing a home for sale, regardless of price or location. Stagers work with the “flow” of a home. They eliminate clutter, remove or rearrange furniture, and even assist in enhancing curb-appeal. With the aid of a professional home stager, the house will make a more notable first impression upon potential home buyers.

### **Clients**

Your clients will consist of homeowners, apartment managers, as well as residential and commercial Realtors.



## Marketing Plan

Most jobs should probably be acquired by placing an ad in the paper, and by leaving your cards at the local furniture stores, plant nurseries and especially with Realtors.

## Power Partners

Your Power Partners will consist of residential Realtors, handymen, general contractors, landscapers and anyone working with home improvement.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

## Requirements

You should acquire an accreditation from a staging educational course in order to be more credible.

## Resources:

Here are a number of resources I have come across:

[www.stagedhomes.com/public/becomeasp.php](http://www.stagedhomes.com/public/becomeasp.php)

[www.realestateabc.com/homeguide/staging.htm](http://www.realestateabc.com/homeguide/staging.htm)

[www.sfstation.com/event.php?eventId=3003](http://www.sfstation.com/event.php?eventId=3003)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$5,000**

(includes business cards, a phone, and a portfolio)

Category	Bonding	Certification	Income-Low	Income-High
Interior Decorating	No	No	\$100,000	\$200,000

## Income

The range of income for the first year should be around \$100,000. The key to achieving a higher income range is to

## **Be Your Own Boss Guide**

develop a resource of clients who are located in upscale neighborhoods.

### **Description**

Interior Decorating covers a much broader scope than home staging. Interior decorators work with homeowners who want to change the look and feel of their homes. They also work with businesses, in government offices especially with restaurants.

### **Clients**

Your clients will consist of restaurants, homeowners, apartment managers, owners of bed and breakfast inns, as well as business owners.

### **Marketing Plan**

Most jobs can probably be acquired by placing an ad in the paper, and by leaving your cards at local furniture stores, at plant nurseries and especially with Realtors. Read the newspaper to find announcements of new business licenses being issued and for bed and breakfast inns or new restaurants.

### **Power Partners**

Your Power Partners will consist of residential Realtors, handymen, general contractors, landscapers, sign makers and anyone working in the home improvement.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need an accreditation from an interior decorating educational course.

### **Resources:**

Here are a number of resources I have come across:  
[www.mymommybiz.com/ideas/interiordecorator.html](http://www.mymommybiz.com/ideas/interiordecorator.html)

<http://www.fabjob.com/Decorator.asp>  
<http://search.universalclass.com/i/search/5082.htm>  
<http://www.decorate-redecorate.com/popunder2.html>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$5,000**

(includes business cards, samples, phone, portfolio)

Category	Bonding	Certification	Income-Low	Income-High
Landscaping	No	No	\$100,000	\$200,000

### **Income**

The range of income for the first year should be around \$100,000. The key to achieving a higher income range is to develop a resource of clients who are located in upscale new neighborhoods.

### **Description**

Landscaping is a rewarding and lucrative business. Typically new homeowners don't know where to begin and need advice from someone who has the expertise in designing yards. Depending upon the area in which you are located, you might want to specialize in landscaping that requires little care and minimum watering. Landscaping improves the aesthetics of the home, as well as improving the look of the entire neighborhood.

### **Clients**

Your clients will consist of new and existing homeowners, apartment managers, commercial property managers as well as business owners who also own their own buildings. Especially if they require heavy foot traffic in order to support their business.

### **Marketing Plan**

Most jobs can usually be acquired by placing an ad in the paper, and by leaving your cards at local gardening stores, at plant nurseries and especially with Realtors.

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### **Power Partners**

Your Power Partners will consist of residential Realtors, handy-men, general contractors, and house painters as well as anyone working in home improvement businesses.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need an accreditation from an accredited landscaping course or educational course.

### **Resources:**

Here are a number of resources I have come across:

[www.businessknowhow.com/QandA/landscap.htm](http://www.businessknowhow.com/QandA/landscap.htm)

[www.amazon.com/exec/obidos/ASIN/0964340100/](http://www.amazon.com/exec/obidos/ASIN/0964340100/thebusinessknowh/103-3234009-9157456)

[thebusinessknowh/103-3234009-9157456](http://thebusinessknowh/103-3234009-9157456)

<http://www.amazon.com/exec/obidos/ASIN/0762705167/103-3234009-9157456>

<http://landscaping.about.com/b/a/074902.htm>

[www.powerhomebiz.com/guide/cases/carrie.htm](http://www.powerhomebiz.com/guide/cases/carrie.htm)

<http://www.lawncaredirectory.com/startbusiness.htm>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$5,000**

(includes business cards, samples, a phone, and a portfolio)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Lawn Mowing	No	No	\$ 60,000	\$100,000

### **Income**

The range of income for the first year should be around \$60,000. The key to achieving the higher income range is to develop

a resource of clients who are located in upscale neighborhoods and to hire others to work for you. You will need to be prepared for the seasonal fluctuation in income.

### **Description**

Mowing lawns is a great business in that it allows you to spend a great deal of your time outdoors. Typically new homeowners don't have the time to take care of their lawns. Depending upon the area in which you are located in, you might want to specialize in marketing to new homeowners since that is where you'll find the most homes with people who will be able to hire you.

### **Clients**

Your clients will be current and new homeowners, apartment managers, and commercial property managers as well as business owners who own their own buildings. This is especially the case if they require heavy foot traffic to in order to support their business.

### **Marketing Plan**

Most jobs can probably be acquired by placing an ad in the paper, and by leaving your cards at local gardening stores, at plant nurseries and especially with Realtors. Door knockers are an excellent way to canvas a neighborhood. Create an ad special with a time-based offer. For example, "First month 50% off, if you act by April 1<sup>st</sup>." Most people respond to cost savings and time constraints.

### **Power Partners**

Your Power Partners will consist of residential Realtors, handymen, general contractors, and landscapers as well as anyone working in the home improvement business.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services.

### **Requirements**

You will need the proper yard tools as well as a truck or trailer to haul yard clippings. It would help greatly if you worked for another company for a short time to get to know the particulars.

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### **Resources:**

Here are a number of resources I have come across:

<http://www.rb59.com/lawn-mowing/>

<http://www.entrepreneur.com/tsu/article/0,5788,316167,00.html>

[http://www.sowpub.com/cgi-bin/forum/webbbs\\_config.pl/read/4568](http://www.sowpub.com/cgi-bin/forum/webbbs_config.pl/read/4568)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, phone, truck/trailer)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Moving	Yes	No	\$ 60,000	\$100,000

### **Income**

The range of income for the first year will be around \$60,000. The key to achieving a higher income range is to hire others to do the work for you, while spending the majority of your time locating new clients and preparing estimates.

### **Description**

Moving families locally to their new homes can be a very lucrative job. Typically new homeowners don't have the time to pack up their belongings and move them to their new home. Depending upon the area in which you are located, you might want to specialize in moving clients to new homes as that are where you'll find the most clients who can afford to hire you.

### **Clients**

Your clients will consist of new and existing homeowners, apartment dwellers, and even small business owners who are moving to a new location. You will also find college students to be a good resource.

### **Marketing Plan**

Most jobs can usually be acquired by placing an ad in the

paper, and by leaving your cards at local grocery stores and especially with Realtors. Door knockers are an excellent way to canvas a neighborhood. Create an ad special with a time-based action required.

### **Power Partners**

Your Power Partners will consist of residential Realtors, handy-men, general contractors, and landscapers as well as anyone working in the home improvement business. They'll know when families are planning to move and will be able to alert you.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need proper tools such as dollies, moving blankets and a truck or trailer in which to haul them. You will also need to be bonded.

### **Resources:**

Here are a number of resources I have come across:  
<http://www.hartlepool.gov.uk/LifeEvents/startingBusiness/>  
<http://www.movinghints.com/>

**Personality Type:** Expressive, Amiable

### **Total Start Up Costs: Less than \$25,000**

(includes business cards, tools, a phone, and a truck)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Organizing	No	No	\$ 60,000	\$100,000

### **Income**

The range of income for the first year will should be around \$60,000. The key to acquiring a higher income range is to work with business clients who are in offices which several employees.

## **Be Your Own Boss Guide**

### **Description**

Helping business owners develop an organized system for their business processes saves them time, and equates to cost savings. Most people who begin a business create it in incremental steps. Then one day they realize they don't have efficient and effective systems. If you are detail oriented and are good at organizing details, files and systems, this will be a fun and rewarding business for you.

### **Clients**

Your clients will consist of new and existing business owners, homeowners, and apartment dwellers, as well as small business owners especially who are planning to move.

### **Marketing Plan**

Most of your jobs will probably be acquired through personal introductions. It is a good idea to join several women's networking organizations, as well as professional groups. The busier the professional, the more likely they will need your services.

### **Power Partners**

Your Power Partners will consist of interior decorators, residential Realtors, handymen, general contractors, and landscapers. They'll be aware of when families are in need of your services.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need the proper training in organizational development, know which systems to choose from, as well as what choices there are in furniture like bookshelves, filing cabinets. It will also be helpful to create a systematic process you will be able to develop to help your clients to become more efficient.

### **Resources:**

Here are a number of resources I have come across:



<http://www.getorganizednow.com/po.html>

<http://www.organizer-coach.com/start-an-organizing-business.htm>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,000**

(includes business cards, tools, phone, materials)

Category	Bonding	Certification	Income-Low	Income-High
Pest Control	No	No	\$ 80,000	\$100,000

### **Income**

The range of income for the first year should be around \$60,000. The key to achieving the higher income range is to work primarily with business clients who own their own buildings.

### **Description**

You will need to develop a regular pest control route for both residential and business clients. You might want to research nontoxic resources so you are able to offer a service no one else provides.

### **Clients**

Your clients will consist of new and existing business owners, homeowners, and apartment dwellers, as well as small business owners who own their own buildings.

### **Marketing Plan**

Most jobs can usually be acquired by placing an ad in the paper, and by leaving your cards at local grocery stores and especially with Realtors. Door knockers are an excellent way to canvas a neighborhood. Create an ad special with a time-based action. For example, "25% off if you act by April 1<sup>st</sup>." Most people respond to cost savings and time constraints. You can incorporate the 25% discount into your pricing schedule.

### **Power Partners**

Your Power Partners will consist of interior decorators, resi -

## **Be Your Own Boss Guide**

dential Realtors, handymen, general contractors, and landscapers. They'll be aware of when families are in need of your services.

### **Requirements**

You will need to acquire the proper training and equipment, as well as the correct chemicals and non-toxic resources.

### **Resources:**

Here are a number of resources I have come across:

<http://www.tameside.gov.uk/lifeevents/startingabusiness.htm>

<http://www.scientificpest.com.au/spmfran.html>

**Personality Type:** Expressive, Amiable

### **Total Start Up Costs: Less than \$25,000**

(includes business cards, sprayers, truck, tools, a phone, materials)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Rain Gutter Cleaning	No	No	\$ 40,000	\$100,000

### **Income**

The range of income for the first year should be around \$40,000. The key to achieving a higher income range is to hire others to do the work for you, so you can expand your business beyond your ability to handle the work load.

### **Description**

You should develop a regular monthly route for cleaning the gutters on a monthly basis for both your residential and business clients. You might want to add on other related services such as yard clean up, hauling refuse, putting up screens, replacing fascia boards and downspouts, and even installing and taking down Christmas lights.

### **Clients**

Your clients will consist of homeowners, apartment dwellers, and small business owners who own their own buildings.

### Marketing Plan

Most jobs can usually be acquired by placing an ad in the paper, and by leaving your cards at the local grocery stores and especially with Realtors. Door knockers are an excellent way to canvas a neighborhood. Create an ad special with a time-based action. For example, “25% off if you act by April 1<sup>st</sup>.” Most people respond to cost savings and time constraints. You can incorporate the 25% discount into your pricing schedule.

### Power Partners

Your Power Partners will consist of interior decorators, residential Realtors, handymen, general contractors, and landscapers. They’ll be aware of when families in need of your services.

### Requirements

You will need to acquire the proper training, tools, and systems to choose from such as flushing or vacuuming the gutters. You will also need materials like screens for the gutters.

### Resources:

Here are a number of resources I have come across:

<http://www.efranchisesale.com/info/detail.php?franID=5053>

[http://www.sowpub.com/cgi-bin/forum/webbbs\\_config.pl/read/8252](http://www.sowpub.com/cgi-bin/forum/webbbs_config.pl/read/8252)

**Personality Type:** Expressive, Amiable

### Total Start Up Costs: Less than \$25,000

(includes business cards, truck, tools, a phone, and materials)

Category	Bonding	Certification	Income-Low	Income-High
Tree Trimming	No	No but helps	\$ 80,000	\$100,000

### Income

The range of income for the first year should be around \$80,000. The key to achieving a higher income range is to hire others to do the work for you, so that you can expand your business.

## **Be Your Own Boss Guide**

### **Description**

Develop a regular route for the spring and the summer to trim larger trees for homeowners, and apartment managers, as well as condominium and townhouse associations.

### **Clients**

Your clients will consist of home owners, apartment managers, and even small business owners that own their own buildings as well as property managers in large complexes.

### **Marketing Plan**

Most jobs can usually be acquired by placing an ad in the paper, and by leaving your cards at local grocery stores and especially with Realtors. Door knockers are an excellent way to canvas a neighborhood. Create an ad special with a time-based action.

### **Power Partners**

Your Power Partners will consist of interior decorators, residential Realtors, handymen, general contractors, and landscapers. They'll know when homeowners have challenges with their trees.

### **Requirements**

You will need to acquire the proper training; systems to keep organized and any type of systematic process that will help you keep your clients from one year to the next.

### **Resources:**

Here are a number of resources I have come across:

<http://landscaping.about.com/b/a/074902.htm>

<http://www.spokanebic.org/success/inlandtree.htm>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes business cards, truck, tools, a phone, and materials)

## 9

### Manufacturing

Making handmade crafts can be a pleasurable and financially rewarding business. I operated a craft business of my own for seven years and enjoyed the atmosphere.

The life-style is appealing since that you are able to spend most of your time working from home and a minimal amount of time outside of the home doing sales. Today it is even more convenient to sell over the Internet, which also makes it a more cost effective business.

What I discovered while I was involved with the business, is that it is best to specialize in specific crafts or items that you can design assembly line style thereby minimizing the type and amount of supplies which will be required.

Category	Bonding	Certification	Income-Low	Income-High
Bracelets & Ankle Bracelets	No	No	\$75,000	\$150,000

#### Income

The range of income for the first year will be dependent upon how many shows you participate in and how many retail locations you serve. You could also design a website and sell your products directly to people from all over the world.

## **Be Your Own Boss Guide**

### **Description**

One should have a knack for creating crafts in order to make this a viable business. In other words, if you are not able to see how shapes and colors work together, this might be a very challenging business for you. For those who are able to see how the shapes, and colors go into the making of the pieces, it is easy. Assembling unique pieces is the key. You will develop your own style, and you should have a variety of designs from which people are able to choose. There should also be a varied price range that will appeal to a wide base of clients. You can accomplish this by utilizing silver plated versus silver materials; glass versus crystal; and artificial stones versus gemstones.

When I was in the business, I was much more successful at selling to high-end women's apparel stores than at craft shows. I was also successful at creating business relationships with women who sold women's apparel independently.

### **Clients**

Your clients will consist of upscale women's clothing stores, beauty salons. If you choose to sell your products at craft fairs, your clients will consist of walk by traffic.

### **Marketing Plan**

If you decide to sell your products at craft shows, it is important that you find out which shows are rated the highest for traffic and dollar amount spent by that traffic. When I started selling at craft shows, there weren't nearly as many resources available as there are today. Choose wisely as the entry fees are rather expensive and you'll need to make sure your traffic will yield a sufficient return.

### **Power Partners**

Your Power Partners will consist of anyone who sells women's apparel. This could include clothing, shoe, hats, and scarves stores. You should also be able to sell your products at You could also sell to beauty salons and spas.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who might need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them

weekly by email or by phone.

### **Requirements**

You will need to acquire a large supply of beads, tools and other materials with which to create a large enough inventory, so that you are able to support yourself. You will also need display cases and a means with which to transport your products.

### **Resources:**

I discovered several websites, which were very detailed in how to begin. Here are a few of the ones, which were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.artsraftsshowbusiness.com/>

**Personality Type:** Expressive, Amiable

### **Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, display units, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Dress Belts	No	No	\$75,000	\$150,000

### **Income**

The range of income for the first year will be dependent upon how many shows you participate in and how many retail locations you serve. You could also design a website and sell your products directly to people from all over the world.

### **Description**

One should have a knack for making crafts in order to make this a viable business. You could make both men's and women's belts. They could be woven and made of cloth, leather, wire chain, stones and all sorts of materials.

I was much more successful at selling to high-end women's apparel store than at craft shows. I was also successful at creating

## **Be Your Own Boss Guide**

business relationships with women who sell various kinds of women's apparel independently.

### **Clients**

Your clients will consist of upscale men's and women's clothing stores and beauty You could also sell to beauty salons and if you choose to sell at craft fairs, it will also include walk by traffic.

### **Marketing Plan**

If you decide to sell your merchandise at craft shows, it is important you find shows, which are rated highest for traffic and by the amounts spent by that traffic. When I started selling at craft shows, there weren't nearly as many resources available as there are today. Choose wisely as the entry fees are rather expensive and you'll need to make sure your traffic will yield a sufficient return.

### **Power Partners**

Your Power Partners will consist of anyone who sells apparel. This could include clothing, shoe, hat, and scarf accessories stores. You could also sell to beauty salons and spas.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who might need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to acquire a large supply of leather, braiding, beads, tools and other materials with which to create a large enough inventory, so that you are able to support yourself. You will also need display cases and a means with which to transport your products while keeping them safe.

### **Resources:**

I discovered several websites, which were very detailed in how to begin. Here are a few of the ones, which were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>



Web hosting: [www.fastnext.com](http://www.fastnext.com)  
<http://www.artscraftsshowbusiness.com/>  
<http://www.firemountaingems.com/>  
<http://www.genbead.com/home2.htm>  
<http://wire-sculpture.com/findings.php>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, display units, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Earrings	No	No	\$75,000	\$150,000

### **Income**

The range of income for the first year will be dependent upon how many shows you participate in and how many retail locations you serve. The difference in the amount you are able to earn will be due to the materials you use. You could also design a website and sell your products to people from all over the world.

### **Description**

One should have a knack for making crafts in order to make this a viable business. You could make a variety of earrings with materials such as silver, crystal, clay, and glass beads, as well as recycled beads from old jewelry and charms. It will be easier for you if you stick to one or two sources for materials however. The inventory you need to acquire will be too costly if you try to use too many materials.

If you have never made earrings before, it is a good idea to attend several craft shows in order to find out what appeals to you. It will be easier to make earrings that you like yourself. Chances are if other crafters are making a particular type of jewelry, it sells. You might also want to take a class from an adult education center.

I was much more successful at selling to high-end women's apparel stores than I was at craft shows. I was also successful at creat-

## **Be Your Own Boss Guide**

ing business relationships with women who sold women's apparel independently.

### **Clients**

Your clients will consist of upscale women's clothing stores. You could also sell to beauty salons and if you choose to sell at craft fairs, your clients will include the walk by traffic.

### **Marketing Plan**

If you decide to sell your products at craft shows, it is important you find out which shows, which are rated highest for traffic and amounts spent by that traffic. When I started selling at craft shows, there weren't nearly as many resources available as there are today. Choose wisely as the entry fees are considerably expensive and you'll want to make sure their traffic will yield a sufficient return.

### **Power Partners**

Your Power Partners will consist of anyone who sells women's apparel. This could include clothing, shoes, hats, and scarf accessories stores. You could also sell to beauty salons and spas.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who might need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to acquire a large supply of beads, tools and other materials with which to create a large enough inventory, so that you are able to support yourself. You will also need display cases and a means with which to transport your products.

### **Resources:**

I discovered several websites, which were very detailed in regards in how to begin. Here are a few of the ones which were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)  
<http://www.artsraftsshowbusiness.com/>  
<http://www.geocities.com/SoHo/9555/earrings.htm>  
<http://www.beadage.net/dropearrings/index.shtml>  
<http://www.firemountaingems.com/>  
<http://www.genbead.com/home2.htm>  
<http://wire-sculpture.com/findings.php>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, display units, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Necklaces	No	No	\$75,000	\$150,000

### Income

The range of income for the first year will be dependent upon how many shows you participate in and how many retail locations you serve. You could also design a website and sell your products directly to people from all over the world.

### Description

One should have a knack for making crafts in order to make this a viable business. You could make a variety of necklaces with materials such as silver, crystal, clay, and glass beads, as well as recycled beads from old jewelry and charms. It will be easier if you stick to one or two sources however. The inventory you need to acquire will be too costly if you try use too many different materials.

If you have never made a necklace before, it is a good idea to attend several craft shows in order to find out what styles appeal to you. It will be easier to make necklaces that you yourself find attractive. Chances are if other crafters are making a particular type of jewelry, it sells. You might also want to take a class from an adult education center.

## **Be Your Own Boss Guide**

I was much more successful at selling to high-end women's apparel stores than I was at craft shows. I was also successful at creating business relationships with women who sold women's apparel independently.

### **Clients**

Your clients will consist of upscale designer-type women's clothing stores. You could also sell to beauty salons and if you choose to sell at craft fairs, your clients will be the walk by traffic.

### **Marketing Plan**

If you decide to sell your products at craft shows it is important you find shows, which are rated highest for traffic and by the amounts spent by the traffic. When I started selling at craft shows, there weren't nearly as many resources available as there are today. Choose wisely as the entry fees are rather expensive and you'll need to make sure your traffic will yield a sufficient return.

### **Power Partners**

Your Power Partners will consist of anyone who sells women's apparel. This could include clothing, shoes, hats, and scarf accessories stores. You could also sell to beauty salons and spas.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who might need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to acquire a large supply of beads, tools and other materials with which to create a large enough inventory, so that you are able to support yourself. You will also need display cases and a means with which to transport your products.

### **Resources:**

I discovered several websites, which were very detailed in how to begin. Here are a few of the ones, which were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>  
 Web hosting: [www.fastnext.com](http://www.fastnext.com)  
<http://www.artsraftsshowbusiness.com/>  
[http://www.craftwithme.com/HTML/proj\\_bead\\_neclances.htm](http://www.craftwithme.com/HTML/proj_bead_neclances.htm)  
[http://www.ehow.com/how\\_13436\\_make-beaded-necllaces.html](http://www.ehow.com/how_13436_make-beaded-necllaces.html)  
<http://www.wigijg.com/jewelry-tools/WJU/jewelry/>  
<http://www.firemountaingems.com/>  
<http://www.genbead.com/home2.htm>  
<http://wire-sculpture.com/findings.php>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, display units, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Scarves	No	No	\$75,000	\$150,000

### Income

The range of income for the first year will be dependent upon how many shows you participate in and how many retail locations you serve. You could also design a website and sell your products directly to people from all over the world.

### Description

One should have a knack for sewing in order to make this a viable business. You could make a variety of scarves with materials such as silk, polyester, rayon, knitted wool, and my favorite is lame foils. It will be easier if you stick to one or two types of materials otherwise, the inventory you would need would become too costly.

If you haven't made scarves before, it's a good idea to attend craft shows to find out what appeals to you. It will be easier to make scarves that you find attractive. Chances are if other crafters are making this specific type of scarf, it will sell. You might also want to take a class from an adult education center.

I was much more successful at selling to high-end women's apparel stores than I was at craft shows. I was also successful at creat-

## **Be Your Own Boss Guide**

ing business relationships with women who sold women's apparel independently.

### **Clients**

Your clients will consist of upscale designer-type women's clothing stores. You could also sell to which were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.artsraftshowbusiness.com/>

<http://www.how-to-tie-a-necktie-know.com/6-knots/2-scarves/19-learn-to-tie-a-and-scarf/>

[www.taunton.com/store/pages/070378\\_intpg.asp](http://www.taunton.com/store/pages/070378_intpg.asp)

<http://www.firemountaingems.com/>

<http://www.genbead.com/home2.htm>

<http://wire-sculpture.com/findings.php>

**Personality Type:** Expressive, Amiable

### **Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, display units, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Patio Tables	No	No	\$75,000	\$150,000

### **Income**

The range of income for the first year will be dependent upon how many shows you participate in and how many retail locations you serve. You could also design a website and sell your products directly to people from all over the world.

### **Description**

One should have a knack for making things with your hands in order to make this a viable business. You could build a variety of tables with various materials such as broken plates, mosaics, tiles, wood, glass, wood and metals. It will be easier if you stick to one or two

types of materials however. The inventory you need to acquire will become too costly if you try to use too many materials.

If you have never built tables before, it is a good idea to attend several craft shows in order to find out what appeals to you. It will be easier to build tables that you like. Chances are if other crafters are building these tables, they are selling. You might also want to take a class from an adult education center.

Most people are more successful selling tables directly to the public at craft shows because of the high volume of foot traffic, than through retail stores.

### **Clients**

Your clients will consist mainly of new homeowners and if you choose to sell at craft fairs, walk by traffic.

### **Marketing Plan**

Get to know the Realtors who represent buyers purchasing home in new home tracks. They will serve as a great resource; you might even offer to make a table for them. Approach new home developments and offer a table for display on the homes exterior patios. Make sure they will allow you to leave your business cards on the tables so that people can contact you when they're interested.

If you decide to sell your merchandise at craft shows, it is important you find out which are rated highest for traffic and amounts spent by the traffic. When I started selling at craft shows, there weren't nearly as many resources available as there are today. Choose each event wisely as the entry fees are rather expensive and you'll need to make sure your traffic will yield a sufficient return.

### **Power Partners**

Your Power Partners will consist of anyone who sells similar products. This could include barbecues, children's swings, and hot tub or spa installers as well as interior decorators and landscapers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who might need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

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### **Requirements**

You will need to acquire a large supply of materials with which to create a large enough inventory, so that you are able to create your products without having to stop to find materials in the middle. You will also need a truck or trailer to transport your products.

### **Resources:**

I discovered several websites, which were very detailed in how to begin. Here are a few of the ones, which were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.artscraftsshowbusiness.com/>

<http://www.brookbend.com/patio-tables.asp>

[www.riversonfinemosaics.com/mosaic\\_table.htm](http://www.riversonfinemosaics.com/mosaic_table.htm)

<http://www.glass-stones.com/stands.html>

<http://www.woodworkersworkshop.com/resources/index.php?cat=119>

[http://justmorocco.com/pd\\_mosaic.dfm](http://justmorocco.com/pd_mosaic.dfm)

**Personality Type:** Expressive, Amiable

### **Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, display units, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Seamstress-Alterations	No	No	\$50,000	\$100,000

### **Income**

The range of income for the first year will be dependent upon how many retail and clothing stores become your clients as well as how many dry cleaning locations you serve.

### **Description**

One should have a knack for sewing in order to make this a viable business. You might alter clothing for chain stores that don't have staff on site, or for dry cleaners and upscale boutiques.



You will also need to be adept at sewing and comfortable with doing tailoring. Some of the work might be as simple as simply hemming skirts and slacks; however, most often you will be adjusting clothing for a proper fit.

### **Clients**

Your clients will consist of upscale designer-type women's clothing stores, retail chain stores and dry cleaning establishments.

### **Marketing Plan**

Select one or two dry cleaners, a couple of dress shops and perhaps one large chain store. The challenge with this business is that you'll have a lot of work come in at the same time, due to seasonal buys, and usually very little during mid-summer and winter.

### **Power Partners**

Your Power Partners will consist of anyone who sells men's and women's apparel. This could include clothing, shoes, and hats. You could also sell to beauty salons and spas.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who might need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You won't need to acquire a large supply of materials, other than a variety of threads in every color. You will also need sewing machines, which can sew on a variety of materials. I would recommend acquiring multiple machines, so that you won't have to be concerned about one of your machines being down in the event of a tight deadline.

### **Resources:**

I discovered several websites, which were very detailed in how to begin. Here are a few of the ones, which were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

## **Be Your Own Boss Guide**

Web hosting: [www.fastnext.com](http://www.fastnext.com)  
<http://www.wordsetc.com/alterat.htm>  
[http://www.businessplanning-r-you.com/business/Clothing\\_Alteration\\_Business.html](http://www.businessplanning-r-you.com/business/Clothing_Alteration_Business.html)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs:** Less than \$2,500

(includes business cards, the sewing machines, display or sample cases, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Seamstress-Costume Design	No	No	\$50,000	\$100,000

### **Income**

The range of income for the first year will be dependent upon how many stores become your clients and upon how many retail locations you serve. You could also design a website and sell your products directly to people from all over the world.

### **Description**

One should have a knack for sewing and clothing design in order to make this a viable business. You could design costumes for several different types of occasions and even help to create an occasion with the cooperation of an event planner.

You'll need to be adept at sewing and comfortable with tailoring. I made costumes for the local theatre, costume balls and get new clients when others would see what costume I was wearing.

### **Clients**

Your clients will consist of costume designers for theatre troupes, costume shops, and event planners, as well as organizations and individuals.

### **Marketing Plan**

Choose a couple of theaters in your area and develop a rapport with the costume designer. They rarely sew costumes themselves.

Appeal to event planners to arrange a costume party for their clients. It's always a fun event and easy to sell clients.

You could approach organizations and present the concept of a costume party as an idea for a fundraiser. It's an unusual of event and a great way to raise funds for the organization additional income.

Check to find out if you have a Renaissance Festival located in your area. You could design costumes for vendors to rent at the festival. Another niche market would be designing costumes for sporting events such as ice-skating, as well as cheerleaders or for school plays.

### **Power Partners**

Your Power Partners will consist of anyone involved in event planning, as well as facilities managers for venues, which might host such events at hotels and country clubs.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who might need their services. It is important you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You won't need to acquire a large supply of materials, other than a variety of threads in every color. You will need sewing machines, which can work on a variety of materials. I would recommend acquiring multiple machines so you won't have to be concerned about one of your machines failing at a time of a critical deadline.

### **Resources:**

I discovered several websites, which were very detailed in how to begin. Here are a few of the ones, which were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.directcon.net/wander/cosbiz.htm>

[www.buy.com/retail/product.asp?](http://www.buy.com/retail/product.asp?)

[sku=30796047&SearchEngine=Froogle&SearchTerm=30796047&Type=PE&Category=Book&dcaid=17379](http://www.buy.com/retail/product.asp?sku=30796047&SearchEngine=Froogle&SearchTerm=30796047&Type=PE&Category=Book&dcaid=17379)

### **Be Your Own Boss Guide**

**Personality Type:** Expressive, Amiable

**Total Start Up Costs:** Less than \$2,500

(includes business cards, the sewing machines, display or cases units, a phone and advertising)

## 10

### Personal Services

Creating a personal service business requires you have the discipline to develop good business practices. This generally means you need to market your business 35% of the time. That amounts to a total of a day-and-a-half each week. You'll need to consider this means you'll only have 28 to 30 hours left in the week to use as billable time. You'll need to take this into account when you determine your hourly rate.

For each of the following personal service businesses, you will need to acquire to develop a great rapport with your clients.

Category	Bonding	Certification	Income-Low	Income-High
Antique Furniture Restoration	No	No	\$75,000	\$150,000

#### Income

The range of income for the first year will depend upon how much exposure you can get to consistent clientele and you are able to create referral relationships. It will also depend on how much furniture you are able to work on at any a given time. This is one of the businesses where you might want to consider hiring someone to do the labor-intensive work, so that you only have to do the finish work.

## **Be Your Own Boss Guide**

### **Description**

It's a good idea to have a knack for working with finishing tools and an eye for antiques. My aunt and uncle would haunt garage sales, second hand stores and the classified ads looking for furniture, which they could restore. They also took a lot of road trips traveling through small towns and were able to find amazing pieces along the way.

Veneers, which have warped or destroyed by day-to-day use, can easily be restored. Finishes that have been marred can be made to look new using the right techniques.

### **Clients**

Your clients will consist of antique stores, homeowners, restaurants, and hotels, as well as bed and breakfast establishments.

### **Marketing Plan**

You should market directly to antique stores, and it will usually a good idea to go there in person. Using direct mail campaign will not yield the rate of return you require.

Once you have established an inventory, as well as market directly to bed and breakfast as well as hotels as well as bed and breakfast establishments, as well as homeowners. This can be accomplished by the use of classified ads. You will find that advertising and website marketing will probably yield the best return.

### **Power Partners**

Your Power Partners will consist of anyone else who sells to your particular market. These people as well will likely be interior decorators, home staging professionals and Realtors.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to acquire wood refinishing tools, clamps, as well as various types of glues and stains.

**Resources:**

I have discovered several websites, which were very detailed in regards to how to begin. I've listed a few that were helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.businessplanning-4-you.com/business/>

[Furniture\\_Restoration\\_Business.html](http://www.furniture_restoration_business.html)

<http://antiquerestorers.com/Articles/>

[furniture\\_restoration\\_repair.htm](http://furniture_restoration_repair.htm)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes business cards, tools, a phone and local advertising and on the Internet)

Category	Bonding	Certification	Income-	Income- Low High
Auto Dent Removal	No	No	\$75,000	\$250,000

**Income**

The range of income for the first year will depend upon how many cars you are able to repair on and whether or not you decide to hire others to assist you with the repair process. Typically mobile units charge \$250 per dent and the entire process takes less than an hour.

**Description**

Everyone ends up with dings in their car at some time or other and most people would like to have them repaired; however it's very time consuming, as well as a challenge to either rent a car or find an alternative means to get to work.

Creating a mobile dent repair and touch-up business will involve developing your clientele in much the same way as you would a car detailing business.

## **Be Your Own Boss Guide**

### **Clients**

Your clients will consist of anyone who owns a car, as well as new and used car lots.

### **Marketing Plan**

You should market directly to your clients. You will find that sending postcards by You will find that direct mail, as well as email marketing campaigns will be very effective.

There are many car lots, which will require someone to perform work on their cars.

### **Power Partners**

Your Power Partners will consist of anyone who sells to your particular market. The best ones will be auto repair shops, specialty shops for additional equipment like stereos, wheels and rims.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have access to a mobile trailer. It should store everything you need for mobile repair, including drills, sanders, spray guns, air and water compressors as well as specialty tools.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

<http://www.rightlook.com/>

<http://www.rightlook.com/index.asp?>

[PageAction=VIEWCATS&Category=135](http://www.rightlook.com/index.asp?PageAction=VIEWCATS&Category=135)

<http://wordpress.org/articles/home-business—auto>

[www.dentsdoctor.com/](http://www.dentsdoctor.com/)



[motive-paint-touch-ups-as-business-opportunity.htm](http://motive-paint-touch-ups-as-business-opportunity.htm)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500-7,500**

(includes business cards, tools, trailer, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Auto Detailing	No	No	\$75,000	\$150,000

### **Income**

The range of income for the first year will depend on how many clients you have and whether or not you decide to work alone or hire a team of people to help you out with the workload.

### **Description**

Detailing cars requires that you have a lot of physical endurance. Many car dealers hire independent workers to detail their cars prior to delivery as well as hiring them weekly to keep their cars looking their best.

Years ago, I developed a business plan for a friend which was very simple. I had him drive by several high rises and make a note of all the addresses, suite numbers and company names. Once a week he would create mailing labels for each of the offices and send a post card to them, which was very unique time conscious advertising message.

Within six months he had replaced the income he had been earning at a Fortune company, which came out to be very near to six-figures in 1985. He set up a tickler file with information regarding how often the clients wanted their car detailed and a week prior to that time, he'd send them a postcard.

### **Clients**

Your clients will consist of busy executives, Realtors, mortgage brokers, bankers or any other professionals who are too busy to spend the hour or two it takes to have their car detailed.

## **Be Your Own Boss Guide**

### **Marketing Plan**

You should market directly to potential clients and to car dealerships.

You will find that direct mail should work well for private clients; however, for everyone else utilizing postcards is the most cost effective means. However, you should also achieve success using an email marketing campaign as long as it's directed towards people who are close enough for you to work with.

Car dealers will respond best to you if you visit them in person. Even if they have someone currently providing service to their account, things can change with new management, vacations and many other reason, so it is a good idea to keep in touch with them.

### **Power Partners**

Your Power Partners will consist of anyone else who sells to the automobile industry.. They will likely be auto parts for the repair shops, specialty shops for additional equipment like stereos, wheels and rims.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services.

It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have access to a mobile trailer, which contains everything you will need for detailing. This would include hoses, scrubbers, buckets, and wax.

If you discover you're unable to hook up to a water supply, you'll also need to have water storage tanks.

### **Resources:**

I have discovered several websites, which are detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>  
<http://www.mobileworks.com/startupunits.html>  
<http://www.web-cars.com/detail/business.php>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500-7,500**

(includes business cards, tools, trailer, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Auto Restoration	No	No	\$75,000	\$250,000

### **Income**

The range of income for the first year will depend upon how many cars you are able to restore on your own and whether or not or not you decide to assist you with the restoration process.

### **Description**

There are several ways you could develop your restoration business but two of the fastest means would be to locate cars for sale and begin restoring them. I saw a 1966 Ford Mustang in San Jose for sale on the street for only \$1,250. Restored this car sells for about \$10 - 20,000. Restoring it on the outside would require about \$5,000 in parts and another \$5,000 in labor to bring it to that quality.

Another method of obtaining cars that are reasonably priced is to drive around various neighborhoods looking for cars, which appear to have been parked for a while. Locate the owner and ask them if they would be interested in selling their car. Most people aren't aware of the fact that they are required to pay an annual registration fee for cars, whether or not they're being driven or not.

Carry a Kelly Blue Book with you at all times in order to determine what the car is worth. Also keep track of cars which are posted on EBay to find out what cars are selling for. I found two '66 Mustangs selling for under \$3,000 each. All they needed was some tender loving care. It would have taken less than a few thousand dollars to make them very valuable.

## **Be Your Own Boss Guide**

### **Clients**

Your clients will consist of automobile collectors, including teenagers, as well as car lots who specialize in selling your car for you.

### **Marketing Plan**

You should market directly to the clients. You will find that direct mail and email marketing campaigns will be very effective.

There are many car lots available to you with which to display your cars; however, you should be aware that it is not a good idea to leave your car there overnight.

EBay is also a great means with which to sell the cars you restore, as their market is so large.

### **Power Partners**

Your Power Partners will consist of anyone else who sells to your particular market. They will likely be auto repair shops, specialty shops that sell additional equipment such as stereos, wheels and rims.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to acquire to have access to a garage, which contains everything that you need for doing car restorations. That would include lifts, sanders, heaters, metal buffing, and equipment for waxing.

### **Resources:**

I have discovered several websites, which were very detailed in regards to how to begin. I've listed a few of the ones which were the most helpful.

Acquiring a website name for \$8.95/yr:  
<http://www.godaddy.com/gdshop/default.asp>  
Web hosting: [www.fastnext.com](http://www.fastnext.com)  
<http://gotprint.net/gotprint/welcome.do>

<http://www.rightlook.com/>  
<http://www.mobileworks.com/startupunits.html>  
<http://www.web-cars.com/detail/business.php>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500-7,500**

(includes business cards, tools, rent, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Babysitting	No	No	\$5,000	\$50,000

### **Income**

The range of income for the first year will depend upon how many clients you can work with and whether or not you want to act as a babysitting agent and have several others doing the babysitting with you.

If you care for 3 children for 5 hours, which comes to a total of 15 hours, 3 days a week that comes to 45 hours a week times \$10 an hour is \$450 a week. Your annual income would be \$22,500.

### **Description**

It has become more and more difficult for parents to obtain qualified, reliable babysitters. You should create a business model, which makes it feasible for you to sustain a plan, which will create enough regular clients for your business.

You'll need to research all of the aspects of this business thoroughly before you begin. It is an enormous responsibility for someone to be held responsible for other people's children.

### **Clients**

Your clients will consist of parents who have busy schedules and hectic social lives.

### **Marketing Plan**

You should market directly to your clients. You will find that

## **Be Your Own Boss Guide**

You will find that direct mail and email marketing campaigns will be very effective.

You might also check with Parent Teacher Associations, Parents Without Partners or any other types of groups you can find which includes parents.

### **Power Partners**

Your Power Partners will consist of anyone who works around parents. For example, you might find that Realtors, religious leaders and therapists are good resources for obtaining referrals to clients.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have access to a cell phone so that you will be more readily accessible. You should attend classes on childcare, CPR, how to entertain children, as well as a variety of methods of discipline.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

<http://www.urbanext.uiuc.edu/babysitting/>

[http://www.indianchild.com/Babysitting/starting\\_babysitting\\_business.htm](http://www.indianchild.com/Babysitting/starting_babysitting_business.htm)

[http://googolplex.cuna.org/15378/ajsmall/story.html?doc\\_id=634](http://googolplex.cuna.org/15378/ajsmall/story.html?doc_id=634)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs:** Less than \$250-1,500

(includes business cards, tools, a phone and an advertising campaign)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Cable/Phone Installation	No	No	\$50,000	\$150,000

### **Income**

The ranges of income for the first year will depend upon how many clients you are able establish and whether or not or not you want to act as a single entity or have others do the installations for you. The number of people with whom you work will incrementally increase your income. Each person should have a specific area of responsibility.

### **Description**

You will find there are many different types of cable installations, however, the most obvious will be located in new home developments. Most telephone and cable companies outsource their cable installations.

You should approach the foreman at new home developments and tell them you'd like to bid on their cabling requirements.

### **Clients**

Your clients will consist of new homeowners, and new home developers, as well as homeowners who would like to upgrade their stereo, telephone or entertainment systems.

### **Marketing Plan**

You should market directly to you clients. You will find that direct mail and email marketing campaigns will be very effective.

Approach the foreman at new home developments and the manager at stores, which sell large entertainment systems.

### **Power Partners**

Your Power Partners will consist of those who work in the construction industry. You might find that Realtors, high-end entertainment stores and interior decorators will be good resources for client referrals.

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The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have access to a cell phone so that you will be readily accessible to your clients. You will want to classes to learn cable and phone installation if you can find them or volunteer to work with a company that is far enough away from where you plan to locate, in order to learn the basics. This is a very logical business so it should not require an extended length of time to master.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

<http://www.jimhayes.com/uncleted/wrapup.html>

<http://www.motherearthnews.com/arc/2994/>

<http://www.allbusiness.com/articles/InternetTechnology/461-34-1794.html>

**Personality Type:** Analytical, Amiable

**Total Start Up Costs: Less than \$250-1,500**

(includes business cards, tools, covered trailer or van, a phone

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Cake Decorating	No	No	\$20,000	\$100,000

### **Income**

The range of income for the first year will depend upon how



many clients you are able to work with and whether or not or not you develop a strong referral base. Most wedding cakes cost around \$250. Typically birthday and anniversary cakes are between \$25 and \$55. If you were to do one wedding cake and five birthday cakes each week, you would average about \$400.

### **Description**

There are many different types of occasions for which clients will engage you to decorate cakes. There are weddings, birthdays, and anniversaries as well as special occasions such as baby showers and retirement parties.

### **Clients**

Your clients will consist of individuals, office workers, event planners, hotels, restaurants and other types of organizations.

### **Marketing Plan**

You should market directly to clients. You will find that direct mail and email marketing campaigns will be very effective.

Approach the catering manager at hotels, which have conference rooms that host meetings. You will find that many don't have on sight bakers on site.

### **Power Partners**

Your Power Partners will consist of anyone who works in the event planning industry. You might find that Realtors, entertainment firms, balloon decorators, party stores and photographers will be good resources client referrals.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You should have the knack for decorating cakes with a flourish. It is a good idea to take several cake decorating courses in order to discover your individual style. Many culinary schools have courses

## **Be Your Own Boss Guide**

that specialize in specialty desserts. You'll also find classes at adult education classes locally.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

[www.createacakeshop.com/businesscakedec1.htm](http://www.createacakeshop.com/businesscakedec1.htm)

<http://www.earlenescakes.com/business01.htm>

[http://www.businessplanning-4-you.com/business/Cake\\_Decorating\\_Business.html](http://www.businessplanning-4-you.com/business/Cake_Decorating_Business.html)

**Personality Type:** Analytical, Amiable

**Total Start Up Costs: Less than \$250-1,500**

(includes business cards, decorating tools, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Dating Service	No	No	\$50,000	\$100,000

### **Income**

The range of income for the first year will depend upon how many clients you are able to establish and whether or not you develop a strong referral base.

### **Description**

There are many ways in which you can develop this business. You could interview singles and match up people who have similar interests, as well as likes and dislikes. You could have someone design an online dating service for you. You could also hold speed dating, where six or so men and women spend several minutes talking with each one to determine if there is an interest. You might also like to arrange events or a dinner dating service.

One business owner of a firm in San Mateo charges men \$5,000 to register with her service. She has more than enough men who choose to use her service. Women however are free of charge. That was the only way she could get enough women to sign up for and have enough dating choices for the men.

Online dating services are plentiful; however, if you were to design a local service, you might be able to gain major control of the market. People pay an average of \$10 a month. If you were to sign up only 500 singles paying you \$10 a month that would come to \$60,000 a year. That is not bad for a business you don't have to tend to, once it's up and running.

Another friend has a full time business, which combines speed dating with dinner parties. It's amazing how many wonderful people there are out there who don't know how to go about meeting others. You could set up arrangements with a restaurant so that your group could have dinner at a table, which is set up so that each person would be sitting directly across from the opposite sex. In the beginning, they would spend 10 or 15 minutes talking with each other and afterwards mark down on a sheet that you have provide for them, whether or not or not they want to initiate further contact. If you had twenty to twenty-four people you could keep the event down to about two hours.

If you were to charge \$15 to \$20 per person they would pay for their dinners, you would make \$360 per event. You could also schedule several events each evening and hire others to do the work for a moderate cost of \$50.

You could add a level of membership, which would require a more in depth participation and charge a flat annual fee for access to a database of singles.

Typically this service would range from between \$300 to 5,000 and include in depth services such as personal introductions, as well as guidance on how to select a partner. It is a good idea to research all of the singles groups in your area in order to find out what each of them offer and how much they charge.

## **Clients**

Your clients will consist of individuals, as well as organizations in general as well as singles organizations in particular.

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### **Marketing Plan**

You should market directly to your clients. Joining several leads groups is probably one of the easiest means of obtaining referrals to interested singles. Advertising with various singles organizations and also with private organizations as well should also be quite effective.

Approach singles organizations with the idea of creating a very specific purpose for an event, which would be specifically designed in order to introduce singles to one another.

Online dating services could be advertised by a more direct approach. An email marketing campaign is probably the most cost effective option and as your marketing budget increases you could include local newspapers and rag sheets.

### **Power Partners**

Your Power Partners will consist of anyone else who works in the event planning industry. You might find someone has created a singles magazine or singles organizations that would be good resources for referring you clients.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have the knack of bringing people together and creating a atmosphere where people are willing to talk with each other freely. You might want to do this business with another person if you're not comfortable with being around people

### **Resources:**

I have discovered several websites, which were very detailed in regards to how to begin your dating service. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

<http://www.datingagain101.com/startgroup.html>

<http://www.aselectchoice.com.au/members/FebruaryNews03.html>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$250-1,500**

**(\$15,000 for dating website)**

(includes business cards, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Day Care-Children	No	Yes	\$50,000	\$150,000

### **Income**

The range of income for the first year will depend upon how many clients you are able to establish, and whether or not you want to act as a simple day care center or expand into home schooling services.

The average cost of full-time day care ranges from \$250 to \$500 a week depending upon which services are included. With four children attending full-time you could earn up to \$2,000 a month.

### **Description**

It has become more and more difficult for parents to obtain qualified, reliable day care. You should create a business model, which will encompass a plan to create a regular client base by the small radius located around your day care center.

You'll need to research all of the aspects of this business thoroughly before you begin. It is an enormous responsibility for someone to be held responsible for other people's children.

### **Clients**

Your clients will consist of parents who have busy work schedules or they are active in the community. You can often find new clients by attending PTA meetings or single parent groups.

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### **Marketing Plan**

You should market directly to your clients. You will find that direct mail and email marketing campaigns will be very effective. You might even try walking around your neighborhood knocking on doors and talking with the parents who live in the area.

You might also try contacting Parent Teacher Associations, Parents Without Partners as well as any other group you come across that includes parents.

### **Power Partners**

Your Power Partners will consist of anyone who works around parents. You might find that Realtors, religious leaders and therapists will be good resources for client referrals.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have access to a cell phone so that you will be more readily accessible. You should attend classes on childcare, CPR, how to entertain children, as well as the best methods of discipline.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

<http://www.urbanext.uiuc.edu/babysitting/>

[http://www.indianchild.com/Babysitting/starting\\_babysitting\\_business.htm](http://www.indianchild.com/Babysitting/starting_babysitting_business.htm)

[http://googolplex.cuna.org/15378/ajsmall/story.html?doc\\_id=634](http://googolplex.cuna.org/15378/ajsmall/story.html?doc_id=634)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$250-1,500**

(includes business cards, tools, phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Day Care-Seniors	No	No	\$25,000	\$150,000

**Income**

The range of income for the first year will depend upon how many clients you are able to establish and whether or not or not you want to perform in home service. You might also want to add additional services. If you were to work with ten clients on a regular basis and charge \$250 a month for four hours of care a week, you could earn up to \$10,000 a month.

**Description**

The children of senior citizens are finding it more difficult to spend time with their parents, especially if they have moved away. When one of their parents passes away, the other one is left alone.

You could provide services, which would include calling your clients everyday to make sure they have remembered to take their medications. You could also visit them each week to ensure sure they are doing well and have ample food. Additionally, you could take them to their appointments and help them with their errands, as well as with chores around the house.

**Clients**

Your clients will consist of the children who are not able to get to their parents regularly.

**Marketing Plan**

You should market directly to individuals who have parents with whom they aren't able to spend enough time. You will find that direct mail and email marketing campaigns will be very effective.

You might try contacting service organizations such as the Rotary, Lions and Kiwanis organizations. You could also develop a presentation on the care of elderly parents. It would be a good idea

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to use the Internet to research as many ideas as possible regarding care of the elderly concerns.

### **Power Partners**

Your Power Partners will consist of anyone who works around elderly people. You might find Realtors, religious leaders and therapists be a good resource client referrals.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have access to a cell phone so that you will be more readily accessible. You should take classes on how to perform CPR, as well as read books on communication skills for seniors.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

[www.seniormag.com/services/home\\_health\\_care/](http://www.seniormag.com/services/home_health_care/)

<http://www.comforcare.com/Web/Home.aspx>

[www.entrepreneur.com/article/0,4621,318357,00.html](http://www.entrepreneur.com/article/0,4621,318357,00.html)

<http://www.eldercareanswers.com/?ref=google>

**Personality Type:** Amiable, Expressive

**Total Start Up Costs: Less than \$250-1,500**

(includes business cards, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Dry Cleaning Pick up & Delivery	No	No	\$50,000	\$150,000



**Income**

The range of income for the first year will depend upon how you structure your business. You could establish drop-off sites for larger business complexes or personally pick up dry cleaning from individuals.

Most dry cleaners will be happy to offer you a 10-20% discount on their services. You could also add a small flat fee for the convenience of pickup services.

**Description**

This is a straightforward business. It will allow your clients freedom from the hassle of trying to get to their dry cleaner's during business hours. The most cost effective method for establishing this business would be to begin by servicing large office buildings.

**Clients**

Your clients will consist of busy professionals such as executives, Realtors, mortgage brokers, bankers, or any other professionals who are too busy to spend the time it takes to drop-off and pickup their dry cleaning or laundry.

**Marketing Plan**

You should market directly to your clients as well as to commercial property managers.

You will find that direct mail will work well for your private clients; however, sending post cards is the most cost effective means of letting people know about your service. You should also achieve successful results using an email marketing campaign, as long as it's directed towards people who are located nearby.

Property managers will respond better to personal visits. Even if they have someone currently servicing their account, things can change. That is why it is a good idea to keep stay in touch with them.

**Power Partners**

Your Power Partners will consist of anyone else who sells to your particular market. You will find that advertising specialties, marketing and public relations firms will be the most ideal for you for developing referral relationships.

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The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

It is a good idea to establish a good working relationship with several dry cleaners in your area. They should provide you with a deep discount for the volume of business, which you are going to bring them.

The main reason for the need to have several sources is in order to make sure you will be able to offer the best price each the type of dry cleaning.

For example, one cleaner might offer a great price for laundry and another might have a better price for leather, silks or one for bed linens.

You will need to establish a regular pickup and delivery route in order to save you time. You will also need to acquire to be very organized.

You should keep detailed records of which items you pickup and always collect their signatures for everything when doing pickup and deliveries.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

<http://www.ourdoortoyourdoor.com/>

<http://www.1-800-dryclean.com/FranchiseMain.aspx>

**Personality Type:** Amiable, Expressive

**Total Start Up Costs: Less than \$2,500-27,500**

(includes business cards, van, phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Etiquette Consultant	No	No	\$50,000	\$100,000

### **Income**

The range of income for the first year will depend upon how you structure your business. The average image consultant makes \$50 an hour. They spend about half of their time marketing their business and the other half working with clients.

### **Description**

Many people rise to the top of the corporate ladder without having been well prepared to create the type of impression, which coincides with the position to which they have risen. Your job would be to guide your clients towards the type of good business etiquette, which seems to have become a lost art. They will need guidance in regards to such things as who to introduce to whom first at a business event, the proper utensils to use at a business luncheon or dinner, how to engage others in interesting conversation, the correct use of body language and guidance with developing the proper dialogue skills for dealing with multicultural differences.

Most clients will engage your services for a short-period of time, usually an average of six months. You are also likely to have the same clients for several years as long as they feel you are consistently helping them improve their skills.

### **Clients**

Your clients will consist of in corporate management, politicians, authors, and speakers, as well as anyone who tends to frequently be in front of the general public or who works with other executives.

### **Marketing Plan**

The method for marketing this type of business is to obtain referrals. Leads groups are a great resource for referrals. You would also do well to engage in speaking to organizations, which boast professional members. They will mostly consist of the service organizations such as Soroptomist, Rotary, Lions and Kiwanis clubs. Cham-

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your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

Even if you feel that you have a talent for this business, take the time to take classes from credible sources. You will need to acquire to be able to identify the nuances of good communication skills, business etiquette and clever conversation techniques and that requires a great deal of practice.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.gloriastarr.com/training.htm>

<http://www.ravenwerks.com/practices/etiquette.htm>

<http://www.fabjob.com/etiquetteconsultant.asp>

**Personality Type:** Expressive, Amiable

### **Total Start Up Costs: Less than \$500-2,500**

(includes business cards, consulting materials, a phone & advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Firewood	No	No	\$50,000	\$150,000

### **Income**

The range of income for the first year will depend upon how you structure your business. You could establish drop off sites at several large apartment, condominium and town home complexes, and allow them to resell the wood or you personally deliver it to individual clients.

A cord of wood sells for approximately \$80 to \$150 depending upon the type of wood and how populated the area in which you are selling the wood. The more populated an area the higher the price of the wood.

You should be able to cut and deliver between 10 to 30 cords of wood a week, especially if you hire others to help you with the work. If you were to hire a couple of helpers to cut, load, deliver and stack the wood, you should be able to clear about \$90,000 your first year even though this is a seasonal business.

### **Description**

My brothers were involved in the firewood business for a couple of years back in the late '70's. We grew up in Mendocino so they knew the areas where they could cull trees that needed to be felled. This process helps to minimize the potential for fires and downed power lines in the wintertime.

They were able to make enough income in six months to live on for the rest of the year. They would typically work 6 days a week, for 10-hours a day, yet at that particular time in their life, it was worth the hard work in order to have the freedom to pursue their hobbies for the rest of the year.

### **Clients**

Your clients will be located primarily in upscale apartments, and housing developments, as well as condominium and town home complexes.

### **Marketing Plan**

You should market directly to your clients as well as to property managers.

You will find that direct mail will work well for developing private clients; however sending post cards is the most cost effective means of promoting your business. You should also achieve success using an email marketing campaign, as long as it's directed towards people who are located nearby.

Property managers are likely respond better to personal visits. Even if they have someone currently servicing their account, things can change. That is why it's a good idea to keep in touch with them. .

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bers of Commerce will also have speakers at their monthly events.

### **Power Partners**

Your Power Partners will consist of anyone who sells to your particular market. You will find that rug cleaners, painters, window cleaners and stores, which sell stove inserts, will be most ideal partners for developing referral relationships.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone

### **Requirements**

You will need to acquire a large truck, chain saws, a generator and sharpening tools. It might be a good idea to load the logs and cut them close to home.

My father built a saw specifically for cutting wood. He put the log on a platform so it could easily be pushed it into the cutting blade. Cutting logs in this manner meant he could stand and save on strain back.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

<http://www.125aday.com/ProductDetail.cfm?ID=24>

[directory.service.com/f/firewood.service.com.htm](http://directory.service.com/f/firewood.service.com.htm)

[www.timberwolfcorp.com/advice/start\\_a\\_firewood\\_business.htm](http://www.timberwolfcorp.com/advice/start_a_firewood_business.htm)

[www.motherearthnews.com/Modern-Homesteading/1979-11-01/](http://www.motherearthnews.com/Modern-Homesteading/1979-11-01/Firewood-is-a-Big-Business.aspx)

[Firewood-is-a-Big-Business.aspx](http://www.motherearthnews.com/Modern-Homesteading/1979-11-01/Firewood-is-a-Big-Business.aspx)

[www.talewins.com/homepreneurs/firewood.htm](http://www.talewins.com/homepreneurs/firewood.htm)

[www.work-at-home.org/sreport/business-4/11.htm](http://www.work-at-home.org/sreport/business-4/11.htm)

**Personality Type:** Amiable, Expressive

**Total Start Up Costs: Less than \$5,000-27,500**

(includes business cards, truck, tools, a phone and advertising )

Category	Bonding	Certification	Income-Low	Income-High
Fishing Instructor	No	No	\$35,000	\$100,000

**Income**

The range of income for the first year will depend upon how you structure your business. You could establish a client base for deep sea fishing, teach youth to fish, take seniors out for lake fishing expeditions, teach people the proper use of tackle and hold classes on how to tie flies.

You should charge hourly rates for private sessions ranging from an average of \$35 - 50 an hour. But with group classes you could charge \$20 per person and you should be able to work with ten to twelve people at a time.

**Description**

Whether or not you are out on the ocean, on a lake or fishing along a creek, earning your living by fishing is a dream come true for many people. Your days will be filled with relaxation and pleasure. On top of this, you will be able to help others learn how to engage in the process of fishing for pleasure.

Most senior centers, adult education centers and even elementary and secondary schools are looking to add classes. It will provide an interesting venue.

**Clients**

Your clients will consist of anyone who has any interest at all in fishing. You will find these type of people everywhere you go. Your client's ages will range from 5 to 75, and they will consist of males and females alike.

**Marketing Plan**

You should market directly to your clients through classrooms, advertisements and sporting goods stores as well as through as many speaking engagements as often as you are able.

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Talk with the program directors at various schools, adult education facilities and senior centers. Schedule your classes at least 90 days out into the future. Then arrange your speaking engagements at service organizations closest to these facilities.

Your presentation should include the values of reducing stress, exploring lakes, creeks, and mountains. Some other points of interest are camping, wilderness trekking, identifying edible roots and foliage, as well as safety techniques. Everything you speak about should lead up to where you want your clients to begin in taking your classes.

### **Power Partners**

Your Power Partners will consist of outdoor equipment retailers, camping and fishing equipment as well as retail suppliers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to have access to a facility where you will be able to teach the classes, as well an outdoor area in which to practice casting. You will also want to have ample knowledge in the art of fishing and spend a great deal time and patience.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

[http://www.chapman.org/training-programs/sportfishing\\_2005.htm](http://www.chapman.org/training-programs/sportfishing_2005.htm)

[http://money.cnn.com/2001/04/16/sbstarting/q\\_flyfishing/](http://money.cnn.com/2001/04/16/sbstarting/q_flyfishing/)

<http://www.interstellar-solutions.co.uk/>

[Fly Fishing Business Plan.html](http://www.interstellar-solutions.co.uk/Fly_Fishing_Business_Plan.html)

**Personality Type:** Expressive, Amiable



**Total Start Up Costs: Less than \$500-2,500**

(includes business cards, fishing equipment, a phone and advertising)

<http://www.amazon.com/exec/obidos/tg/detail/-/0873226054/104-7541356-4860768?v=glance>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$500-2,500**

(includes business cards, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Fitness Training	No	Yes-CPR	\$50,000	\$150,000

**Income**

The range of income for the first year will depend upon how you structure your business. You could arrange group lessons as well as set up individual client workouts. You should probably start out charging individual clients around \$50 an hour and \$20 per person for group lessons. Obviously, arranging should group lessons should prove to be more lucrative in the long run, than individual sessions.

If you were to schedule one group lesson with a total of 10 participants per day for 4 days a week, you should be able to earn \$800 a week working with the groups. This is a great way to start covering your expenses.

**Description**

The whole idea of a “personal” trainer came about as a result of our busy society. It has only been in the last ten years or so that the average person would think of hiring someone to work with them one-on-one. Only the wealthy, celebrities, professional athletes had been accustomed to the special program of individualized attention. Yet, for many, the convenience of a fitness program tailored specifically to their needs has become not only a necessity but it increases their quality of life.

A typical fitness session should include workout instructions (specifically exercise demonstrations, methods of using the equip-

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ment, safety measures, examples of repetitions). You will provide aerobic training and stationary exercise routines based upon your client's needs and goals. One day you may be using biking trails, while another day would be spent weight training and stretching. You are the instructor who provides instruction on how to maintain a healthy lifestyle. This will include both instruction and monitoring the success of your client.

You utilize software tools designed specifically for fitness clients, in order to compile statistics and set goals based upon body fat measurement, specific heart rate levels and weight if applicable.

### **Clients**

Most of your clients will typically consist of busy professionals; weekend athletes and individuals who would like to get back into shape. It might be a good idea to perform presentations for new mother's groups, and at senior. You might offer to conduct sessions for doctor's heart patients. You could even find willing clients at single parent's groups.

### **Marketing Plan**

You should market directly to clients at apartment, condominium, and town home complexes as well as to property managers.

You will find that direct mail will work well for your private clients; however, sending post cards is the most cost effective means of exposure. You should also achieve success with an email marketing campaign as long as it's directed towards people who are located nearby.

Property managers will likely respond better to personal visits. Even if they have someone currently servicing their account, things do change. That is why it's a good idea to keep in touch with them.

### **Power Partners**

Your Power Partners will consist of anyone who works with your specific type of client. Be on the lookout for alternative health groups, physical therapists, chiropractors and nutritionists. They have a vested interest in getting their clients in the best peak physical condition.

The conversations with these Power Partners should indicate

your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

It will be necessary for you to develop extensive knowledge around the art of physical fitness training. Not everybody responds in the same way as the next person. You will need to acquire to be well versed on how to alleviate specific problem areas for each individual.

You will also be required to obtain certification in CPR and first aid.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://gotprint.net/gotprint/welcome.do>

[http://www.nestacertified.com/  
personal\\_fitness\\_trainer\\_referrals.html](http://www.nestacertified.com/personal_fitness_trainer_referrals.html)

[http://www.biz-ewomen.com/homebizideas/  
hotbiz\\_personal\\_trainer.htm](http://www.biz-ewomen.com/homebizideas/hotbiz_personal_trainer.htm)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income- Low</b>	<b>Income- High</b>
Home Schooling	No	Yes	\$35,000	\$100,000

### **Income**

The range of income for the first year will depend upon how you structure your business. There are neighborhoods where you could organize a group of students and share in the responsibility with other parents of home schooling their children.

Students who are in K-6 typically pay about \$175 a month. Grades 7 – 12 pay an average of \$300 - \$500. If you work with six

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students who pay \$500 per month and then you would earn at least \$35,000 a year.

### **Description**

The required curriculum is available on line and there are many state resources available to guide you in the process of setting up your home schooling system. It would also be to your advantage to create art, music and personal skills classes in order to help your students become well versed in typical living skills.

It is also a good idea to develop a system along with someone else so that the responsibilities are shared.

### **Clients**

You might want to select children from your neighborhood who are near the same age as your children, so that you can incorporate both of their educational needs.

### **Marketing Plan**

Approach parents in the neighborhood where you live. Talk to them about the benefits of home schooling. The results are already staggering. Children who are being home schooled are surpassing public school children's scoring by more than one grade level.

### **Power Partners**

Your Power Partners will consist of be day care facilities since you will be able to share the responsibilities of the varying ages from each family.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to set up an area in your home where you will have sufficient space to work with your students. Make sure you do your homework and are sufficiently prepared for all of the lessons, materials and other methods which are designed to keep the student's

attention. You will also need to get certified in CPR and first aid.

**Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.homeschoolzone.com/hsz/ransom2.htm>

<http://www.geocities.com/Athens/8259/how.html>

[www.reason.com/0504/fe.gb.homeschooling.shtml](http://www.reason.com/0504/fe.gb.homeschooling.shtml)

<http://homeschooling.gomilpitas.com/weblinks/working.htm>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$500-2,500**

(includes business cards, school materials, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Image Consultant	No	No	\$50,000	\$100,000

**Income**

The range of income for the first year will depend upon how you structure your business. The average image consultant makes \$50 an hour, with about half of their time spent on marketing their business services and the other half working with clients.

**Description**

Many people rise to the top of the corporate ladder without having been well prepared to create the type of image, which coincides with the position to which they have acquired. Your job would be to guide your clients towards the type of hairstyles, clothing, colors which are best suited for them. It will also be your job to educate them about the correct use of body language and help them develop the proper dialogue skills.

Most clients would engage your services through a short-term

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agreement, usually an average of six months.

### **Clients**

Your clients will consist of corporate management, politicians, and authors, speakers, as well as anyone who tends to be in front of the general public frequently.

### **Marketing Plan**

The best method for means of marketing this type of business is to obtain referrals. Leads groups are a great resource for referrals. You would also do well to engage in speaking for organizations, which boast professional members. They will consist of service organizations such as Soroptimist, Rotary, Lions and Kiwanis clubs. Chambers of Commerce will also have speakers at their monthly events.

### **Power Partners**

Your Power Partners will be saloons, hair stylists, personal shoppers, and human resource and career transition consultants.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

Even if you feel you have a natural talent for this business, it is a good idea to take the time to attend classes at a credible school. You will also need to identify the most flattering color schemes for your clients and this requires a great deal of practice.

You might consider obtaining a cosmetologist's license so you will understand the nuances of applying makeup, or you could at least have a working relationship with one that is exceptional. There are also classes to teach what colors are specifically for each person.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>  
Web hosting: [www.fastnext.com](http://www.fastnext.com)  
<http://www.homeschoolzone.com/hsz/ransom2.htm>  
[http://www.rothschildimage.com/star\\_power.html](http://www.rothschildimage.com/star_power.html)  
<http://www.studentnow.com/career/greatjobs/fj-imageconsult.html>  
[http://yourbestimagepid.com/About\\_Lori.htm](http://yourbestimagepid.com/About_Lori.htm)  
[fxa20n.101freehost.com/a40h4fd80/](http://fxa20n.101freehost.com/a40h4fd80/)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$500-2,500**

(includes business cards, consulting materials, a phone, website design and ample funds to create your first advertising campaign)

Category	Bonding	Certification	Income-Low	Income-High
Insurance Advocate	No	No	\$50,000	\$200,000

**Income**

The range of income for the first year will depend upon how large of a client base you establish. For each case you will typically earn about \$5,000 and each of these cases requires about 10 to 15 hours of work.

**Description**

The primary application for this type of business is working with Social Security and disability insurance claims. The process requires you to be very organized and to be able to correctly fill out the proper forms. You would work from your home and therefore, be able to structure your schedule around the number of hours you would like to work at the times you choose to work.

**Clients**

Your clients will be enrolled in a social security or disability claim. Insurance companies prefer working with an advocate and would pay you directly for processing their client's claims.

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### **Marketing Plan**

The best method for marketing this type of business is to work directly with the social security office. They outsource their cases to qualified individuals, which in this case would be you.

### **Power Partners**

Your Power Partners will consist of attorneys, physical therapists, disability insurance sales representatives, and rehabilitation training facilities as well as chiropractors that can all introduce you to their clients as the need arises.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

Training for this type of business is mandatory and it is difficult to find reputable firms. I have listed those that are worth looking into under resources section.

You will need to have access to computer and you should be comfortable with the excessive amount of forms you will be required to fill out.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.ssaconsultants.com/>

<http://www.ican2000.com/mission.html>

<http://www.entrepreneur.com/mag/article/0,1539,320542,00.html>

**Personality Type:** Analytical, Amiable

**Total Start Up Costs: Less than \$500-2,500**

(includes business cards, consulting materials, a phone & advertising)



Category	Bonding	Certification	Income-Low	Income-High
Kennel	No	No	\$50,000	\$200,000

### **Income**

The ranges of income for the first year will depend upon how much space you have to dedicate towards your kennel. Also, be sure to be prepared for any and all future expansion requirements. The average fee for an overnight stay ranges is from \$20 to \$50. This holds true for dogs and cats.

### **Description**

As mentioned previously you'll need to have plenty of space for the kennels, as well as room to walk the dogs. You will want to create an environment, which will entice pet owners to leave their cherished pets in your care. You might add a little twist and offer a pickup and delivery service in or to attract new clients.

### **Clients**

Your clients will consist of people who travels for business purposes, goes on vacations or who are generally on the road often enough that leaving their pet at a kennel is a necessary proposition.

### **Marketing Plan**

The best method of marketing a kennel business is through referrals from veterinarians, pet groomers and pet supply stores. It might be a good idea to develop a referral compensation program in order to give people an incentive to refer business to you.

### **Power Partners**

Your Power Partners will consist of groomers, pet supply stores and veterinarians.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

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### **Requirements**

You'll find it necessary to do your homework with when beginning this type of business. It is also important that kennels are well kept and well tended.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.mypetbusiness.com/videoseries.html>

<http://www.kenneldesign.com/suppliers/books/kennel.htm>

<http://www.workingdogs.com/book012.htm>

<http://www.mypetbusiness.com/>

<http://www.dog-digest.com/html/apr2002.html>

**Personality Type:** Amiable

**Total Start Up Costs: Less than \$500-2,000**

(includes business cards, materials, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
MLM	No	No	\$50,000	\$200,000

### **Income**

The range of income for the first year will depend upon how hard you choose to work. The range can be extreme. I personally know individuals who make more than \$200,000 a year, and rarely work more than 10 hours a week after the first year.

### **Description**

There is no limit to the number of Multi Level Marketing businesses that are available. You might want to select a business in which you have a personal interest, whether or not it's related to fitness, health, telecommunications, utility auditing, pets, or anything else you can imagine.

## **Clients**

Your clients will consist of anyone who is interested in earning extra money. Many people are barely getting by with the money they earn from their every day jobs. I'd like to offer a strong word of caution; however, do not become one of those people who think that just because they're interested in an MLM business that everyone else should be. Give people the courtesy of allowing them to make their own decisions whether or not to become involved.

## **Marketing Plan**

The best way to market a MLM business is to be in front of as many people as possible. You will find, as with every business, that you will have a specific number of contacts that will lead to a new client. Typically, if you present your opportunity to 30 people, you will find at least one who is interested enough to agree to go into the MLM business.

## **Power Partners**

Your Power Partners will possibly consist of career consultants and resume service firms.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

## **Requirements**

You'll want to be sure you have chosen the appropriate MLM business for yourself. The predominant reason for this is because it is easier to enlist others when you yourself are enthusiastic about your products and/or services.

## **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

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<http://www.mlmforums.com/>

<http://www.mmmmonthly.com/>

<http://boffer.myvnc.com/mlm-business.html>

**Personality Type:** Amiable

**Total Start Up Costs: Less than \$500-2,000**

(includes business cards, materials, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Mortgage Broker	No	Yes	\$50,000	\$200,000

### **Income**

The range of income for the first year will depend upon how many loans you are able to close. Typically, you can close between 2 and 5 a month and earn anywhere from \$1,500 to \$5,000 per loan. The amount you earn will depend upon the number of points you charge per loan and the size of the loans.

### **Description**

The refinance business has been strong from more than ten years. Another type of mortgage business is reverse mortgages where seniors are allowed to take out the cash from their home equity.

One of the most lucrative niches in the mortgage business is to guide clients towards investing in rental properties, apartments as well as commercial buildings.

### **Clients**

Your clients will be anyone who is a renter who is interested in purchasing a home. You'll want to become an expert at first time home buyer programs in your community. Those who already own a home might want to refinance to do home improvements, have funds to pay off debt or college funding. You might choose to specialize in a specific market, such as seniors, renters or real estate investors.

## **Marketing Plan**

The best method for marketing a mortgage business is through the use of Power Partners. You will find that direct mail is also a typical way in which most mortgage brokers bring in new clients.

Also, more mortgage brokers are marketing themselves on the Internet. Once you become more established and knowledgeable, you will receive most of your leads by referral.

## **Power Partners**

Your Power Partners will consist of CPAs, Realtors, title companies and bankers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

## **Requirements**

You will need to obtain a real estate license, before beginning to work with a broker, yet most brokers will take you on while you're studying. This takes which takes about 6 months. This is just the beginning of the learning curve, however. It takes about another year of working with a very skilled mortgage broker, to be able to learn enough to work independently.

## **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

[www.viewtlc.com/business-finance-consultant.html](http://www.viewtlc.com/business-finance-consultant.html)

[http://www.wes-state.com/commercial\\_mortgage\\_business.html](http://www.wes-state.com/commercial_mortgage_business.html)

**Personality Type:** Amiable

**Total Start Up Costs: Less than \$2,500-3,000**

(includes business cards, materials, a phone and advertising)

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<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Music Lessons	No	No	\$50,000	\$100,000

#### **Income**

The range of income for the first year will depend upon how many students you will be able to work. It would be best if you chose to work with both individuals and groups. Groups pay less per person; however, they will earn you a higher hourly rate.

It would be a good idea to check around the area in which you live to find out how much the average hourly rate is. The range is usually between \$25 and \$50 an hour.

#### **Description**

You could teach youths, seniors or nearly any age range. Yet, you might want to specialize in order to make it easier to target your market the business.

#### **Clients**

Your clients will consist of anyone who is interested in learning how to play a musical instrument, which you can teach. You could organize groups of students by marketing through schools.

#### **Marketing Plan**

The best method for marketing your business is through music stores, as well as teachers of school age children. You might try attending PTA meetings and even churches. You might have a higher sign up class by having recitals and contests.

#### **Power Partners**

Your Power Partners will consist of music stores, and PTA groups and teachers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

## Requirements

You'll need to possess a talent for music and have the patience to teach others. Of course you should also have the instruments that you are teaching.

## Resources:

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.  
<http://www.musicbizacademy.com/articles/biz/startbusiness.htm>  
<http://www.musiceducationmadness.com/startingstudio.shtml>  
<http://pianoeducation.org/pnotnstd.html>

**Personality Type:** Amiable

**Total Start Up Costs: Less than \$2,500-3,000**

(includes business cards, instruments, a phone & advertising)

Category	Bonding	Certification	Income-Low	Income-High
Party Planning	No	No	\$50,000	\$100,000

## Income

The range of income will depend upon how many events you are able to schedule and manage by yourself or with a staff.

## Description

Many people haven't the slightest idea how to go about organizing a party. They find it much too difficult to come up with creating interesting ideas or themes for a party.

## Clients

Your clients will consist of anyone who would like to throw a party for someone's birthday, anniversary or retirement party.

## Marketing Plan

The best method for marketing your business is through your Power Partners, and leads groups. You could also contact PTA's and

## **Be Your Own Boss Guide**

service organizations. You might even be able to organize trade show events for businesses. Most often business events are easier to arrange because of the business development implications so you might want to focus on corporate work.

### **Power Partners**

Your Power Partners will consist of wedding planners, bakers, florists, PTA groups and photographers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You'll need to possess a talent for party planning, have relationship skills as well as good organizational skills. You will also need to have a flare for being creative.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Web hosting: [www.fastnext.com](http://www.fastnext.com)  
[http://www.homebusinesscenter.com/how\\_to\\_start/party\\_planning.html](http://www.homebusinesscenter.com/how_to_start/party_planning.html)  
<http://www.businessknowhow.com/partyplanner/>  
<http://www.partyplansplus.com/gettingstarted.htm>

**Personality Type:** Amiable

**Total Start Up Costs: Less than \$2,500-3,000**

(includes business cards, materials, instruments, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Personalized Children's Books	No	No	\$50,000	\$100,000



**Income**

The range of income will depend upon how you choose to develop your business. You could work at craft fairs, as well as children's birthday parties.

Most books can be sold for twice the amount that you paid for them through the book distributors.

**Marketing Plan**

The best method for marketing your business is through your Power Partners and leads groups. You could also contact the PTA's and service organizations.

**Description**

This is a rapidly expanding business, as well as one, which appeals to those who enjoy working around children and with large groups of people. This is a great novelty item, which creates fond memories for the child.

**Clients**

Your clients will consist of anyone who has children. Typically parents and grandparents will want to engage you to embed the children's name into specific well known stories.

**Power Partners**

Your Power Partners will consist of clowns, party planners, entertainers, and photographers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

**Requirements**

You'll need to be comfortable approaching children's groups, possess good organizational skills and be create.

**Resources:**

I have discovered several websites, which were detailed in re-

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gards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

[http://www.entrepreneur.com/bizopp/category/](http://www.entrepreneur.com/bizopp/category/1,5047,0,00.html?Category=CHILDPBOOK&CategoryName=Personalized+Children's+Products)

[1,5047,0,00.html?Category=CHILDPBOOK&](http://www.entrepreneur.com/bizopp/category/1,5047,0,00.html?Category=CHILDPBOOK&CategoryName=Personalized+Children's+Products)

[CategoryName=Personalized+Children's+Products](http://www.entrepreneur.com/bizopp/category/1,5047,0,00.html?Category=CHILDPBOOK&CategoryName=Personalized+Children's+Products)

<http://www.jiff-e-books.com/>

<http://www.cap-tech.com/links/hbbiz.html>

**Personality Type:** Amiable

**Total Start Up Costs:** Less than \$2,500-3,000

(includes business cards, materials, phone advertising)

Category	Bonding	Certification	Income-Low	Income-High
Notary	Yes	Yes	\$50,000	\$100,000

### **Income**

The range of income will depend upon how you develop your business. You could work through referrals, which is the most productive means of gaining new clients.

### **Description**

The notary business will requires that you are available and on call to your clients. Clients typically do not know until the last minute that they will need a notary for a signing.

### **Clients**

Your clients will consist of banks, Realtors, mortgage brokers, title companies and financial planners all of whom from time to time require their clients to have their signatures notarized.

### **Marketing Plan**

The best method for marketing your business is through your Power Partners, leads groups, Realtor associations and financial planning organizations.

### **Power Partners**

Your Power Partners will consist of bankers, Realtors, mortgage brokers, title companies and financial planners.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to obtain a certification as a notary. This takes which takes about 3 months. This is just the beginning of the learning curve, however. It takes about another year of working with mortgage brokers, title companies and bankers, to be able to learn enough to work independently.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.50statenotary.com/ezone/issue74.html>

[http://www.npublications.com/mobile\\_notary/](http://www.npublications.com/mobile_notary/)

<http://business-ebooks.classic-literature.co.uk/book-store/0976159104/How-to-Start-Operate-and-Market-a-Freelance-Notary-Signing-Agent-Business.html>

**Personality Type:** Amiable, Analytical

**Total Start Up Costs: Less than \$2,500-3,000**

(includes business cards, materials, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Pet Grooming	No	No	\$50,000	\$100,000

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### **Income**

The range of income will depend upon how you develop your business. You could work through referrals, which is the most productive means of gaining new clients.

### **Description**

You could set up your business at home, and drive to your clients, lease space from a kennel or veterinarian, or work from a retail location. A grooming business involves more than just washing animals. It can include cleaning their ears, trimming their nails, brushing their teeth, or shaving the animal's coats in stylish manners. They might be a dog, a cat, a pig or some other type of animal.

### **Clients**

Your clients will consist of animal owners, kennels and possibly veterinarians.

### **Marketing Plan**

The best method for marketing your business is through the use of a marketing campaign located at pet stores, or by marketing yourself through animal trainers or veterinarians.

### **Power Partners**

Your Power Partners are pet stores, trainers and veterinarians.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You'll need to attend animal training classes in order to learn how to perform the proper grooming techniques.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

[www.petgroomer.com/careers\\_start\\_business.htm](http://www.petgroomer.com/careers_start_business.htm)

<http://www.bulldoginformation.com/starting-a-pet-carebusiness.html>

<http://ezinearticles.com/?Pet-Grooming-Business&id=33021>

**Personality Type:** Amiable, Analytical

**Total Start Up Costs: Less than \$2,500-3,000**

(includes business cards, materials, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Pet Sitting	No	No	\$50,000	\$200,000

### **Income**

The range of income for the first year will depend upon how many animals you are able to care for at a time. Fees range from \$20 to \$50 a night on average for overnight fees.

### **Description**

You'll need to have plenty of space for the animals, as well as to room to walk the dogs. You will want to create an environment, which will entice pet owners to leave their cherished pets in your care.

You might add a little twist and offer a pickup and delivery service in order to attract new clients.

### **Clients**

Your clients will consist of anyone who works long hours, travels for business purposes, takes vacations or is generally on the road often enough that leaving their pet at a kennel is a necessary proposition.

### **Marketing Plan**

The best method for marketing this business is by contacting: veterinarians, groomers and pet supply stores. It might be a good idea

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to develop a referral compensation program in order to give people an incentive to refer business to you.

### **Power Partners**

Your Power Partners will consist of groomers, pet supply stores and veterinarians.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You'll want to do your homework with this business. It will require you to be very organized and available at many hours.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.flocean.com/biz/petnew.htm>

[http://tx.essortment.com/startingapet\\_rxgk.htm](http://tx.essortment.com/startingapet_rxgk.htm)

[www.frugalmom.net/Pet%20Sitting%20Business.htm](http://www.frugalmom.net/Pet%20Sitting%20Business.htm)

**Personality Type:** Amiable

**Total Start Up Costs: Less than \$2,500-3,000**

(includes business cards, materials, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Realtor	No	Yes	\$50,000	\$200,000

### **Income**

The range of income will depend upon how many clients you are able to work with at a time. Typically most Realtors sell at

least one home a month and for this they earn a 3% commission. The average home costs \$500,000 the commission will be 15,000, which will have to be split with the broker. The remaining 3% would go to the other Realtor involved in the purchase transaction. However, if you were to represent the buyer and the seller, you would be entitled to collect the entire 6% commission.

### **Description**

Your job will be to help people locate a home, which is suitable for their budget and is ideally located. You will need to become familiar with the neighborhoods, and schools as well as be aware of the average price of the homes in the area so that you can make the best recommendations.

### **Clients**

Your clients will consist of anyone who is a renter; as well as those who want to upgrade or down size their home.

### **Marketing Plan**

The best method for marketing this type of business is through connecting with your Power Partners. You might also want to consider working with renters in affluent areas as often their rent would be nearly what they'd paying for on a house payment.

### **Power Partners**

Your Power Partners are Title Companies, CPA's, Mortgage Brokers, Divorce Attorneys and Marriage Counselors.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will need to obtain a real estate license, before beginning to work with a broker. This takes which takes about 6 months.

This is just the beginning of the learning curve, however. It takes about another year of working with a very skilled mortgage

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broker, to be able to learn enough to work independently.

### **Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.fundedplans.com/realtor-business-plan.html>

[www.ehow.com/how\\_15369\\_start-real-estate.html](http://www.ehow.com/how_15369_start-real-estate.html)

<http://www.homebusinesssolutions.com/>

[www.powerhomebiz.com/guide/cases/rema.htm](http://www.powerhomebiz.com/guide/cases/rema.htm)

**Personality Type:** Amiable, Analytical

**Total Start Up Costs:** Less than \$2,500-3,000

(includes business cards, materials, license, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Recycling	No	No	\$50,000	\$200,000

### **Income**

The range of income will depend upon how many clients you can gain by way of contract. The average client will yield about \$50 a week and you should be able to service about 10 to 20 clients a day. This is a high yield business by comparison to the time and effort that is required.

### **Description**

Your job will be to arrange a weekly pickup of all recyclable materials. This will include cans, bottles, plastic, tin, aluminum and the most obvious, but you might find that other products such as pallets and boxes have as much of a yield but aren't as likely to be included in most of the recycle pick up programs.



## **Clients**

Your clients will consist of hotels, retail stores, restaurants, print shops, hotels, manufacturers, large businesses, office parks, apartment, and condominium as well as town home complexes. Think about locations where there is a large amount of material used.

## **Marketing Plan**

The best method for marketing your business is to contact the property managers and general managers, through connecting with your Power Partners.

You might want to develop a program to create support a non-profit that has something to do with children's education programs. You will gain a great amount of publicity for donating 10% of your profit.

You might even consider establishing a non-profit arm of your business to support your own non-profit status.

## **Power Partners**

Your Power Partners will consist of shredding firms, and commercial Realtors.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

## **Requirements**

You'll need to take research the requirements within the county that will apply to recycling as they vary drastically.

## **Resources:**

I have discovered several websites, which were very detailed in regards to how to begin your recycling business. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.consrv.ca.gov/DOR/crcp/recyclers/Images/>

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[Starting%20a%20Recycling%20Business.pdf](#)

<http://www.libsci.sc.edu/bob/class/clis748/Studentwebguides/fall02/recycling/Emmons.html>

<http://recyclebiz.com/>

**Personality Type:** Amiable, Analytical

**Total Start Up Costs: Less than \$25,000-30,000**

(includes business cards, materials, truck, warehouse rental, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Seamstress	No	No	\$50,000	\$100,000

### **Income**

The range of income for the first year will be dependent upon how many stores become clients and how many retail locations you serve. Typically you can design a website and sell directly to people from all over the world.

### **Description**

It's a good idea to have a knack for sewing in order to make this a viable business. You can design cruise attire, scarves, and any type of apparel that you can imagine. You might even work for organizations that typically require costumes such as cheerleaders, marching units, theaters, singing groups as well as many of the service organizations.

You will need to be adept at sewing and comfortable with tailoring.

When I was in the business, I made capes, scarves, cruise attire and costumes for the local theatre and costume balls. I would usually acquire new clients when others would see what I wore. I even had several people buy the clothes that I wore.

### **Clients**

Your clients will consist of individuals, organizations, cos-

tume designers for theatre troupes, costume shops, and event planners, as well as organizations and individuals.

### **Marketing Plan**

You should consider preparing a presentation about the value of leisure activities and the benefits of reducing the stress in people's lives. Then attend service organizations to present the program and you'll be able to promote your business.

Choose one or two theaters in your area and develop a rapport with the costume designer. They rarely sew the costumes themselves and are always looking for a seamstress.

Appeal to event planners to develop a costume party for their clients. It's always fun and easy to sell.

Go directly to organizations and present the concept of a costume party as a fundraiser. It's unusual and a great way to get the organization additional income.

Check to see if you have a Renaissance Festival in your area. You can also design costumes for a vendor so they may rent the costumes at the festival.

Another niche market would be sporting events like ice skating, cheerleaders and school plays when they need costumes.

### **Power Partners**

Your Power Partners will consist of anyone involved in event planning and facilities managers for venues that would host such events like hotels and country clubs.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You won't need a large supply of materials other than a variety of threads in every color. You will need to acquire sewing machines that can work on a variety of materials. I would recommend multiple machines so that you don't have to worry about your machines breaking down when you have a deadline.

## **Be Your Own Boss Guide**

### **Resources:**

I have discovered several websites, which were very detailed in regards to how to start. Here are a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.mymommybiz.com/ideas/tailor.html> [http://www.stylecareer.com/alteration\\_shop.shtml](http://www.stylecareer.com/alteration_shop.shtml)

<http://www.powerhomebiz.com/vol38/sewing.htm> <http://www.directcon.net/wander/cosbiz.htm>

<http://www.buy.com/retail/product.asp?sku=30796047&SearchEngine=Froogle&SearchTerm=30796047&Type=PE&Category=Book&dcaid=17379>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs:** Less than \$2,500

(includes business cards, sewing machines, display units, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Travel Agent	No	No	\$50,000	\$100,000

### **Income**

The ranges of income for the first year will be depend upon how many clients and organizations you work. The travel industry has been hit very hard in the past ten years and it doesn't pay more than 10% commission. If you align with an agency, you'll end up splitting the commission with the agency. The most profit able areas of travel are group travel especially if it requires traveling to foreign destinations. A package trip to Europe would average around \$2,500 for a week and include air and hotel. If a group of ten from an organization were to book their travel with you then your commission would be 5% of \$25,000 or \$1,250. That is not bad if you average one group a week or even two a month since your cost of doing business is very minimal.

**Description**

This is one business that requires you like talking with people about travel. Most people are very attracted to this business because of the appeal of travel. I would recommend that you concentrate on organizations since you can spend as much time working with one client as you can with 10.

The easiest way to begin this business is to approach the service organizations in your area, find out where their annual event is and plan six months ahead to bring a travel support program that will educate the members on where they are going. Then attend the organization meeting at least once a month to encourage more members to attend.

If an organization does not have an annual trek, create one for them. The cruise lines are very cooperative in helping you create a program to support these programs.

When I had a travel agency I offered the President of the organization a 10% discount for bringing the trip to the member's attention. I also found travel was a great sales incentive and promoted a variety of travel program to sales managers.

I had Realtors and mortgage brokers offer small travel incentive programs with the close of business as a competitive advantage.

**Clients**

Your clients will consist of organizations, sales managers, and real estate and mortgage brokers. Of course you will occasionally sell to individuals.

**Marketing Plan**

You should consider preparing a presentation around the value of leisure activities and the benefits of reducing the stress in people's lives. You will want to attend service organizations to present the travel program and you'll be able to promote your business.

Go directly to the organizations and present the concept of a travel program.

**Power Partners**

Your Power Partners will consist of anyone involved in organizations, real estate and mortgage brokers.

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The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

You will want to align yourself with a travel agency or on line service so that you can print tickets and get the appropriate support literature.

### **Resources:**

I have discovered several websites, which were very detailed in regards to how to start. Here are a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.entrepreneur.com/article/0,4621,279147,00.html>

<http://www.thewahmconnection.com/Business/TAcourse1.htm>

<http://www.us-passport-service-guide.com/travel-business-opportunity.html>

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$2,500**

(includes business cards, website, computer, a phone and advertising)

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Tutor	No	No	\$50,000	\$100,000

### **Income**

The range of income for the first year will depend upon how many students you are able to work with. It would be best if you choose to work with both individuals and groups. The groups pay less per person, but will give you a higher hourly rate.

It would be a good idea to check in your area to see what the average rate is. The range is between \$25 and \$50 an hour.

**Description**

You can teach youth, seniors or any age range. You might want to specialize to make it easier to market the business. Yet you will be able to offer tutoring for sports activities, music, arts as well as the typical academic subjects.

**Clients**

Your clients will consist of anyone who wants to learn an academic subject, sport, art or musical instrument you can teach. You can create groups of students through schools, organizations, adult education and even senior centers.

**Marketing Plan**

The easiest way of marketing your business is through music stores, sports teams as well as any teacher regardless of the ages of their students.

**Power Partners**

Your Power Partners will consist of coaches, music stores, PTA groups and teachers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

**Requirements**

You'll need to possess a talent for the subject, music or sport and have the patience to teach others. Of course you should also have the talent, instruments and materials that you are teaching.

**Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

[http://www.smallbusinessopportunity.com/business\\_302599/tutorfind.asp](http://www.smallbusinessopportunity.com/business_302599/tutorfind.asp)

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**Personality Type:** Amiable

**Total Start Up Costs:** Less than \$2,500-3,000

(includes business cards, materials, a phone and advertising)

Category	Bonding	Certification	Income-Low	Income-High
Upholstering	No	No	\$50,000	\$100,000

### **Income**

The range of income for the first year will depend upon how many clients you work with.

You can check in your area to see what the average rate is charged. In most areas the range is between \$25 and \$50 an hour, but typically people will want a bid based on the project.

### **Description**

You could upholster chairs, couches and benches. Usually this would involve many different types of upholstering materials.

### **Clients**

Your clients will consist of individuals, restaurants, boat as well as or automobile owner, bed and breakfast and hotels. You might even find that interior decorators and stagers will be your more frequent clients.

### **Marketing Plan**

The best method for marketing your business is through Realtors, interior decorators and decorators.

You will find that direct mail will work well for private clients and using post cards is the most cost effective means for promoting your business. However, you should also have success with an email marketing campaign as long as it's directed to people who are close enough for you to work.

### **Power Partners**

Your Power Partners will consist of Realtors, interior decora-



tors, carpet cleaners and stagers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone. You might also want to consider taking them out to lunch every few months just to keep up the relationship.

### **Requirements**

You'll need to possess a talent for detail that is required. You might want to arrange to apprentice with an established firm so that you can learn the tricks of the trade. Fortunately there are also many videos available on the process.

### **Resources:**

I have discovered several websites, which were extremely detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.upholster.com/business/>

<http://www.qualityplusco.com/upholstery.htm>

[http://www.get-up-and-go.com/Merchant2/merchant.mv?Screen=PROD&Store\\_Code=1&Product\\_Code=VB-Manual&Category\\_Code=VB](http://www.get-up-and-go.com/Merchant2/merchant.mv?Screen=PROD&Store_Code=1&Product_Code=VB-Manual&Category_Code=VB)

**Personality Type:** Amiable, Analytical

<b>Category</b>	<b>Bonding</b>	<b>Certification</b>	<b>Income-Low</b>	<b>Income-High</b>
Window Washing	No	No	\$75,000	\$250,000

### **Income**

The range of income for the first year will depend upon how large of a client base you develop and upon how many commercial clients you are able to work on at any a given time. This is one of the

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businesses where you might want to consider hiring others to do the labor-intensive work, so that you only have to do the marketing.

### **Description**

It is best to begin your window washing business close to where you live and talk with property managers of one to two-story office buildings, restaurants and strip malls. You might also find a good client base in larger residential areas in affluent neighborhoods. It is more effective to build a regular route where you can wash the windows of the same clients on a specific time schedule.

### **Clients**

Your clients will consist of property managers, restaurant owners and homeowners. You might also find that foremen of home developments will prove to be good regular clients for you.

### **Marketing Plan**

You should market directly to property managers, new home developers and homeowners. You will find that you will have the best results by meeting property managers in person. However a direct mail campaign or leaving door knocker advertisements on residential doors will give you a good return.

### **Power Partners**

Your Power Partners will consist of anyone else who sells to your particular market. These people will likely be interior decorators, home staging professionals and Realtors for your residential market. The commercial Partners will be business brokers, commercial Realtors and point-of-sales representatives who sell cash registers.

The conversations with these Power Partners should indicate your willingness to include them as you become aware of clients who need their services. It is important that you meet with these Power Partners in person the first time, and then keep in touch with them weekly by email or by phone.

### **Requirements**

Windows washing is not too physically demanding, however there is an amount of physical strength you will need to possess. You

will also need to develop good social skills and the ability to keep your business organized.

**Resources:**

I have discovered several websites, which were detailed in regards to how to begin. I've listed a few that were the most helpful.

Acquiring a website name for \$8.95/yr:

<http://www.godaddy.com/gdshop/default.asp>

Web hosting: [www.fastnext.com](http://www.fastnext.com)

<http://www.howtoadvice.com/WindowWash>

<http://www.windowcash.com/>

<http://www.nationalwindowcleaningdirectory.com/>

[StartaWindowCleaningBusiness](http://www.startwindowcleaningbusiness.com)

**Personality Type:** Expressive, Amiable

**Total Start Up Costs: Less than \$500**

(includes business cards, tools, a phone and an advertising budget)

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### Sales Skills

A career in sales means that you never have to be concerned about where your income is going to come from nor if it will end. There are people who are born to sell, then, there's the rest of the world. The true definition of a good sales consultant or entrepreneur is that they explain why a prospect needs to become a client. They have a gift for being able to articulate their point of view or communicate in a way that makes it easy for their clients to know why they should work together.

If you're not born with the talent, there are many classes that you can take to understand the nuances. Once you learn the true art of selling, which I believe anyone can learn, you can sell anything, with integrity.

I always think back to when the fax machine was first introduced and people said, "why would I need a fax?" then when websites for small business became available and almost everyone declared "what good is a website, I've never had one before."

What made people change their mind and see the value of the fax or a website? The salesperson! Plain and simple! And one of the biggest reasons people buy, is they don't want to be left out.

In the corporate arena there are sales territories in every imaginable industry. There are sales positions in every possible scenario. There is never a shortage of sales positions.

Most people should find a product or service that they are passionate about or at the very least one they have a keen interest.

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This will make the selling process much easier.

When I started in corporate sales, I had been in the printing industry for more than 12 years. I had the industry experience and it was the next logical step in my career.

Yet being in sales was the last thing that I wanted to do. I was talked into it. What I discovered was that I had been selling my entire life. I just didn't know it.

I took every sales course I could find. Each one offered something different, but they all had value. If nothing else, they kept reinforcing what I had known all along, but I wasn't conscious enough to be aware. Every person is selling his or her entire life.

We sell our parents on buying us the perfect toy for Christmas. We sell our friends on when we want to go to a movie and they don't. We sell our partners on where to live, where to take a vacation and even what to eat. Each and every day we are selling something.

The trick is to only sell something to someone who wants or needs it.

When I started my Elite Leads group in 1991, I would hesitate every time I picked up the phone. I was afraid that I would interrupt them from what they were doing. Half of the time I would convince myself that whoever I was about to call would just say "no" anyway, so I'd put the phone down and look for the next person I might attempt to call.

Then one day someone told me that if they hadn't met me, they would have had to shut down their business and get a job. That was all the ammunition that I needed.

The next boost I got was a very backhanded challenge. I was told that what I was doing was not an actual business and I should just get a job. In reality, they were probably right.

My father had always said, "if you want to get Sharyn to do something, just tell her she can't."

That launched me into a pandemonium. I hired a coach that had experience with sales consultants and entrepreneurs. I hired an organizational coach who helped me design better business practices. I took classes from every independent source I could find. I choose those who taught classes without an association to larger firms because I figured they had the most difficult sales cycle of anyone and what they practiced would be taught.

## 12

### Marketing

Marketing as a necessary expense. Especially if you have a home-based business where signage is not about to earn you any foot traffic. There won't be the typical opportunity to generate walk-in business. That's why home-based businesses need marketing more than other businesses.

The general rule-of-thumb is that you send 35% of your time and 7% of your budget on marketing your business until you have more than enough clients. Remember that this is generally when most people end their marketing efforts and that is why they find that three or four months after they ended their previous marketing efforts. It should be regarded that continuous marketing efforts is the only way to keep a steady flow of new clients and never less than 25% of your time and 5% of your budget should be applied to your marketing efforts.

Here are several methods you can utilize to market your business on a small budget.

**1. Direct mail.** With the rise and acceptance of email marketing, direct mail has declined drastically. But it can be a cost-effective means to advertise in many industries. To be successful, your direct-mail campaign should look professional and feature well-written copy. Hire a professional copywriter and designer if these are not within your list of talents.

**2. Voicemail.** The outgoing message on your voicemail system should be created to help promote your business. Make sure your

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message provides an incentive for people calling to enlist your product or service.

**3. Brochures.** Brochures are effective in educating others about your product or service. They are relatively cheap and easy to print especially with the quality of new printers. You can distribute brochures by mail or by leaving them at locations where your prospects might frequent. Do not skimp on the quality of your materials, if they look cheap, it will appear as though you are not successful.

**4. Press releases.** A well-prepared press release will often get you more attention than any advertisement. You can send press releases every time you add a product or service to your business. There are several media venues can be effective, such as the Internet, newspaper, radio, or television.

**5. Case studies.** Case studies are used to gather and disseminate information. Studies that reveal pertinent information about your industry can be as potent as a testimonial. They provide education and a great way to enlighten your perspective clients.

**6. Referrals.** Referrals will help you gain new clients faster than nearly any other resource. For one thing, people prefer to work with someone that others are satisfied with. It eliminates that challenge of whether they should trust you or not. This will be especially true if you over deliver on your products or service.

**7. Radio interviews.** Most business owners rarely consider the value of an interview. It is more powerful than an advertisement in that it will appear as more factual than an ad. If you can speak well about your product or service and use it with current events, a radio interview is a great way to reach a wide audience and increase your customer base.

**8. Affiliate programs.** Online affiliate programs are one of the most cost-effective ways to market your products to a wide range of potential customers. It's like having the benefit of a commission-based sales force, but without any of the hassles of managing actual employees. You can look up [clickbank.com](http://clickbank.com) and place your products on their site. Affiliates will approach you to sell your products.

**9. A Web site.** Your Web site should be designed to speak for you. It will often be responsible for the first impression your prospects make of your business. Make sure it is a good one. Your site should provide information about your product or service in a clear



and concise means. Often people will research your business online prior to talking with you or making a purchase.

**10. Newsletters and Ezines.** The main purpose of the regular communiqué is to keep your name in front of your prospects and clients. Consider that you can obtain 80% of your business through your existing clients. It is amazing how few business owners take the time to create a consistent means of keeping in touch with their contacts. It is a best practice to offer interesting trade tips.

These types of communications should never be used to sell your business services or products. They are meant to educate your clients and prospects. You might even consider submitting articles to others' newsletters and ezines to gain additional exposure.

**11. Joint Ventures.** You know the value of Power Partners and this is a great method of capitalizing on their relationships. Imagine that your Power Partners all have at least 200 people in their database and you have developed a relationship with 20 Power Partners. This would immediately give you exposure to at least 4,000 individuals when you create a Joint Venture marketing campaign.

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## 13

### Record Keeping

Most everyone believes they are organized. In actuality, everyone could improve in several areas.

I hear many objections to being organized. “It takes too much time,” “My office is too small,” or “I don’t know where to start!”

Don’t let these objections stop you! Organize anyway. It will you save time, and if your office is small, then it really needs to be organized. If you don’t know where to start, then start at the beginning, and create a system that keeps track of your materials so that you can better manage your business.

Not being and keeping organized is one of the biggest pitfalls for small business owners. People who are naturally good at organizing and keeping records tend to have Introvert or Analytical personalities. Yet most successful entrepreneurs are known for being Amiables, Expressives and Drivers. This means it takes more of an effort for most entrepreneurs to create and keep order. That’s not to say, with a little discipline some types can’t become well organized. From my personal experience, I believe anyone can.

Remember, once your business is established and you are profitable, outsource the tasks that are challenging. Then use the time you save for marketing, you’ll make much more than it costs to have someone do the things you’re not thrilled about. In the meantime, having a system that works for you is vital to operating your business.

There are no right or wrong systems, only what will work for you. Rarely does someone else’s system work for everyone. One ben-

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enefit is that when you develop your system, you know exactly how it works.

### **Supplies**

Keep track of your office products by creating an inventory list in Microsoft Excel or any other spreadsheet. I track when and where to buy each item and how much it costs. This makes it easy to do price comparisons. If you have a list, you'll know when you need to reorder and also when to buy when because prices are better.

I review the inventory list at the first of the month. Some of my supplies, especially the printing, might take as long as two to three weeks to receive after ordering items. By reviewing the list, I can avoid major headaches caused by running short of supplies.

### **Database Systems**

A database is designed to help you keep track of everyone who is important. You can search fields for specific information like where or when you met or everyone whose first name is Mary. Once you get used to inputting the data, you'll wonder how you ever got along without it.

Your database is capable of creating reports that will indicate clients' activity. Therefore, you'll always notice when a client begins to slow down the amount of business he or she does with you. When you catch this early enough, you can make an attempt to retrieve their business. When you add a new service or product to your line, you can go back to inactive clients and possibly rejuvenate their interest in doing business with you.

Your database needs to accommodate these basic fields: first name (for addressing letters, last name (for sorting), full name (for rosters, lists, etc.), company, address, city, state, zip, area code, business number, extension, fax, email, voice mail, mobile number, contact date, call back date and comments.

Be sure you pick a software program that is flexible. If you're not sure what you need to accomplish with your database, then find a database consultant who will help direct you. Speaking from personal experience, it's a royal pain to switch software after you've spent a lot of time and money keying records into one system and learning how to use it.

There are endless choices for database tracking. Symantec's ACT is probably the most popular when the user is choosing a resource, rather than their company. With ACT, it's easier to track clients with features for call back, sorting, mail merge, report generators and such.

Typically, ACT is adequate for most small business applications for people who aren't comfortable designing databases. ACT has one of the shortest learning curves of any software package I've ever used. What I don't like about ACT is that "what is, is!" If you want to add a new field to indicate whether someone is a member of your leads group, you can't. You can only enter such information into a comment field.

Symantec also has FileMaker Pro. I upgraded to FileMaker because it could better accommodate my growing number of records. I didn't want to wait until I had 100,000 entries and then find that my training program and all the support materials were useless.

FileMaker would allow the database to reside on my website so I could use one database for all the territories of Elite Leads and be able to analyze each person's progress.

Then I was informed that I needed to convert to Microsoft Access because I anticipate that within five years my database will exceed 100,000. The consultant I was working with said that for the type of in depth application I was working with, I needed to work with Access or Oracle. The only reason I choose Access is because it is more widely used than others and I assumed because of that, it will be upgraded and be around longer.

One of the reasons FileMaker and Access are preferred is that you can add fields to them at will. You're not stuck with the first version you create.

If you anticipate having more than a million records, check into Oracle and CRS packages. Larger companies that have Management Information Services (M.I.S.) departments use these systems. If you don't have the luxury of working with a regular database consultant, a prepackaged database will be easier to develop for your needs.

### **Business Cards**

Though I talked about tracking business cards during the

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during the Follow-up chapter, here are some reminders. Always sort your cards by their usefulness. Not all cards should be entered into your database. Keep the database clear of information that is useful.

If you know you'll never do business with the dry cleaner you just met, then file their card in your business card binder, for future reference, in the section pertaining to where you met them.

If you choose not to use a computer to track leads, use an index card system. Keep your cards in alphabetical order and have separate lists for each week's efforts so you will be able to refer back to the list later on. Staple additional index cards to the original to keep all transactions pertaining to each client in one place.

### **Receipts and Expenses**

Who hasn't heard about businesses that keep all their receipts in a shoe box? Some people don't even track their receipts at all! As several CPA's have told me, "If only the receipts were in a shoe box, I'd be happy and maybe I could figure out how to help the client."

Tracking is not that difficult. When you first begin your business, you can set up basic bookkeeping in Microsoft Excel, QuickBooks or Quicken. Which package you use doesn't matter, just as long as you use it consistently.

I prefer Excel because I can customize the spreadsheets to suit my personal requirements. It is helpful to establish a numbering system for expenses. Identify each deductible area like 100 Payroll, 110 Payroll Taxes, 200 Rent, 300 phone, etc. When you write your checks, refer to the number. This will help your accountant prepare your taxes and help you identify areas that are out of balance compared to other small businesses.

About five years ago I noticed that I was spending about \$100 a month on copies. After the second month, I decided to buy a copier. I saved money, even though the copier cost more than \$100 because I was then saving the time it had once taken to drive to a copier, make the copies and drive back.

Make sure you track all other expenses including faxes, office supplies, postage, outside services (consulting, training, etc.), transportation, entertainment, printing, advertising or promotional materials, education, legal services, accounting, taxes, equipment, maintenance-service, maintenance-parts. I track parts and service separately

so I'll know when it makes sense to buy new equipment rather than fix the old. Research materials (including trade journals, newspapers and business publications), miscellaneous, interest and insurance are also categories.

There are industry-specific expenses but if you're not sure which expenses are tax deductible, be sure to consult your CPA.

If you discipline yourself to enter your receipts every Monday morning, it's never an overwhelming job.

### Accounts Receivable

One organizational consultant suggests having four file folders for your accounts payable, one folder for each of the four weeks in a month. When you receive the invoice, guesstimate whether you will pay it the first, second, third or fourth week of the month. Put the receipt in the appropriate folder.

Each Monday morning go through the folder and pay those bills. If your cash flow comes up short, move the unpaid invoices into the next week's folder.

### Phone Messages

Again, any routine that will work is perfect. Warren Boschin who has a payroll company, uses a three-ring notebook. He makes copious notes when he retrieves a call from his voice mail and then checks each message off as he returns the call.

Some people find the two-part phone message books are all they need.

I created a phone message page in Microsoft Excel because I receive about 30 messages a day, I don't like having a lot of little pieces of paper to track. Here's an example of what my phone page looks like:

Date \_\_\_\_\_

RET	RT	REF	NAME	AC	PHONE	FAX

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The “Date” indicates the day the call came in. No matter how hard we try, we are bound to make typos and inadvertently transpose numbers. When I enter the information into the database, I include the date of the original call in the “Contact Date” Field. Then it is easy to refer to the original message when necessary. The “RET” column logs the dates I try to return the call. That’s how I know after two or three times that it might be better to suggest switching to email to make contact.

The “RT” is checked off when they return a call that I made. That way I know they’re already in my database.

The “REF” is to help me track who referred a caller to me. When it’s possible, I start out the conversation by saying, “Warren gave you my number and I’m returning your call,” it’s easier for them to remember why they called.

On the first line, I enter their name and company name. I’ll write their area code if it’s different from mine, so it’s easy to spot local calls.

Their phone number is in the next column. Often, they leave a fax number as well. I just put a check mark to the far right and it’s easily spotted.

Once I’ve called them, if they’re a prospect, I enter their information into the computer and put a wide marker above their phone number. This eliminates double entries in the database.

When the purpose of the call has been completed, I highlight the line in yellow through the entire entry. I print out the month’s calls at the end of the month. When there are only a couple of calls left on the page, I’ll put a paper clip at the phone number for a quick reference. I refer to each paper clip on Monday morning and try to complete the calls. When every call on the page is complete, I mark a large “X” in the bottom right corner of the page.

Since I created this system, I rarely have forgotten or ignored any call.

### **Projects**

I’m one of those people who are always working on multiple projects. I keep a file folder for each project in the desk drawer to my right where I can access them easily and make notes if someone calls. That way I eliminate having to file the notes later or having notes



written on something like my message pages where they'll get forgotten the next day.

### **Create a Calendar**

I had to develop an efficient calendar system so I could run fifteen leads groups by myself, plus do all the marketing, paperwork and everything else it took to make Elite Leads a viable business. Some of the chambers in the area have two to five employees to manage the same number of members! My process maximized the effort I put into my business, affording me a way to reduce the number of hours spent running it.

Before I used this process, I worked 7 days a week, 15 hours a day. Looking back, I worked this hard only because I wasn't organized enough or motivated to work fewer hours.

Because creating and using a calendar is so important to your efficiency, Chapter 10, "The Time of Your Life," is devoted to this subject.

Some people use a day timer, others electronic devices while others simply use Outlook's calendar or something similar. You have to discover what will work for you, just as long as you use it.

### **Commitments**

I also keep a calendar on the wall to my right. Anytime I make a commitment to speak or to go to an event, even if it's personal, I enter it immediately on the calendar. If I have tickets to the theater, I paper clip them to the calendar at the date of the play. If I'm booking a speaking engagement, I'll attach the letter, especially if it includes the address, times and other pertinent detail to the bottom of the calendar.

### **Organizing Your Office Space**

Whenever possible, items that you use on a regular basis should be within arm's reach. I use several binders for my various meetings and I finally found an oak desk that has a shelf just large enough to place twelve binders under the pullout keyboard drawer. It saves a tremendous amount of time now that I don't have to get up and walk across the room every time I need to refer to something from one of the binders.

## **Be Your Own Boss Guide**

### **Mail Call**

I prefer to pick up my mail after business hours. That way, I'm not wasting valuable productive marketing time on a task that can be done after hours.

"Always sort through your mail standing up," recommends Eve Abbott (not a family relation), of Organizer Extraordinaire. Eve warns her clients that sitting down while reading your mail makes it easier for you to get too comfortable and then you'll have a tendency to spend too much time reading something that otherwise you wouldn't look at. I tried it and sure enough, I save about an hour a week.

Sort your mail before you get it to your desk. Place the checks on top, then invoices, and the correspondence you'll want to reply to. Create a folder set up for every thing else you need to follow-up on.

I have a drawer set up for all the mail and only spend time going through the mail on Monday when I'm making calls to set up my week.

### **Getting Rid of Clutter**

Clear your desk before you quit every day. You will feel much better about returning to your desk knowing that it's neat and clean. I love multi-tasking. I have a second drawer dedicated to stuff I have to follow-up on sometime, but not necessarily immediately. When I make my calls on Monday, I go through the drawer and focus on getting it emptied.

Try to avoid having sticky notes all over your desk. If nothing else, create a separate file folder for them or create a spreadsheet to keep track of what you need to finish at a later date. Another great tip from Eve Abbott is to tear out articles from magazines that interest you. Then file them or keep them in binders for your future reference.

Keep a recipe box for the leads that you receive. Create separate sections for those that need more information, those that are complete and ones that need follow-up.

Sometimes chaos is order. On Monday mornings my floor is a total disaster! I stack things to the right and to the left behind me. These are things that have to be filed in their appropriate place, but rather than get up each time to file them, I wait until the end of the day and file them all at once.

### **Make it Easy**

Every time you discover something that will make your business run smoother, do it. It's the little things that have a tendency to wear us out, or make life a lot easier.

Invest in a really good headset. Most cordless phones have headset plug-ins and are under \$60. You'll save your neck from being stressed and it will leave both hands free to type.

One of the furniture firms that I know says that your chair "has to be ergonomic." That means that with your feet flat on the floor and your knees at a slight downhill angle. Use the chair's armrests to reduce the stress of holding your arms up. Since you'll probably spend about four hours a day in it, the chair needs to be comfortable and support your back well. Invest in a wrist pad to bring your wrist to nearly the same height of the keyboard and reduce the stress placed on your wrists. It's also recommended that you buy a footstool. If your feet are slightly elevated, you have much less stress on your lower back. You won't walk away quite so fatigued after spending all day on the computer.

Don't get so fascinated and expert with organizing that you never quite get to the business at hand! Reevaluate your system a couple of times a year.

If you were to save five minutes a day through reorganizing one area of your business, it would add up to 21 hours in one year. That's an extra half-week!

### **Sales Ratio**

According to the National Association of the Self-Employed, the average is 20 dials to get one prospect. Once you know your ratio, then you will know how many calls you need to make so that you can learn to control the amount of income you choose.

For example, after 20 calls, you find that only five are qualified, so you schedule a presentation with those five. Out of the five, you close one, which means that your ratio is 1 in 20.

Say you want to make \$5000 a month. Now you know that to do this, you have to make 100 calls a month (100 divided by 20 [1 in 20] = 5 x \$1000 = \$5000 income). If it takes an average of an hour to make 20 calls, you'll have to schedule five hours a month or an hour and-a-half a week to make the prospecting calls.

### **Be Your Own Boss Guide**

Once you know your ratio, keep track of it, if for no other reason than to learn how to control your income and keep it consistent. By using the ratio, you can establish how many interviews and presentations you need to make each week reach your targeted number of closes a month. After a while you'll be able to pre-qualify prospects on the phone to reduce your ratio drastically.

If you quantify your efforts, you'll know which activities give you the best return for your time. If you find an organization that has your ideal clients as members, your ratio in obtaining clients will end up to 50% better than which you do approach calls.

All organizations are as good as their leadership. If you discover a group that has a great return for the time that you spend with them, get involved. Join the board of directors, volunteer for committees and be sure to show up consistently.

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### **Business Services**

Running a business takes many skills and an understanding of each of the tasks that will help you become successful. Business development has changed drastically over the years and since the Internet has been used for small business, there are many new methods of conducting business.

#### **Email**

Whether you like it or not, email is here to stay. You should set up folders in your email receiving program to keep things organized. I have found that if I look at my email on webmail I can look through the mail much faster than looking at it in Outlook. I get more email than the average person, about 300 a day and it takes me less than 10-15 minutes to delete all the ones I don't want.

#### **Ezine**

Create an electronic magazine, "ezine" to send to your clients and prospects to keep your name in front of them consistently. It should be short and sweet. Typically less than two to three paragraphs and I believe it is easier to read if it looks like your website.

#### **Social Networking**

I have been on social networking sites since 2003 and I have never found any of them very productive until now. I discovered Facebook and I now have another point of view.

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Within six months I acquired more than 4,000 friends, nine interviews in the U.S. and three international interviews. I conducted an interview series that I packaged for Joint Venture and a membership site, have three speaking engagements, a new territory director and found an unlimited resource for conducting interviews for the other membership sites that I have created. I've even reconnected with friends that I lost track of and met a great niece that I didn't know about who lives in Dallas.

And I've been able to learn so much from the teleseminars, podcasts and other free educational programs that others have made available. It is a wealth of information.

### **Outsourcing**

The rule of thumb is if you can hire the task for less than \$100 an hour, you can't afford to do it yourself. Especially when you don't care to do the tasks or find that you procrastinate and struggle to force yourself to accomplish it.

The top business activities you'll want to outsource as soon as you can afford to include payroll, accounting, printing and even your major marketing efforts.

There are great resources for virtual assistants who can accomplish nearly anything you want to outsource. One of the resources that is very reliable is [www.YMII.com](http://www.YMII.com). Your Man In India is a group of 200 office service resources that will work most any tasks for \$4 to \$8 an hour.

The trick is to make sure that you spend the time that you would dedicate to the tasks that you don't want to do to increasing your marketing efforts.

Anything that is revenue generating activity is considered a marketing activity. Meeting with potential Power Partners, visiting with existing clients to ask for referrals, attending leads groups, chamber functions, organization meetings and attending trade shows.

### **Trade Shows**

Trade shows are my favorite activity because people are captive behind their booth and they have to talk with you. The conversation when you attend a trade show should begin with what they might like to change about their business, what they might like to add

to their business and who their ideal clients are. When I begin the conversation with these concepts as questions I have found that people become very receptive. I always follow up with information that pertains to what they requested.

If you have a large convention center like we do in the Bay Area, you will find that major shows like MacWorld have as many as 400 exhibitors. I am able to talk with about 100 exhibitors in four hours, so I prefer to attend with three or four others and split up to cover the entire exhibit. We all make notes on the back of the business cards we collect and pick up enough cards to share.

When using the rule of thumb from the national sales statistics, if you talk with 20 companies, 10 might be interested, you'll have five face-to-face follow up meetings, two will commit to doing business with you and you'll close one. There probably isn't anything that you could do that would generate as much activity as a trade show.

### **Speaking**

One of the best methods of getting well known in the business community is to speak at service organizations like the Rotary, Lions, Kiwanis and Soroptomist clubs. There are many industry specific organizations that you can be the speaker and most chamber of commerces are open to bringing speakers in for their members.

Even if you don't consider yourself a speaker or enjoy speaking in front of groups, it will become easier the more often you get out there.

There are many speaker's groups like Toastmasters and National Speaker's Association, but I have found that the best results come from personal training programs.

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## 15 Time Management

Managing your time effectively is one of the biggest challenges anyone faces, but when you own a business, the skill of prioritizing every task will make or break you during your first few years. It's the habits that you cultivate that will decide the difference between your success and you having to struggle to get everything done.

You will find that you need to be the chief, cook and bottle washer as well as the janitor, advertising executive, typist and therapist to your clients.

Your first priority is to yourself. What are you going to do to bring in enough clients to make a go of your business your first year? You will need to spend no less than 35% of your time marketing your business as I've mentioned before.

It would be pertinent for you to create a time management sheet. I have mine in a spreadsheet in Excel. That way I can change it every month as I find that I need to make adjustments.

You will want to make a list of each and every task that you need to accomplish. List these tasks on your time management sheet in an appropriate hour of the day. Make sure that you have carved out no less than 12 hours each week for your marketing.

Other tasks will include: return phone calls, enter receipts, send emails, collections and so on.

What tasks need to be done during business hours each week? You need to budget your time as much as your money. Allot specific times for each task.

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- |   |                                      |                                       |
|---|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Approach Calls | <input type="checkbox"/> Marketing   | <input type="checkbox"/> Return Calls |
| <input type="checkbox"/> Enter Receipts | <input type="checkbox"/> Education   | <input type="checkbox"/> Email        |
| <input type="checkbox"/> Presentations  | <input type="checkbox"/> Collections | <input type="checkbox"/> Follow-up    |

	MON	TUES	WED	THUR	FRI	SAT
8AM						
9AM						
10AM						
11AM						
12AM						
1PM						
2PM						
3PM						
4PM						
5PM						
6PM						

Determine where you want to assign your various tasks and appointments and then make a firm commitment to complete the tasks! More often than not, it's the little things, like keeping your commitments, that will increase your percentage of success.

Try moving your marketing time around until you find the best return for your prospect to be available. Each industry has specific times during the day or evening that are more effective. I have found that calling entrepreneurs between 9 and 11 and 1 and 3 gives me the best return on the number of calls that I make to how many people I'm able to talk with live.

Tasks can be performed after business hours:

- |  |  |
|--|--|
| <input type="checkbox"/> Return Correspondence | <input type="checkbox"/> Accounting    |
| <input type="checkbox"/> Proposal Preparation  | <input type="checkbox"/> Education     |
| <input type="checkbox"/> Invoicing             | <input type="checkbox"/> Thank You's   |
| <input type="checkbox"/> Month-End Reports     | <input type="checkbox"/> Attend Mixers |

I don't recommend you spend evenings and weekends working on your business, but there are some tasks that you should attend to after regular business hours until you have more than enough business, leaving your business hours for marketing.

Determine where to assign your various appointments and monthly tasks. Check off each task as it's completed. It is so much better to rely on a schedule rather than try to remember each detail.

WEEK 1	Mon	Tues	Wed	Thurs	Fri
8					
10					
12					
2					
4					
6					
WEEK 2					
8					
10					
12					
2					
4					
6					
WEEK 3					
8					
10					
12					
2					
4					
6					
WEEK 4					
8					
10					
12					
2					
4					
6					

I like to highlight the items on my calendar as I complete them. You might want to create this form in an Excel spreadsheet so you can update it each month.

I also make notes about special projects that I'm involved in and that way I can assign specific times to work on them. It's easier to make progress when I'm looking at the project regularly.

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It's important to conduct your tasks in an order of the highest revenue generating activity first. Decide when your prime time, or best time to contact prospects is and block that time out first. Then fill in all the other items that you must do each month.

Look at minimizing the amount of times that you handle papers. Put them in their assigned place the first time you look at them.

It's a great idea at the end of each and ask: "Did I use my time to accomplish my objectives? If not, why not?"

Business cards should be used as part of your marketing resources. That is why it is so important to file the cards in such a way that you'll always be able to find them later. I have several binders for cards and meet so many people during the year, I have a binder for each location for each year. I have found it necessary to refer back to the cards frequently.

I only enter the cards into my database if they are a prospect or a good resource. There's no need to clutter up the database with unnecessary data. I will usually go back and verify the information is still current once a year.

I think you will find it will provide you with major timesavings if you have your mail delivered to a postal store like the UPS Store or Postal Annex. I only pick up my mail on Fridays. I stand there and sort through the mail, immediately throwing away all the junk mail. You'd be surprised at how much time you spend sorting your mail when you do it daily. I also sort the mail by order in which it will need attention.

When it comes to junk mail, get off of the lists as soon as you get on them. You can do this by joining the Stop Junk Mail Association for \$17.50. Call 800 827-5549 to join. You should also get a "Refused" rubber stamp and immediately send the mail back.

Every time you fill out a survey you run the risk of being added to additional lists, so think twice before do so. Make sure that you write to your credit card companies and tell them that they do not have permission to sell your name and address.

And every time you order anything by phone, make sure to tell the fulfillment house that your information is kept private.

When it comes to magazines, you can save an amazing amount of time by immediately tearing out the articles that you're interested in. I have several binders which I place the articles by category. That

way I can refer to them when I choose to and keep the clutter down.

You could take this a step further and scan the articles into your computer so that you'll have them stored in files that you can easily identify.

There is a great practice that I was told years ago about the files on my computer. First, make sure that you have a D: drive and put all of your working files on the D: drive. That way if you ever have a C: drive problem like a virus, you won't have to worry about your working files.

Another tip about your computer is that at the bare minimum, have an external drive so that you can back up your entire system. If you've never had your computer go down, it's just a matter of time.

A number of years ago I hired a management consultant that challenged me to keep track of everything that I did every day for an entire two months. Wow, was that difficult! What was shocking was that I spent one-third of my time driving, less than 3 hours a week eating (talk about eating on the run) and one-third of my time in meetings. That didn't leave very much time to do my marketing. And that is always the priority for every business.

That led me to change the structure of my business. I changed my meetings from twice a month to once a month. That resulted in an extra 30 hours a month, which is nearly an entire week. That's one of the main reasons why you want to hire a consultant.

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### **The Job List**

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Gifting-Flowers	35
Graphic Designer	36
Internet Marketing	38
Lunch Delivery	40
Mail Processing	41
Plant Care	43
Pollutant Consultant	44
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Product Assembly	47
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## References and Resources

I have mentioned many resources throughout the book and here is some further information that will be helpful to you.

Marketing Techniques that were mentioned include post cards, door hangers and email marketing campaigns. One website that will give you affordable resources is [www.shoestringapproach.com](http://www.shoestringapproach.com). Some of the services include 1,000 4-color business cards for \$15.00; brand new ink jet cartridges starting at \$2.35 and new laser cartridges \$26.00 to name a few of the services.

The email marketing campaign is one of the most cost effective methods for reaching your clients. One of the services is [www.constantcontact.com](http://www.constantcontact.com) and another is [icontact.com](http://icontact.com).

There are several funding resources including using [www.hjventures.com/factoring/factoring-finance33.htm](http://www.hjventures.com/factoring/factoring-finance33.htm). You might be aware of the Small Business Administration loans but you should be aware that these loans typically take a very long time.

Many of the independent home loan brokers will work with you to take equity out of your house to have the funds to begin your business as well.

In many ways, starting your business is like going back to school. You'll need to dedicate the time to educate yourself on all the aspects of running a business in the most effective manner.

Here are just a few of the hundreds of websites that are filled with helpful information:

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Start up kits    [www.startupkits.com](http://www.startupkits.com)  
[www.inc.com/home/](http://www.inc.com/home/)  
[www.businesstown.com/](http://www.businesstown.com/)  
[www.business.com/](http://www.business.com/)  
[www.businessnation.com/](http://www.businessnation.com/)  
[www.megadox.com/index.php](http://www.megadox.com/index.php)

If you will take the time to study Personality Types you will find that the sales process will require much less effort.

Here is a free online course that will help you with the details of starting your business. Go to <http://www.myownbusiness.org/>.

There are several resources that I have mentioned that have been incredibly helpful for communications and identify how to work with people.

The first evaluation I took was the Myers Briggs. It's a personality assessment that will give you insights as to how you and others are best suited for specific work environments. Go to the Internet and search at Google for more information.

The one that I received the most information from and was the most helpful was the Ball Aptitude test. It takes a very long time to complete, in comparison to most evaluations. It takes about eight hours altogether and it gives specific information about the most ideal types of businesses or jobs based on the innate and learned skills.

The website is <http://www.careervision.org/Contact/index.htm>.

Another type of evaluation that is very adept at isolating specific traits that each person has specific talent or is more capable in specific areas. The DISC evaluation specifies characteristic strengths and areas that are not strengths. More information can be found at <http://www.resourcesunlimited.com/shop/DiSCClassicProfileOnline2.asp>.

Enneagrams define detailed information about the role in which we assign ourselves. This evaluation will help you understand and accept people who respond to important issues in a different manner than you. For more information go to the website for an evaluation [https://www.enneagraminstitute.com/Ecomm/rheti\\_Login.asp](https://www.enneagraminstitute.com/Ecomm/rheti_Login.asp).

The Personality Evaluation Program is very accurate in it's analytical ability. You can even take the test on line at no charge.

<http://drewsoftware.com/Download.html>.

The more you know about yourself through the battery of assessment tools, the more you'll understand others' behavior and learn how to inspire them to accomplish levels that they are not even aware they are capable.

I have mentioned in the Sales Skills chapter the process that the Wilson Company has devised and I have found it to be one of the easiest means to understand how to communicate with people when I first meet them.

[http://portalcenter.wilsonlearning.com/portal/page?\\_pageid=33,62504&\\_dad=portal&\\_sch](http://portalcenter.wilsonlearning.com/portal/page?_pageid=33,62504&_dad=portal&_sch).

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### **Bonus List**

I'm including this as a bonus list of potential ways to earn a living. This list is derived from several resources. You can research for more details through the library or Internet.

1. ACT/SAT Exam Coaching
2. Tree Removal
3. Foreclosure Property Resale
4. Children's recreational equipment rental
5. Painting addresses on curbs
6. Ghostwriting articles for professionals
7. Resale items on eBay
8. Creating photos for eBay items
9. Bottled Water
10. Recover lost data on computers
11. Music or language instructor at schools
12. Solar panels to generate power
13. Night Nanny
14. Newspaper subscriptions
15. Tour guide
16. Restaurant delivery service
17. Buy and reselling computers
18. Window washing
19. Boat docking
20. Recycling potable water for landscaping

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21. Training classes for youth
22. Concrete pedestals, benches, bumper blocks
23. Teach classes for business people
24. Photos for newspapers
25. Freelance publicist
26. Flea market sales
27. Create recipes for dog treats
28. Share rental service
29. Vacation rental service
30. Rent-a-pet
31. Clean air ducts and filters
32. Cleaning rain gutters
33. Gather excess fruits and vegetables for sale
34. Valet parking for events
35. Gather lost golf balls and resale them
36. Detail privately owned airplanes
37. Barter business
38. Car repair
39. Locating people who have money left to them
40. Neighborhood security patrol
41. Political polling
42. Jury research service
43. Start a special interest fee-based member organization
44. Create custom T-shirt business
45. Create seminars for special interest groups
46. Power and Sail boat covers
47. Clean boat bottoms
48. Car delivery for auto dealers
49. Video tape events for sale
50. Security alarm sales and installations
51. Pet cemetery
52. Second hand clothing stores
53. Wedding photography
54. Ink jet cartridge resells
55. Laser cartridge replenishing
56. Create email campaigns for small business owners



57. Motivational newsletters for companies
58. Window tinting
59. After school care
60. Parking lot in congested areas
61. Vending machines for offices
62. Local business coupon discount card
63. Tree Pruning
64. Blacktop sealer
65. Organize a raffle for a car for a non profit
66. Create multiple affiliate programs
67. Blade sharpening
68. Broker artists works
69. Driver's education
70. ATM Machines
71. Restaurant review
72. Carpet cleaning
73. Message on demand for businesses
74. Mobile locksmith
75. Bad check recovery
76. Patio furniture manufacturing
77. Freelance caddie
78. Talent scout for agencies
79. Create a local flea market
80. Speakers Bureau
81. Language Translations
82. Match making business
83. Vending machines
84. Pay phone
85. Inventory for businesses
86. Gathering and reselling pallets
87. Gathering and recycling cardboard boxes
88. Handwriting analysis for employers
89. Typing manuscripts for college professors and students
90. Buy urns in Malaysia and resell them to mortuaries
91. Chimney Sweep
92. Golf driving range

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- 93. Printing broker
- 94. RV or recreational vehicle parking lot
- 95. Swimming lessons
- 96. Record genealogy
- 97. Used appliance recycle
- 98. Deck refinishing

## 19

### Your Action Plan

This is where you can create a step-by-step plan to make sure that you can change your life in six months.

What is the business you are going to start?

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File your fictitious business name:	_____	Complete Date
Open your bank account:	_____	Complete Date
Get your URL:	_____	Complete Date
Get your website hosting:	_____	Complete Date
Order your logo design:	_____	Complete Date
Hire your website design:	_____	Complete Date
Order your business cards:	_____	Complete Date
Open a merchant account:	_____	Complete Date
City Business License:	_____	Complete Date

What services are you offering that are better than your competition?

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Who are your clients?

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Who are your Power Partners

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What organizations can you join to meet potential clients?

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What special offer can you make to clients each quarter?

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What organizations can you speak at to gain visibility?

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What trade publications can you write articles in?

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What tasks can you outsource to free up more time to create a higher percentage of profitability?

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Who will you ask to be in your master mind group?

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Who will make a good mentor for you to work with?

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What will you do to give back to your community?

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## 20

### About the Author

Sharyn Abbott is the founder of Elite Leads, a business development organization dedicated to helping people find success in their own passionate work.

Since 1991 Sharyn has helped more than 2,500 people become successful entrepreneurs, with more than 90% of them still in business, which is an amazing success rate considering that 90% of companies fail in the by their 2<sup>nd</sup> anniversary. She attributes her client's success to the educational environment and relationship-building techniques she teaches.

Sharyn has appeared on the Oprah Winfrey Show where she was featured for her innovative concepts on positive communication techniques and has been a keynote speaker at national conferences.

Sharyn is also the author of *Mixing it Up*, her book that is dedicated to leading entrepreneurs to success, and *Making a List and Checking it Twice* an inspirational guide to help singles choose a great mate. She's recognized nationally as an entrepreneurial advocate and teaches highly creative courses for those branching out on their own like: "SpeakEasy", "Street Smart Sales" and "Your Right to Write".

To find out about Sharyn's speaking and availability, please go to [www.sharynabbott.com](http://www.sharynabbott.com).

Some of her other websites include:

[www.AskShrayn.com](http://www.AskShrayn.com)

[www.AmazingCuresSeries.com](http://www.AmazingCuresSeries.com)

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