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###### 642 Business Ideas........

###### Business Opportunities.........

######  Thought Provokers........

**Providing Financial Independence**

**Since 2005**

#### 4th Edition

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Chapter 1

### **Introductory Notes**

This manual does not give out or pretend to make you to believe that it contains ALL the answers for financial independence. NO ONE HAS ALL THE ANSWERS but this manual gives the basic things needed to work towards success. Lots more can be elaborated about: knowledge, education, people skills, contacts and more. The important thing is that those people who really want to be successful must start somewhere and continuously look for answers and how to handle new challenges. To grow continuously through their experience is a must. This manual also does not give technical information, in other words, if you want to paint it does not tell you how to prepare the surface, undercoat, filling and more. If you sell food it is not the purpose to give you recipes and tell you how to prepare the food. This part is your contribution. This is a roadmap to follow so that the possibility of you to make money becomes greater and within your each.

The word planning is a word that sometimes scares people but actually it is a simple, easy normal thing we do every day but ignore in applying it to our lives and jobs. We plan: How and when to go to work, to travel somewhere – transport, time, cost, everything. To buy food, clothes, get accommodation. We make lots of plans everyday! Yes, we even planned carefully and with high hopes and ways to win the heart someone we like and love…. We used all the tricks we know - why not in our life and career?

This is a self-help manual. This manual enables you to choose between 192 tested opportunities, plus 538 thought provokers to make money and improve your lifestyle. If you cannot find something from this wide selection of income-generating plans that suits you, it will be difficult for us to understand it. Many of our customers changed their lifestyle by using the ideas we provide. We hope you will do the same so that your success will be ensured.

We really want to stress the point that this manual cannot make money for you. Only YOU can earn a good living by doing the job and following the correct steps and never look back again. Once you have decided what to do, it is up to you to do it. Go for it! Are you prepared to work a few hours a day on a regular basis? If so, you will be successful!

Your enthusiasm and persistence in doing your part will be an important contribution to your success!

Please be aware of copyright restrictions! It is your duty to adhere thereto! Don’t take risks that might place you in an awful and difficult position!! You paid for this manual! Why share it? If someone wants to improve his/her financial situation, why is he/she not prepared to invest in his/her own future?

Please study this manual intensively! It is easy to overlook a great opportunity and not reap maximum benefits from it! Read with an expectant mind, a positive attitude! You will find the “right thing”. Research shows that even a child can do some of the suggested tasks. It offers you a very easy way to earn money, build a business and become financially independent with virtually only a pen and a few $'s. Yes, read and rereat!

Your enthusiasm and persistence in doing your part will be an important contribution to your success!

Don’t allow dullness that forses one to quickly scan the manual and throw it aside! Many people testify and have proof of success as a result of the doors this manual opened for them. Read it! Read it again!! Think about the possibilities of a certain idea even if the idea initially didn’t impress you! Don’t underestimate the opportunities, do your homework, after all, you paid for the manual! The last idea in this manual might be the “right thing” for you! If you do not earn enough to live a decent life – the right of every person - this manual and you will change your lifestyle and assist you to make your financial dream come true. This manual ensures proven and tested methods. Work from your own home! According to the National Work-at-Home Survey more than 26 million home-based businesses were in operation in the USA during 2007. Why? People need extra income and want more control over their lives. They offer interesting products or services that satisfy the needs or buyers. This is your opportunity to achieve the same.

Chapter 2

#  Attitude makes all the difference

 Notwithstanding the not so difficult ways to build a profitable opportunity into a business that will enable you to earn a decent income to achieve your dream of becoming financially independent, always remember that the KEY TO YOUR SUCCESS IS YOU!! Only YOU can do it! The answer is easy: If one does not have a positive, winning, determined and eager attitude it is almost impossible to succeed in whatever you are doing. It does make a difference whether the "right" attitude exists in our relations with our friends, family, partner, or in our career or any other important matter. Whatever happens in one’s life is mostly caused by the result of one's attitude. Attitude is everything!

What is attitude? Simply: a way of thinking, a habit of thought, of what is in our mind … It is the life-giving aspect in all our doings! The late Henry Ford, developer and builder of Ford vehicles used to say*: “You are what you THINK you are!”* A short statement but definitely true, nobody can differ from it. If you think you are afraid, you are afraid! You cannot be afraid and brave at the same time! If you think you cannot do it, it will be impossible to do it!

Just think about somebody thinking and saying: “I am a failure ..., I can’t do it …, I will never past this test …, People don’t like me …, I am tired therefore I won’t do it …. I always worry …" If this is what a person really believes it will be unquestionably true about him/her. If you believe you are a failure, can you be successful or a winner? Or “I can’t do it”, then you simply can’t do it. Or “I won’t pass the test”, you won't. Or “People don’t like me”, will they like you? Or if you believe you are tired, will you have energy?

Is it possible to have negative and positive thoughts at the same time? No! Never! It is impossible to have negative [destroying] and positive [winning] thoughts at the same time. The tragedy is that the negative, self destroying thoughts, always “wins” if we do not replace them with strong, positive and winning thoughts. You are always what you think you are! Just think about a person who has been beaten up by rough people so much that he becomes a “cabbage”, lost the use of his body for ever and will never be able to help himself. The same thing can happen to our minds, attitude, and our self fulfilment if we allow negative soul-killing thoughts to have the upper hand, to be the rulers of our mind and life. **So, what you think you are is what you are!**  **Can I change it?** Yes! Yes! It is true that we all do not have the same abilities, intelligence, opportunities, but financial independence can be achieved by people who are serious to improve their circumstances.

Your brain is more complex and capable to do things than the largest computer. After all, the computers are built by normal people. They tell the computer what to do! They say that normal person does not use more than 10% of their brain capacity. So, why can’t you also succeed?

ALWAYS have a positive and expectant mind! Always expect the good things in life to happen to you! Always expect the most favourable outcome for whatever you are busy with! Always expect the best!

To succeed in life you must have the willpower, eagerness, a burning desire; overcome negative thoughts because these negative thoughts are the guarantee for failure. You must be prepared to discipline yourself, carry on even if it is difficult and seems not to work and to work whilst others are still sleeping. Remember: the early bird catches the worm! If you are in the rough the game is not over yet! [Golfers saying] If a positive attitude with “bulldog” determination works for others, why not for you? Carry on, carry on even if it is difficult and seems not to work.

**The killer!** Do not allow negative thoughts to enter your mind, it destroys opportunities, minimizes your capabilities and prevents you from being what you should be: a successful person, a winner! Always see the bright side of life! Always say “NO” to negative thoughts and replace them with positive and pleasant thoughts. The difference is what you choose to think about. Positive people have more energy than negative people. They notice and discover opportunities. They **go for it**! They are happy!

**Success or not?** Your success will depend on your own hard work and ability. What ever business you choose, remember that no business can succeed without effort. Remember that determination and hard work are the mother and father of success. If you supply those, and use the information we supply, you can’t miss. A successful business does not ”just happen” – it calls for hard work, a positive mind, initiative and determination.

If you think you can do it, you will do it! You are the driving force!

Chapter 3

#  How to choose the right business for you.

 Financial uncertainty develops sometimes due to economic, job loss and other negative events. The sure and best way to ensure financial security and independence is by building a profitable business for you.

Choose a business idea and opportunity that is best suited to your interests and if possible fits your natural ability;

It helps if such business idea falls in the field of your experience but this should not be over emphasised and over important because one can always learn from lots of sources;

Make sure that you start your business with the lowest capital requirements to keep your risk low but beware to get involved in something which you can't see through because of a lack of capital;

Location is vital for a trading concern and sufficient traffic is important and determines to a great deal to your success;

Budget in advance whether you can run the business profitably.

If you are serious about the outcome of the business you have to prepare a **business plan;**

Ensure effective and easy administration specifically to control and manage your finances;

Make use of affordable technological equipment wherever possible;

Make sure that your service is reliable and to the satisfaction of your customers;

Promote and market your business effective and correct. It does not have to cost you an arm and a leg!

Comply with all the requirements of the authorities;

If you operate from home make sure that your business activities and domestic areas are separate;

Remain conservative with the handling of your finances because shortage of capital is one of the main reasons why businesses fail. Once you made it you can enjoy it;

Enjoy what you are doing because you are striving to improve your standard of living – yes, reward yourself at times for your hard work but within reasonable limits;

Communication with customers, suppliers, agents, staff - every one - is of utmost importance;

An established market for your business activities is of vital importance because there must be a demand for your service and goods;

Profitability remains goal number one because if you do not make sufficient profits your venture will not succeed.

Chapter 4

#  Stay Away from these 12 Dangerous Pitfalls.

 **Run away! Run fast and get away from so called “bad reasons**” to start a business! Steer away from bad assumptions! If possible, ignore pessimists because most of them have not accomplished something on their own and are mostly negative about opportunities that have some risk;

Don’t have the wrong skill base;

Be careful of knowing to little. **Look and read and build** your own skills. Use expert help when necessary;

Please **do not be over optimistic** about things out there. Adjust your budget. Increase the amount you think will be your expenses. Decrease the amount you think will be your income. Do it to overcome unexpected financial problems so that you ensure that you will not land in a situation where you are short of working capital, can't find some and have to throw the towel in;

Do not **underestimate your starting** time. Things normally take longer than one planned;

**Never, never overspend!** Be very careful at the beginning. You might encounter a period when money comes in very satisfying. Do not think it is now time to buy that car you have been dreaming about. Business has an up and down tendency. Establish your venture first and put some money away for the unexpected;

**Don’t get mixed up** by assuming an excellent cash flow means an excellent profit. Be careful, it is not the same!

**Don’t choose the wrong partner**. Most growing businesses develop a need for more capital. It is not a problem to take in a partner because although your stake in the business becomes smaller your profits might increase as result of the value added by your partner. Just make sure the partner will and can add value to you and your business.

**Do not neglect your accounting.** You must always know what your financial position is.

**Working capital.** Again we stress this point. A shortage of working capital is the most general reason for businesses that fail. Protect your business if it is doing well.

**Competitive advantage**.Without a clear competitive advantage a business will not produce an acceptable profit and survive under difficult conditions.

Do not neglect your customesrs. Make sure that staff are properly trained, helpfull and friendly

Chapter 5

#  206 Proven and Tested Business Ideas.

 1. **DATA ENTRY:** Typing data at home with your PC. Choose the companies you want to work for!

2. **INTERNET BROKER:** You don’t need a product of your own. Your goals to set up as many streams of automatic income and then sit back!

3. **HAIRDRESSING BROKER**: Develop a mobile hairdressing network that links trained hairdressers with clients who are unable to leave their homes because of transport issues, disabilities, or wedding preparations. New born babies, retirement villages, hospitals, and even special prices for pensioners during quiet periods or because they are just too busy. Some people see "prestige value" and feel important to have a hairdresser [their own special top hairdresser!] visiting them – obviously they pay more! They are “important” and can afford such luxury. You are the go-between [broker] and are entitled to a 10-20% "cut” of the hairdressing fee.

4. **GARDEN REFUSE AND RUBBLE REMOVAL**: all you need is your car and a trailer to start. While expanding your business you can acquire bigger or better transport facilities. Advertise with leaflets and in your local paper.

5. **GYM**: To start a gym requires careful evaluation and a business/marketing plan and some money. A rewarding and lucrative business which is simple to operate with low expenses.

6. **RECRUITMENT AGENCY**: How many times somebody asked you whether you know [have] a plumber, painter, carpenter, gardener, electrician, handymen, labourers, artisans, cook, nanny, babysitter, etc. Can you recommend or a trusted source? As a "Rent-a-helper” or whatever you call your venture you will need to check the references and build a list of people you accepted to “rent’ out. You can charge per placement and easily earn good money. Do not forget, this is a start. As your venture grows and you acquire more knowledge you can expand to recruit staff in various industries and build a thriving business. When ready to help other entrepreneurs you can consider franchising.

7. **PET GROOMING**: The pet industry is a booming one! Millions, yes millions are spent on millions of dogs, cats and birds every year. If you love animals start your own pet grooming business and supply haircuts, flea treatments, shampoos. Clean ears, trim nails, brush teeth, shave the coat where necessary, Endless opportunities. This venture can also expand to a thriving business: Kennels. Hospital, etc. Excellent income potential.

8. **INTERCITY DELIVERY SERVICE:** Make money with your scooter or bicycle [maybe a car] and your cell phone: Start a light speed delivery service by delivering small urgent parcels and urgent documents. Speed from place to place and solve the highly urgent and an important need. Fast delivery is in high demand,

9. **VOICE ARTIST:** People need voice artists for presentations, on-hold messaging systems, announcer, background voices, advertising, voice over artists and many more. You need a recorder with headphones and mike and not a flashy studio - just a quit place. Make samples of voice recordings, only about 30 seconds long. This idea is not for everyone because it involves a bit of play acting which can be developed to a high standard by practicing you voice. Reading aloud is a great help! The more you become in demand additional helpful equipment can be acquired

10. **SMALL EQUIPMENT REPAIRS**: Many people can’t afford to replace otherwise good appliances that have a small fault and dump faulty vacuum cleaners, electrical knives, hairdryers, toasters, - even vacuum cleaners, lawnmowers, fridges and the like. If you do not have the knowledge to repair such appliances you can learn - short courses. If necessary organise a pool of experts and handymen. Best place to repair is the home or office of your client. It is quicker and cheaper.

11. **RUN AN AGENCY WITH YOUR TELEPHONE AND BIT OF MONEY:** An Internet connection is useful. You need the Yellow Pages and act as a middle man which means you make a profit without having to provide any capital. Act as agent for manufactures and wholesalers to serve the end users. Many of them do not have the time to search for products and prices. Some do not know where. Specialise in a few products and expand as you grow. Know or find out where to order from. Compile a list of suppliers. Place the order on behalf of the end user and have it delivered by the supplier. Make an agreement with the supplier to pay you a commission, say 2% - 7.5%, even more. You source the product, arrange the deal and are paid by the supplier. Why would a supplier agree to this? Simple: They need new business at low cost. They save salaries!

12. **CHARITIES: HELP THEM!** Make thousands every month with good organisation, enthusiasm, and thinking in a practical, creative and realistic way and ingenuity based on simple workable business principles. You can successfully use “agents” [Helpers to raise money]. You do some essential charity work. All charity organisations have a great need for funds and depend largely on donations from the public and businesses. Few have the skills and time to successfully raise funds. Commission between 20% and 40%! Remember, the charity organisation does not do any work – money from sources they do not even know about. They are at the receiving end without any expenses!

13. **USED CLOTHING AGENT**: Many used clothing are quality items in a splendid condition. Look like new! People who struggle also need good clothes. Then there are the bargain hunters! A used clothing agent provides a community service. You will acquire lots of good clothing for free if you use your brains. The idea: Not only your ”Used Clothing Shop” but also act as a “Wholesaler “ by supplying to agents to sell in their areas. Allow about 33% profit to them.

14. **YOUR ABILITY, EXPERTISE AND INTEREST:** Most people have specialised knowledge which others can benefit from. Lots of people need to improve their skills for a new job, to be more productive and a better worker, for promotion, etc. Why not share your ability and get paid for it? Some fields where training is needed: computer literacy, the Internet, unskilled people, housewives, and extra classes for children, sales training, management training and much more. Where do you get customers from? Advertising, posters, handbills, free seminars, negotiating with companies. Etc.

15. **PET PALS:** Pets is big business. Simple: pet owners drop off their pets at your place [house] and you feed and care for them. Ask the owner to provide food, baskets, bowls, medicine, toys and whatever their pets need or are used to. Institutions for the benefit of animals can be excellent help because they know what owners need.

16. **AQUARIUM AND TROPICAL FISH RENTALS:** For businesses and professional rooms to rent aquariums and tropical fish on a monthly basis is much cheaper than to own and maintain them themselves. A great benefit is that changes can be made to keep the setup interesting. Monthly rates depend on aquarium size, fish types and the amount of maintenance required. Fees can generate an excellent income.

17. **VEHICLE REGISTRATION:** Most people find it difficult to do the registration of their vehicle: long queues spending almost a whole day, maybe even losing money because they must have a licence! Would you be prepared to pay a reasonable fee for somebody to do this tiresome job for you? I would!

18. **GREETING-CARD MAKING:** Design and print [have printed] standard and custom greeting and all occasion cards. Include personalised, area, school and “company” orientated versions.

19. **BOOKKEEPING SERVICE:** Provide bookkeeping services to small businesses [especially one-person ventures] Expand to complex systems and computers.

20. **CREDIT CLINIC**: Advice and assist people who have got into debt. Contact creditors to set up a repayment schedule which the client can afford and stick with. Payment to the creditors can be made by the client or by you to ensure that the payment schedule is followed. For your services charge either a fixed rate per month or a percentage of the moneys handled on behalf of the client.

21. **TRANSLATION SERVICE:** Offer your services for verbal translations or do paper [letters, advertisements, documents, contracts, instructions, etc.] translations from your “office.”

22. **SHOPPING CENTRE PAPERS:** One of the easiest of all businesses to establish. Publishing shopping centre papers can make you very rich. It is purely an advertising magazine, made up completely of advertisements from businesses in the centre. Preferable with a coupon section filled with money saving offers or specials. Your basic idea should be to create an individual “shopper’s paper” for as many shopping centres as possible. Hand out your papers to everyone at the entrances of shopping centres. Revenue and profits come from two main sources: shopping centres and delivering to houses within a certain radius of the business. Is there a businessman who is not interested in expanding his business in the area that he operates in? Your goal is to attract almost all shops so that prospective buyers are aware of what is advertised

23. **RENTAL** AGENCY: Most property owner's use outside agencies to rent and manage properties and accounts on their behalf. This is the kind of business that can be started with a very minimal investment and slowly built into a fully fledged, well paying operation. Once the house/flat etc. is rented, you often have very little to do except collect the rents once a month, up-date the records and send the owner their share. If the owner lives out of town, an agent is there to keep an eye on the property, place ads, show property and the like. And, many people who own rental property either don’t have the time or are good at managing their property (some are reluctant to collect rents or become emotional too often).

24. **DEBT COLLECTING:** Some professional people/shops have problems with outstanding debts/amounts. Some are written off. The reason; they do not have the time to concentrate on those accounts. You can collect the money and arrange for 50% of collected money as your income whilst the person or shop you collected the money for receives an income which they otherwise wouldn’t have. Every locality needs a good collection agency. There are people who simply won’t pay their accounts unless and until they believe they must. Simply visit the customer and collect! You try to help them to “save their credit.” Learn to use every legal means of collecting delinquent accounts. Sometimes you will only collect at least part of an account. Financially, you will do quite well. A variation or sideline of the collection business could be a repossession service. Actually recover a vehicle, furniture, appliances, etc. on a commission basis. In most cases, the merchant who gives credit is orientated to selling - not collecting. This creates an opportunity for someone in collecting overdue accounts.

25.

26. **IMPORTING BUSINESS:** Carefully select and buy a product or line of products directly from an overseas source for resale, eventually on an exclusive basis. The ultimate objective is to offer products that you can buy for an especially low price that are not available elsewhere, at least at this time and this price. The product must generate enough revenue to be profitable, so it should either result in a large mark-up per sale or sell in sufficient quantity to provide a good return. By checking with many import agents, you should be able to find something that you believe has promise. Even if you don’t have exclusive rights, you will learn how to market it and accumulate a clientele that will help you decide what to import. It takes time and patience to become a successful importer, but the rewards can be significant for one who is both shrewd and patient. The best way for a relative beginner to start is to contact trade representatives, usually through the appropriate embassies, and ask them for lists of manufacturers who might have what you want.

27. **PLASTIC ENGRAVED SIGNS:** All you need is a simple-to-operate machine that engraves lettering in various styles onto sheets of plastic of many colours, finishes and sizes. Perfect for signs for merchants, banks, doctors, dentists, schools and colleges, private front doors and many other uses.

28. **COMPUTER TUTOR:** Many people have computers but never attended formal classes. They experience problems with their programmes which, to the expert is easy to rectify. Most of your advice can be given over the phone. There is software available which enables you to "take over" [with the client's permission] the computer and do whatever is needed from your place [Office]. You will experience that the same customer comes back, again and again.

29. **BIRTHDAY LISTS:** Compile birthday [anniversary, etc.] of people in your area to rent as mailing lists to local merchants or any organisation interested to build a firm relationship with people, or contract to post out cards each year on behalf of the merchant, etc. Have a set minimum price for say 50 mailings.

30. **COLLECTION BROKER:** Represent one or more debt collecting agencies [don’t tell the one about the other, though]. *Solicit delinquent accounts* for collection for a percentage of moneys the agencies collect.

31. **ON-CALL CLARK**: Register with several businesses to be called for temporary or emergency fill-in [for the business or an individual], for clerical or sales situations. Should pay more than normal wages and could lead to a permanent job.

32. **COPY-READY MASTERS:** With your desktop publishing system and “laser- jet” printer, convert customer’s material into copy-ready masters that can be reproduced locally. Especially good for small orders, set-up costs are very expensive for these.

33. **GAG WRITING**: Specialize in one liner and short funny situations. Sketch your ideas, list each on a separate card and file by subject matter. Offer your collection to cartoonists or comics

34. **PROOF READING:** Review manuscripts and printed copy and advertisements for accuracy and grammar. Get considerably more to review for content quality and technical accuracy. Work with editors, writers, publishers and educators.

35. **NEIGHBOURHOOD NEWS:** compile, publish and distribute a neighbourhood newspaper or newsletter with local news, opinions and interesting features. Include lists of names; sell space for opinions, announcements and advertisements.

36. **MAILING LISTS:** Compile mailing lists from various local and wider area sources [buy voting registrations lists, check on licence lists, etc. sell names to brokers or keep current lists end rent them yourself, preferably on self-stick labels]

37. **LITTLE LEAGUE CARDS**: Take pictures of small fry soccer-, rugby-, tennis-and netball players, etc. [boys and girls] and print on baseball-like cards, complete with their names, positions and other “official” information. Offer in sets with extra copies for proud parents, relatives and friends. You can compile a “portfolio” about a wide variety of situations, the kid’s involvement socially, in sport, his/her church, functions, etc. Yes, the opportunities are only limited by your thinking!

38. **THE MOST UNDERESTIMATED OPPORTUNITY, FOOD:** Catering offers you a steady income. If you keep your eyes open you will see numerous stalls selling one or another type of food. Why? They make money! Select a spot with more than normal traffic: people. In most cases sales price is as much as 5 times the cost. The bottom line is to decide what you want to sell and to select a good spot(s) and act! Some entrepreneurs work from two or more spots at the same time. Sell at supermarket entrances, along fairly busy roads, flea markets, fairs, sports events, industrial areas, taxi ranks, etc. Anywhere where there is reasonable number of by-passers.

39. Many people make a living by baking during the week and using part timers on weekends to sell at various spots. Don’t limit your options. You can manage more than one outlet.

40. Bottom line is to decide what you want to sell and to select a good spot(s)) and act! Some entrepreneurs work from two or more spots at the same time.

41. **PORTABLE BARBEQUE:** Use a portable [trailer?] meat smoker to take to fairs, festivals, etc. Have a supply of prepared sandwiches and/or some other product ready, but always have a FIRE AND AROMA going to attract more business.

42. **ALAD SERVICE:** Make and deliver fresh daily salad packets to small shops, lunch counters and cafes. When ready, submit bids to larger serving operations.

43. **HERBS AND SPICES:** Grow, process (if necessary) and sell fresh, preserved and dried herbs (seeds, parts, plants). It is surprising that with the high prices of herbs that many more haven’t entered into the lucrative field of herb growing and processing. Many grow wild! The difference between herbs and spices is mainly that spices can be dried for long, while herbs are fresh and ready use! Not only can you market plants and seeds as individual items, but there is also a lucrative market in blends of herbs and spices. Fortunes have been made with these! Once you establish a market, make agreements to buy from other growers at wholesale rates to enable you to offer a well rounded selection to your customers. You can also buy or compile booklets on herbs and spices their history, uses, reputed therapeutic properties etc. that can enhance your sales and profits.

44. **KITCHEN PRODUCTS**: You can build many business opportunities on products from your kitchen: jams, preserved fruit, pies, egg-rolls, diet foods, ethnic dishes, breads, etc. and special recipes of all kinds.

45. **PORTABLE PUBLIC PHONES ON THE STREET OR IN A SHOP:** Profit: 45% and more! You need a phone, meter (called “DRU”) and battery from shops that sell portable telephones.

46. **GARAGE SALES:** If you ever had a garage sale, you will realize the potential. Garage sales are not only for used clothing, virtually any “junk” acquired from flea markets, auctions, etc. Most of your income will be clear profit since there are no overheads. People holding garage sales every weekend do very well. It’s convenient and at home. All it takes to make some really big money with garage sales is your time, some careful planning, and a little merchandise. To be successful, you should have a variety of merchandise to sell. Remember, what you may consider junk, another person will think is a treasure. Used clothing and baby clothes are big sellers! An old tyre, dolls, a child’s wagon with only three wheels, an old Superman comic book, books and magazines, left-over lumber, a set of door hinges, costume jewellery, a hub-cap you found along the road, rope, empty glass jars, a half-filled can of paint, small appliances, fence wire, pottery, bolts of material, candles, cassette tapes, furniture, golf clubs, fans, record albums, cameras, clay pots, ice skates, posters, radios, aquariums, clocks, drapes, rods, fiddles, ladders, bicycles, etc. Whatever it is, people will by it and just about force the cash into your hand to make certain it becomes their treasure. You won’t make much of an impression with buyers if you just dump everything into a heap. Being organized and displaying your wares in a manner that gives each item perceived value would put more cash in your pocket!

47. **PAINTING HOUSE NUMBERS:** Paint house numbers on curbs. All you need is a stencil with the various numbers of an acceptable size. You can design your stencil holder so that it holds 3 to 5 numbers that can be slipped in or out easily. Your stencil holder should also be designed in such a way that all the numbers are the same height from the street and the top of the curb and should be placed as close as possible to the main entrance of the building. The best way to approach this business opportunity is to distribute flyers in a specific neighbourhood to advertise your work. Do a procspecting campaign! Use an advertising board which you can move around and put up where you are working and people knowing what you are doing might approach you and give you an order on the spot.

48. **EXOTIC ANIMALS:** The business of raising rare or unusual animals, where both expenses and profits are much bigger than normal is really profitable. Angora rabbits, mink, pheasant, snakes, dogs, cats, birds, bullfrogs, spiders and miniature horses are but a few of the possibilities. You can go into this business from a hobby or just go out and buy whatever animals you would like to raise. The primary advantage to “exotic” rather than regular animals is income potential. The exotic animal business will probably take time to build, but can be especially rewarding for someone who is fond of animals.

49. **CLEANING SERVICES:** The continuing growth of families with two pay cheques is a good indication that maid services are booming. Two pay checks also mean that time is limited for busy families. With both husband and wife working, neither of the couple has either the time nor the energy to do housework.

50. The key to a successful cleaning business is good organization and systematic process that lends to an efficient cleaning routine. Provide a base rate while allowing for optional services at extra charge.

51. **PINE CONES:** Ordinary pine cones, of any size, can be made to look almost exactly like tiny owls simply by adding “eyes” which can be purchased at any hobby or craft shop. The cute stylistic little creatures can then be mounted on stained or burned plywood plaques, a hanging device or hook added, and they sell like hotcakes. Mount the little birds on a small limb or twig, glue the whole scene onto a plaque background of any kind, display them and people will want them. You can have a scene people will love. One person sells more of these than he and all of his grand kids can turn out. Be creative and use your imagination. You can make money from ordinary pinecones.

52. **EGG WRITING**: Dissolve ½ ounce of alum into ½ pint of vinegar. Dip a fine tipped brush into the solution and write your message on the shell of an egg. Let dry completely; then boil for 15 minutes. Writing cannot be seen on the shell, but is on the inside of the egg. What a surprising and original idea. Keep the formula for yourself and do it for others. Use instead of cards! Fun and money!! Do not eat this egg!

53. **UNIQUE GLASS ARTICLES:** Rainbow colours for bottles, vases, etc: Use floating art colours obtainable from most paint stores. Take a pail and fill it with water and drop a few drops of several different colours on top of the water. Now, take any article you wish to colour and dip down through the colours, slowly back and forth. You now have a rainbow coloured article. You can colour bottles, vases, and many articles this way. Cut bottles in any shape and make vases and perform many cuttings on glass. Use your imagination and create many interesting and/or useful articles. Excellent gift.

54. **METHODS TO CUT VARIOUS TYPES OF GLASS**:

55. Dip a piece of common string in alcohol or kerosene and squeeze it as dry as it will get without dripping. Place the string on the already marked glass and tie tight. Light the string and let it burn off. Immediately, while the glass is still hot, plunge it into cold water. Strike the glass outside the line of cutting using a stick of wood and hitting with a sharp stroke. The glass will break where it has been weakened by the burning string into a clean cut as if done by a regular glass cutter.

56. This method that rarely fails to break the glass clean in the place you want it to break. First, scratch the glass with the corner of a file or sharp graver. Have a piece of wire bent to the desired shape you want to cut the glass. Heat the wire red hot and lay it upon the scratch. Sink the glass into cold water just deep enough to come on a level with the wire, not quite covering it. The glass will break clean.

57. **PAPER RECYCLING:** One of the easiest (and best) ways of making extra money is by collecting paper, card boxes and selling them to a “recycling plant” in your area. You can “employ” people to collect. Think about the stacks of old newspapers, paper and cartons you would have if you were to collect and haul away for the people and businesses -Trash cans? Even though you have a collection depot, you still must continue your collection rounds. But with a collection depot, you can hire other people to make the collections and transfer their loads into the depot facility. You’ll be selling ten to fifteen tons of paper whenever you make your trips to the recycling plant, picking up a good second income while you’re doing it.

58. **MAID SERVICE:** The number of women working outside the home has grown tremendously, and continues to grow. Is it any wonder that more and more women are finding it impossible to keep up with the responsibilities of a career and home? An offshoot of this phenomenon is an upsurge in the demand for good maid services. Starting a business in this industry requires very low initial expenses and good organizational ability. There are really only two areas of overhead expenses you’ll need to worry about: advertising and supplies. Of course, the service you’ll be providing is house and office cleaning. Advertising is not costly: flyers supermarkets boards and neighbourhood newspapers that charge very reasonable rates for advertising.The service we’ve described above can become more of a placement agency than a service agency. You may wish to continue recruiting employees and match them directly with the homeowner and you can charge a fee for the placement service. This business can be extended to supply businesses with temporary staff.

59. **WINDOW WASHING:**Here’s a business that, almost more than any other with equal potential for real wealth, meets the most stringent requirements of just about any sceptic. In fact, there’s so much in favour of the “little guy” with this business, it’s a real mystery why more people don’t choose this one as the vehicle for their ultimate independence and financial security. The basic knowledge needed for success is simple and easy to learn. Very little monetary investment is needed for equipment.There’s a real demand for this type of business everywhere, especially business buildings.

60. **GLASS ETCHING** Glass etching is the application of lettering, monograms or designs on glass. This little known business can be started in a garage or shop and work into something really lucrative. Glass etching is accomplished by covering the glass with a pattern, then, with the aid of a special machine, blowing “sand” against the surface. Wherever the glass is not protected, it becomes “etched” as the sand repeatedly strikes and “pits” the surface. Examples of etched glass products are monogrammed glassware, key chains, lettered windows, designed mirrors and numbers or letters applied as identification marks.Most glass etching today is by the sandblasting method. Another form of glass etching is actually engraving—where the operator imprints the pattern or design on glass with a high speed drill and a fine, hardened steel bit. One very promising use is engraving the engine or frame number or owner’s driver license number on both the front and back windshields as a police identification tool. Thieves don’t like to steal these vehicles because they must replace the glass! This operation alone may become a good business in some areas. Most custom glass etching is priced on a letter or design basis—how many and what size letters are to be applied, plus the number of pieces. Whether the letter is sandblasted or engraved. Make up items to sell.

61. **STAINED GLASS:** “All I had was the bare necessities - my hand tools and a bench,” says Williams. Eventually, Williams purchased a glass grinder used to grind glass down for precision fitting. Next, he bought a diamond band saw. This he used for tricky cutting such as 90-degree angles and cutting that cannot be done by hand - it gives the glass worker a professional cut. To round out his studio, Williams bought a glass kiln. The kiln is used for glass painting and fusing. It is a necessity when one is restoring the windows of old churches. Most of these tools are not necessary when just starting out, but they do save a lot of time for the professional. It is obvious that if you don’t have a wide pallet of coloured glass to choose from, you will lose your business to the guy that does. Explain that not only could you provide excellently crafted stained glass, but you could also install it and do any necessary repairs on the job. It would save a considerable amount of money. Call on architects. Create stained glass for front doors and sidelights.

62. **FIXING ELECTRICAL APPLIANCES**: Stoves, fridges, geysers, washing machines, tumble driers, vacuum cleaners, lawnmowers etc. have a habit of breaking. If you are an electrician or know something about repairing these appliances, jump at the opportunity!! Free ads at shopping centres and maybe a small ad in the local regional paper and away you go, earning good money! Establish the rates charged by your competition and adjust. You are working from home, no overheads! Your earnings will depend on your initiative and the hours.

63. **PLANNING PARTIES:** Fun is the name of the game and making sure your events aren’t forgotten is the key to referral and repeat business. Making your parties work. Infinite Possibilities. Mardigras, Chinese New Years, Who Done Its, Chuckles the Clown, any theme, any time. The only restrictions are in your imagination and the client’s budget. Party planners put together parties for newborns to seniors. Customers can be found in any arena: corporations, conventions and just plain people. Magic, fantasy and entertainment are possible starting points and the sky’s the limit! While some party planners simply provide their clients with the idea for their party, others plan and execute the “do”. In addition to coming up with the basic party theme, they put together the entire party including creating the props, arranging the location, sending out invitations, hiring the caterers, picking the menu, and finding the entertainment, just mention a few. Pick You Client’s Brain. The bottom line for any event is what your client hopes to achieve.

64. **SELLING SCRAP:** You too can break into the scrap metal business on a shoestring and turn someone else’s junk into gold. Start out by becoming a “local junk dealer.” All you actually need to get started is a couple of empty boxes and transport facilities. Any metal that you’d find is worth money. Check with local machine shops, plumbers, electricians, roofers, and building contractors. And be sure and check in the neighbourhood trash containers and service stations. It’s a good idea to contract with these sources to remove their metal on a regular basis - most of them will just give it to you, it saves them hauling it away. Sort out the metal according to type - copper, steel, iron, tin, brass, aluminium, etc. This is the best source of scrap metals. Separated, it is worth much more. Your next step is to search for scrap metal processors - they are anxious to purchase all the scrap that you can provide at the going rates.

65. **SILK SCREENING, INEXPENSIVELY:** Silk screen or screen printing is a long used process for mass-producing signs and designs economically. Going into this business may require a little more time (to learn), effort (to set up) and money (equipment and supplies) than some, but it is a business that could virtually explode into something really big! The basic idea in silk screening is to create a master screen through which paint can form designs on a large number of duplicates. There are many different levels and variations of screen printing, from a small, hobby operation to an “octopus”-looking affair, where up to four different colours can be applied in rapid fashion, using special, fast-drying inks. Screen printing jobs include printing name tags (on plastic or metal holders), bumper stickers (on self-stick paper), letters on banners), designs on flags or ensigns), political posters, (paper or plastic), street signs and truck signs, souvenirs, advertising stands and thousands of other possibilities. You can buy and print your own objects for resale. Examples are glass mugs with the school or town emblem, ceramic tiles with scenes, fancy “keep off the grass” signs, etc.

66. **BABY-SITTING AND DAY CARE:** There’s a definite need for baby-sitting taking infants from six weeks as more and more mothers of babies are forced to find jobs outside the home. Actually, you can begin by operating a baby-sitting service, Around-the-clock baby-sitting services, in addition to your regular day care centre; can add tremendous and immediate profits to your business. Such services would enable the parents to drop their children off in the evening, and leave them around the clock or over the weekend. The demand for unplanned or emergency baby-sitting services is very large. Once you’re beyond the baby-sitting stage, out of your home and backyard, begin to build a real day care facility. You might try locating in your church or one of your area’s civic club facilities. The first decision must be if you will include breakfast and serving a noon meal. If you do decide to offer meals for those parents not wanting to feed their children at home, charge more.

67. **PET-SITTING:** Flexible hours. No experience necessary. One of the easiest businesses to start and operate, it requires very little money. The only necessary skills are patience, time, and lots of love. Pet sitting involves going into someone’s home and caring for a pet when the owner isn’t available. The service can include plant watering and mail and newspaper pick-up. The focus, however, is on the animal. Pet sitting saves a client and the animal the aggravation of dealing with a kennel. Although most clients will come your way by word of mouth, invest in a few marketing tools. Business cards or fliers can be placed anywhere pets are found, pet shops and vet clinics. A pet-sitting business is an easy one to start. The only requirement is a real love for animals. You will find that people are quite interested in your service and are more than willing to pay.

68. **FLEA MARKETS:** Practically any item imaginable can be, and is, sold at flea markets. The overall average net income seems to be very satisfactory. Some of the so-called “smart” people are earning enough to do it full time. Most of the people sell two days per week, while some travel and sell four and five days a week. As mentioned before, almost anything can be sold at flea markets, however, some lines seem to out pull most of the rest. I know one guy who has set up a regular route and collects used spark plugs from dozens of service stations and garages. He takes them home, soaks them in a cleaning solution and then applies a spark plug sandblasting machine. He then sorts them according to application and packages them according to the size of the engine. You will find him every weekend at a flea market, offering his products. He tells that he is usually sold out by noon every day - which is all he wants to work anyhow. He averages about 100 sets. One of the most popular lines to sell is clothing: jeans, blouses, shirts, skirts, etc. - both new and used. Other popular items are jewellery, car parts, and tools and used books. As always, flea market shoppers are looking for a super deal on anything they buy. So be sure to price your merchandise below the retail price. The lower the price, the faster you’ll sell - dealing in volume will make your net profit higher! Check the local factories in your area. Seconds are big sellers at flea markets. Check the classified ad sections of your newspaper for super sales - going-out-of-business offers and that sort of thing. In this fast-moving market local closeout sales may be your best supply source. Important to should remember: a large percentage of the sellers at flea markets are there just for the day, while you are the Professional Fleamarketeer. So don’t get desperate and try to unload at any price. What doesn’t sell today may very well sell tomorrow, or next week. If you keep your stock up, the sales will come.

69. **HANDCRAFTED ITEMS**: You can make ribbon baskets, macramé plant hangers, and a variety of the right kind of merchandise. Christmas items, fabric frames, quilted wall hangings, a variety of other decorative items and a seasonal line for summer and winter, etc. You stay at home earning an income.

70. **EMBOSSING KITS:** An embossing kit is a novelty item used to emboss names in raised gold or silver lettering on books, cards, stationery, etc., with a beautiful effect. Looks expensive. Very simple to use, and it can be manufactured very simply and cheaply. All that is needed to emboss names in gold or silver is embossing powder, fusing ink, and an ordinary pen. Mix as follows: Embossing powder... 4 parts of finely powdered resin, 2 parts gold or silver bronzing powder... Mix well. Fusing ink... 1 part white syrup, 7 parts water, ½ teaspoon Lysol and enough colouring to see when writing. Write with the fusing ink the name or names wanted, using the ink pen. Then the embossing powder is spread over the writing. Shake off the surplus. Now apply heat from an iron, toaster, or burner until the raised effect is seen. It’s unbelievable! You can pack it in boxes or bottles and sell it.

71. **JEWELLERY:** This is where you can use your imagination to earn lots of money!! What’s more, anyone can do this and have fun - a real family opportunity. Almost everyone has some sparkling buttons to marvel at, or a set of dominoes, checkers. Maybe you have a partial Scrabble game and perhaps even colourful articles. Gather your treasures and look in second hand shops and flea markets for that different item and start earning extra income now! Strap those buttons on a piece of elastic to create eye-catching bangle bracelets. Glue the dominoes, checkers, and Scrabble pieces onto earrings or pin backs for men and women. Whatever the material, this could end in a rewarding home-jewellery business. The bottom line: use your imagination!! Go to flea markets with creative, artistic urges. Make bracelets or neck amulets, belts and a few patent leather handbags also festooned with buttons. Earrings and pins can be made without drilling, just purchase a quality glue as well as earring and pin backs. Although there is a variety of ways to sell jewellery, from craft fairs and festivals, at gift and clothing boutiques, on consignment or by personal referrals, the best methods really depend on individual preferences

72. **ASSEMBLING PRODUCTS:** There’s always money to be made from one’s crafts and hobbies, even if it doesn’t seem so at first glance. There are small-scale manufacturing opportunities available to even unskilled workers that can be expanded over time. If you’re willing to learn some basic crafts, you can turn those skills into a home-based business. Perhaps you enjoy making stuffed animals that children love. Needlework, sewing, embroidery, knitting, jewellery making and tailoring may be among your talents that you can turn into extra income. Perhaps you’re a good carpenter, and you can turn to high-quality cabinet making or furniture-making. Maybe you can see a need for furniture repair in your area. Or perhaps you’re excellent at crafting doll houses and miniature figures for which you can charge premium prices.

73. **PICTURE FRAMING:** You can start on a sturdy table or solid work bench in a small storage area, such as your garage. If you are handy with tools you could be on your way to a nice sideline business that could grow with time. Many wood mouldings can be bought at reasonable cost from timber yards. Some firms sells picture framing material. Everyone has photos and prized possessions which need framing.

74. Many people don’t like the plastic frames found in stores today, thus creating a ready market for beautiful, natural wood frames. Quite often you can find old, beautiful, rugged picture frames that can be repaired and cut down to today’s standards. Good frames can add substantially to the value of art, paintings, posters, certificates, etc. The list is endless. With just a little experience and proper tools you can also learn to cut your own glass for the frames.

75. **CLOCK MOUNTING:** Most successful clock making businesses started out as hobbies. This business involves buying (not manufacturing) clock works and mounting them in unique, attractive faces, holders and motifs that you create. Many different types and prices of clock works are available from various shops that you can fashion into works of art. A clock can be mounted on any number of crafted or non-crafted items: burl wood, toys, funny faces, paintings, etched mirrors, souvenirs, marble slabs, sculptures, photographs, family keepsakes, or just about anything you can imagine. In fact, you might well come up with a new idea. You do not have to know about clocks or watch repair, or have any special talents. The clock works, whether electric or wind-up come complete, ready to mount.

76. **DELIVERY SERVICE:** If you have a truck, motorbike or even a small trailer, you can use it to deliver messages or make light deliveries. Contract with stores and businesses to deliver their messages and or packages on a retainer plus trip basis. Many businesses either have a need to deliver or have customers who need delivery service. Maintaining a delivery service can be very expensive for local businessmen. They must have a truck, pay a driver, expenses that may be out of the question for a small business. Small business owners have problems leaving their shops and would support such a service. This is why some would be happy to contract or refer delivery chores. Even businesses that have their own services can never predict how busy they might be at any particular time and may need help with backlogs, especially during high sales seasons. People who buy a new product today do not want to wait a week to have it delivered, some will even cancel the order if it is not delivered on time! Deliveries are not limited to merchandise; they can be packages of important papers, picking up items for shipment or going after a part for a mechanic.

77. **MESSENGER SERVICE:** This is closely allied with delivery service but is a little more complicated. Messages and small packages (often of very important papers) that are sent by messenger are almost always expensive or urgent (or both). They can be a document that is needed to transact an important real estate deal, a note that is being paid off, a package to a client. A messenger service generally requires more speed, accessibility, reliability than a delivery service. You only need "fast" transport like a scooter or bicycle and a cell phone so that you can be contacted and that you can react fast!

78. **CONSIGNMENT SHOP:** It requires very little capital, and accepts goods for sale from members of the public and sells these items for them on a commission basis. You might try a wide variety of items at first, to see what sells best and most regularly.

79. **TOYS AND WOODEN NOVELTIES:** Make and sell toy cars, wagons, wooden puzzle, hobby horses, etc. Retail them at flea markets, fairs, direct from your shop or yard and/or wholesale them to shops. Wooden toys have a special appeal that most other types of toys do not, nostalgia and parent confidence. Parents remember the wooden toys they had as children lasted a long time and that they were safe. Wooden toys like hobby horses or stick horses are so old, they are “new”! For the past few years, wooden items have become more and scarcer as they have been replaced by plastic and wood filled plastics. The overall result is that an item made of “genuine wood” is now considered more valuable than the substitutes that just a few years ago were considered an “improvement” over wood. In the wooden toy business, you have the option of making a variety of things or specializing in one item or series of items. You also have the luxury of being able to use what other industries would call scraps. This means that you can use materials that others can’t, and that if you can locate a good source, your materials should be half or less of the going rate. As a result, you will be able to offer finished toys of good quality wood at excellent prices and still make a very nice profit. If you specialize in larger items such as hobby horses, one well-placed ad for genuine, old-fashioned hardwood horses could keep you busy!

80. **CARPETCLEANING:** There are two fairly new, and very important conditions existing in the world today that have not only made the carpet cleaning industry a “billion dollar business,” but also practically guarantee your success as an entrepreneur in this field. First, almost all homes and office buildings have wall-to-wall carpeting. Secondly, the replacement costs have caused people to want to make what they already own last longer, therefore they’re more than willing to pay a specialist to do this kind of work for them. It doesn’t take any special education, skill or experience to operate a professional-type, deep-cleaning carpet cleaner. Your prospects are all the businesses and homes with carpets in your area. Your service is the “deep-down shampoo cleaning” of carpeting in your customers’ homes or places of business.. Later on - possibly in a month or six weeks - you’ll want to buy or lease your own equipment. Your business will grow and flourish as a result of your doing a good and complete job every time. It may take you a few minutes longer but in the end this will pay off with satisfied customers; and a group of satisfied customers is the key to your becoming wealthy in this business. You want your customers to call you again and again to clean their carpets.

81. **CARPET LAYING:**  If you can read a tape measure and cut a straight line, you can become a highly-paid, independent carpet layer. It doesn’t take a lot of expensive tools and supplies te get into the carpet laying bussiness, but you will need a vehicle to transport carpet. Carpet laying isn’t a profession that requires a special education, but there are tricks of the trade that should be learned. You can do that by working for another carpet layer for a while, employing an experienced worker or read books on the subject.

82. **VEHICLE SERVICE AND REPAIRS:** A motor mechanic or somebody knowing enough about vehicles will do extremely well working from home. Just think of the excessive labour charges as well as high profits on spares! More than one person runs his business from home, charging a reasonable fee for his labour and asking a reasonable price for parts subsequently earning himself an acceptable income. To become known, use some of the free advertising methods mentioned.

83. **AUTO PARTS REBUILDING:** Work with garages and mechanics. Specialize in rebuilding one part [carburettors, master cylinders, electronic ignitions] for one of several makes. Install kits, ream and/or re-fit and guarantee all your work.

84. **AUTO TOUCH UP:** Repair minor dents, cover chips, remove rust, polish, clean tyres. Renew rubber and plastic; deodorize to help bring best price or trade-in.

85. **AUTO PAWN SHOP:** Hold cars as collateral for short-term loans. Hold the title [if clear] or, “buy” the car with a 30-60 day or so buy-back price agreement or limited power of attorney. Make sure about laws and obtain proper legal advice before proceeding!

86. **CANDLES FOR KIDDIES, FUN!** Let kids make their own candles! Great fun! Very popular! All you need is a frame that can hold 8 –10 containers with different colours of wax to be melted a well as a method - gas burner - to keep the wax in a melted form, a bucket of cold water and a piece if string. You sell the piece of string to a kid and allow the kid to dip the string in one if the containers, and then dip in water for the wax to set. The kid repeats this until he/she has a candle made up of various colours, more or less 3 cm thick. Cut along the candle to expose the different colours Do this where you can reach your target market, young kids. Flea markets, fairs, sport events, etc. A money-spinner at the right location.

87. **TRANSFER PHOTOS**: You can transfer a photo or snapshot from a negative onto wood, cloth, paper, etc. All printing is done from the negative, not from the photo. Prepare two simple solutions as follows:

88. Dissolve in 6 fluid ounces of distilled water: ¼ ounce of Silver Nitrate, ¼ ounce of Ferric Ammonium Citrate, ¼ ounce of Citric Acid. Stir until dissolved and pour the contents into a dark bottle until ready to use.

89. Dissolve ¼ ounce Sodium Thiosulphate in 10 ounces of water. Bottle until ready to use.

90. Place the picture exactly where you want it, then mark around it with chalk or something that will easily wash out. Now take a piece of cotton, saturate it in Solution No 1 and spread the solution evenly over the spot where the picture is to be printed. If you are printing on cloth, it will be a good idea to stretch the cloth over a piece of glass and hold it in place with spring type clothespins. Apply Solution No 2 to the printed area, and soak it well for about one minute. This application of the second solution “fixes” the picture and prevents it from fading out later when exposed to light. Rinse the surface in clean water and allow to dry. When you have familiarized yourself with these simple directions you will have no trouble in producing remarkable results that will amaze your friends, and enable you to prepare many unusual items for gifts, etc. You should be able to purchase all the above ingredients at any good chemist or photographic shop.

91. **FURNITURE REFINISHING**: If you have a garage or work building and are willing to learn a craft, upholstering, re-upholstering and/or furniture refinishing would make an excellent home business. The investment is comparatively small and there is always a market for these skills and the products they yield. When operating a business like this, you will be asked to recommend finishes, fabrics and methods. As a professional, you are often in a better position to answer these questions than your customers, but be careful not to routinely recommend those things that bring you the most profit. Remember that they may also ask someone else. Also, bear in mind that refinishing and reupholstering other people’s furniture is not your only option. You can also buy things to restore – from auctions, garage sales, foreclosures (business furniture is a whole new market!) and from individuals who answer your “will buy” ads. The item you buy to refinish must bring at least double its cost plus a fair return for your labour and materials to restore it.

92. **HOUSE PAINTING:** If you would like a service business that will keep you busy, house painting is the one! A vehicle, ladders, brushes and some drop cloths are the main mechanical needs; you are the other ingredient needed for a thriving business. This is a business where you can get by with the bare minimum investment at first, then build slowly as your business increases – adding other fancy equipment as you need and can afford it. The easiest way to keep busy (probably snowed under would be a better term) is to do work for real estate and rental agencies. They have lots of work but do not necessarily pay the best – but they do usually pay on time. Most commercial interests are looking for economy: they want the inside walls painted “any colour, so long as it is off-white” and don’t care so much about long lasting jobs because tenants damage the best quality paints almost as fast as the lower priced products. Contracting to paint for private individuals generally (but not always) is much more profitable than commercial work. But, it usually requires more time and effort because there are more individuals to please. For outside painting, the surface to be painted will have a lot to do with what it takes to paint it properly – some surfaces are more porous and require much more paint, some will need scraping and/or filling, and still others require primer, sealer, and/or extra coats to cover dark colours.

93. **BIRD HOUSES AND FEEDERS:** Build and sell attractive standard model and custom birdhouses and bird feeders that are designed for specific species. This business requires a wood shop and basic woodworking tools, paint, some basic knowledge of carpentry and birds, but not much else. It can be a very pleasant and uncomplicated but highly rewarding business. To be effective, you need to know something about the birds in your area – when they nest, what size houses, entry holes, whether one or more nest in the same area, and of course, how high off the ground they must be mounted. You can also copy items that you see in shops. You can find out all you need to know about the bird’s nesting needs at your local library. Let the wood merchant know you can use odd-sized pieces (which should be considerably cheaper) and many kinds of scraps. A variety of woods will serve you nicely – then you can offer a variety of birdhouse models.

94. Commercial birdhouses seldom specify the type bird they are designed for – or how high it should be mounted. The reason is simple: they don’t want to limit their sales or they don’t know. Since your bird houses are built for a particular species of bird, you should provide a little info sheet with each house. Tell a little about the bird, its habits and history, and how to get results with the bird house. Since you need to find out a little about the bird anyway to build the correct birdhouse, you already have most of the information. This little gimmick alone can help you get more for each birdhouse.

95. **COSTUME RENTAL**: Make (buy, sell) and alter costumes for parties, Halloween, promotions, school plays. Expand to formal clothing rentals (tuxedos, gowns.)

96. **DANCING SCHOOL:** Instruct others in your dance specialty in group or individual classes. Be sure to “showcase” students to encourage them and publicize your business.

97. **WINDOWS AND SCREENS:** Repair windows (replace glass, repair frames). Renew or rebuild screens. Offer different screens, and package prices for all new screens.

98. **ACCUMULATION SALE**: Gather items from job lot purchases or any source. Clean up and store until you have enough to hold a sale from your home. Then arrange and sell.

99. **DISTRESS SALES:** Buy household items cheap at auctions and closing sales. Clean them and sell as your own out of your living room because you need the money [*e.g. to pay a fine!!??]*, and never because you have new or better things!

100. **FURNITURE RESALE:** Select promising articles of furniture cheap at garage sales and auctions. Clean up, do minor repairs and sell from your home for a nice profit.

101. **SURPLUS SALE**: Buy bargain priced items at auctions and sales. Store neatly in a secure area; advertise to find buyers who need them. Open your storage place one or two days a week or sell large items by appointment.

102. **GOVERNMENT AUCTIONS**: Go to major government auctions and bid for resale. List with auction companies to receive notice of **future auctions.**

103. **USED ITEMS:** “Used whatever Shop”. Have used items for sale, take in, sell, rebuy, trade in, and re-sell.

104. **KITCHEN CABINET REFINISHING:** Refinish in-home kitchen cabinets. Remove old finish, sand, fill dents, stain or paint, replace worn hardware, apply new finish and install door knobs and drawer pulls.

105. **TREE SURGERY:** With a little training and experience anyone can trim, treat, fill and seal tree “wounds”. Start with small jobs and gradually increase as you build confidence and buy more equipment.

106. **ROOF COATING, METAL:** Renew rusty and/or leaky metal roofs with paint, rust killer, galvanizing, aluminized tar or insulating [foam] toppings. Always make sure that you know about new products and methods.

107. **AWNINGS, WINDOW:** Design, sell and install permanent and fold-up fabric and/or metal awnings for storefronts, patios, and house windows.

108. **BUILDER’S CLEAN-UP:** Work with contractors to clean up during and after constructions jobs. Sweep out building, haul away all debris. Salvage leftovers as bonus.

109. **COUNTER REFINISHING:** Refinish, repair damaged counter tops in homes, businesses and for rental or housing agents. Advertise and list your service with hardware shops.

110. **PILLOWS:** Make and decorate designer, fancy or “down home” pillows to sell in boutiques, fairs, party plans, sales catalogues and/or advertisements and mail order.

111. **OIL RECLAIMING:** With a mechanical filtering system, collect used oil from service stations and mechanics. Purify (strain), bottle and market as reconstituted oil.

112. **APPLIANCE LEASING**: Buy (new or used) and lease appliances to individuals, landlords, rental agents and commercial operations. Service your own equipment while leased.

113. **ROOFING:** Repair, replace or rebuild roofs on homes and commercial buildings. Buy materials wholesale and charge retail. Subcontract some jobs for a commission.

114. **TREE TRIMMING:** Trim and shape trees and shrubs for private and commercial clients. Be sure to learn proper trimming, pruning and sealing (against pests) methods.

115. **BONSAI PLANTS:** Grow (or buy) and arrange into attractive pots or arrangements. Retail from your home, shop or wholesale to flower shops, greenhouses and nurseries.

116. **RENTAL PREPARATION:** Prepare apartments for occupancy: paint, do minor repairs, cover scratches, remove stains, replace bulbs, mow lawn, check faucets and drains.

117. **COMPOSTING SERVICE:** With your portable composting machine, go to client locations and reduce their brush and trimmings to compost. Charge to clear AND to compost.

118. **NAIL POLISH MANUFACTURING:** Buy red lacquer in bulk and bottles in bulk. Mix in various colours, bottle and sell. Add your own nail polish remover (acetone mixture).

119. **TILE WORK:** Specialize in ceramic tile: install in bathrooms, sinks, floors. Work by the hour or better still, submit bids for jobs, including the tile (at retail price).Tile merchants will give you a lot of tips.

120. **QUILTING:** Make and sell beautiful homemade quilts from “scraps” in your “spare time”. Take colour photographs of each quilt and make a “catalogue” to show them.

121. **GEM MAKING:** Operate a “rock shop” in your garage. Cut, polish facet, shape and mount gems in findings. Sell mounted, unmounted gems and jewellery.

122. **HOME HANDYMAN:** Perform handyman services for those who can’t or don’t have the time. Make good money and save customers the cost of an expensive technician. Make it clear what you do and get paid for your time, not fixing things. Save customers money.

123. **FLOWER DRYING:** Raise or buy dryable flowers and shrubs for retail and wholesale customers: one kind packets or arrangements. Sell kits with complete instructions.

124. **BREAD SPECIALTIES:** Bake and sell unusual varieties of homemade breads: low calorie, ethnic, etc. Take orders for loaves fresh from your kitchen, deliver to stores.

125. **CEMENT JOBS, SMALL:** Contract small jobs with your mixer, equipment and truck. Haul your own materials. Do small profitable jobs big companies can’t afford to bid on.

126. **CARPET REPAIR:** Repair burns, tears, bad and worn spots in carpets for individuals, rental agencies, businesses, hotels. Good sideline for carpet cleaners, dyers, installers.

127. **FIREWOOD**: Contract to clear land with trees. Compost the brush, cut and store the logs for firewood. Cut to standard lengths, stack by size and type for winter sales.

128. **PRIVATE USED CAR LOT:** Rent space to private owners to display their “for sale” cars, etc. on your car lot. Charge a fee to the seller. Put up a sign, take calls, and sell placards to sellers.

129. **JEWELLERY BOXES:** Make fine jewellery boxes (lined, lacquered, inlaid, shell covered) for gift stores and retail sales. Add music works for extra profits.

130. **TELEVISION COMPUTER PICTURES**: Lease a computer-printer and a video camera and a monitor screen that produces large-size, high contrast portraits of customers in 30 seconds, while they wait. You will find this a sure-fire crowd attracter, as the printer chatters away! Set up in a crowded resort area. Charge for framed in a simple mat; almost all of which is gross profit. Net cost of all materials, a few cents.

131. **RENTAL EQUIPMENT:** Be the source of supplies for do-it-yourselves. Working only Saturdays and Sundays when they do, you rent out power tools, such as circular saws, jigsaws, reciprocating saws, chain saws, electric drills, electric planers, belt and orbital sanders, routers, paint sprayers, wallpaper removal steamers, staple guns, pumps, home cleaning machines, and other equipment for daily fees. Operate out of your garage. With urban living, the back-to-nature movement is growing and camping is becoming very popular. Rent out tents, sleeping bags, portable propane stoves, chairs, etc. Demand identification from customers and reliable security (keeping one of their credit cards is good).

132. **SHARPENING SERVICE**: Take in saws, knives, etc. To be sharpened.

133. **BE AN INSTRUCTOR:** Teach whatever you know. Your trade, profession, cooking skills, a second language, wood-working, chess, photography, knitting, karate, bridge, auto repair, etc. People will pay for good lessons in these useful and enjoyable skills.

134. **CHILDREN’S HOTEL:** This is sort of a “boarding house” for kids while their parents go away for a week-end or two-week vacation. Requires a large house, and preferably, a large yard or grounds, swings, slides, and facilities useful for kids. Must be done very responsibly and carefully.

135. **TOUR-BUS SERVICES**: Even in affluent countries not everyone has a car. There are also those who often prefer to leave long trips to professional bus driver. Although there are bus tours offered to familiar places people would like to go to some of the many interesting places if offered the chance. Here’s where you come in. You must be creative about it, and study the area around your hometown, to discover some original and different places to travel to one day trips which will “turn on” your prospective customers, and get them to sign up.

136. The rest is easy. You get competitive quotes (from commercial bus companies) for a quality bus to do the round-trip, with a suitable stopover at the destination point (enough to do the sights, shop, and maybe eat as well). Then you figure your tour price per person so you can make a profit even if the bus is only half-full or so. Then you have a safety margin and if you sell every seat you will do very well indeed.

137. **SECOND HAND KIDS CLOTHING**: Children usually outgrow their clothes rather than wearing them out. So many families have such clothing left around. You collect it, paying nothing or as little as possible. Then you resell it.

138. **TROPICAL FISH:** This requires only a moderate amount of space and a small investment in equipment. Properly done, it needs only a small amount of your time yet can make you a good profit. You can obtain your beginning stock from the large wholesale dealers. You can sell direct to consumers (the hobbyists) or to shops in your area.

139. **KEY-SAFETY SERVICES:** Each customer is sold a special tag to put on his or her key ring. It says “drop in any mailbox” and has the address of a post office box that you rent. (Don’t use your home address for the same reason your customers shouldn’t have their home address on their keys – dishonest people finding the keys will come prowling around). You assign each customer’s tag a code number from a list that you keep. When someone’s keys arrive at your post office box, you return them to him, for another fee.

140. **BABY ITEMS RENTAL:** You rent everything needed for a baby’s care, stroller, play pen, high chair, etc. When the customer’s baby outgrows them, you rent to the next couple. Of course, you must advertise, and also send direct mail pieces to all couples with new births (get their names from hospitals and doctors and newspapers)

141. **HANGING PLANTS:** Specialize in hanging plants [flowers, ferns, vines] of all sizes and descriptions. Display for sale when in peak condition in attractive pots and hangers. Advertise that you do trade-ins!

142. **KITES:** Build, sell and demonstrate all kinds of kites and accessories. Start a programme to sell advertising space to sponsoring business people during “meets” that you help stage [e.g. open, between schools, towns] give away kites as prizes.

143. **LIGHTING SPECIALIST**: Design, sell, service and install lighting systems for external residences and business buildings. Use inexpensive 12 volt systems among shrubs and bushes for security and beauty; coloured spotlights for unusual effects.

144. **METAL FOUNDRY**: Operate a small metal foundry in your garage/workshop. Cast parts as a subcontractor, custom items or your own products. Buy or pickup scraps metal to melt down. Examples: dresser knobs, door plates and trophy bases.

145. **METAL RECYCLING:** Pick up, sort, process [dismantle, clean wires], waste metals from any source. Accumulate into lots and sell to foundries or salvage yards. Advertise to buy surplus metals.

146. **MINIATURE GARDENS:** Create various sizes of garden-like display containers of life plants for hospital sick rooms, boxes for balconies, rooftop planters, offices and residences. Include instructions for care to make your products last.

147. **MOSAIC TILE:** Buy patterns or create custom designed pieces and install in an exclusive design for each customer. Offer exquisite kitchen and bathroom designs as well as spa and even swimming pool arrangements. Be creative and make money!

148. **SEED PACKETS:** Collect and label packets of selected wild flowers native to your area. Include picture, instructions and folklore on each package. Advertise in garden magazines.

149. **GRAPHOANALYSIS:** Upon completion of training, offer your services as a handwriting analyst to individuals, law enforcement agencies and attorneys from your office or by mail.

150. **REAL PEOPLE DOLLS:** Make and dress doll representations of real people (heroes, historical, client/client’s kids). Include info card, present in attractive glass display boxes.

151. **ADULT DAY CARE:** Operate a centre to look after elderly and/or handicapped people. Offer TLC, refreshments, games activities and assistance, but not “health care”.

152. **PASTE CRAFT:** Glue unusual fabrics onto hard surfaces (trays, dishes) to sell in craft shops. Sell finished items and also the materials. Teach the art and sell do-it-yourself kits.

153. **BALLOON STAND:** Set up your booth or table with an air tank (helium) and supply of balloons and accessories. Display and sell them at parades, fairs, flea markets, wherever kids are!

154. **HOME SITTING:** Agree to stay in OR look after houses, apartments while owners are away (water flowers, remove papers, turn on lights). Call the owners in the event of emergency.

155. **AUTO SECOND OPINION**: For a fee, check customer’s car to determine repairs needed and probable cost. Provide your expert and UNBAISED opinion. Offer list of several repair shops.

156. **BUSINESS EQUIPMENT:** Buy equipment and supplies from bankruptcy sales and auctions. Store until qualified buyers are found, then sell at double or triple your investment.

157. **VENDING MACHINE:** Buy, fill and place coin operated candy, gum, cigarette, drink or postage machines in strategic locations. Maintain, refill and collect coins on regular route.

158. **PET GROOMING**: The pet industry is a booming one. Pet lovers around the world will spend billions of $ on their billions of dogs, cats, birds and whatever pets they have. If you like dogs start your own pet grooming business that not only supplies shampoos, haircuts and flea treatments, but also cleans ears, trims nails, brushes teeth and shaves the dog's coat. Develop bright ideas about treatments for other pets and you are on your way to make money and enjoying doing so**.**

159. **HAIRDRESSING DATABASE:** Before you dismiss this idea, hang on! We talk about developing a mobile hairdressing network that links trained hairdressers with clients who are unable to leave their homes because of transport issues, disabilities. Wedding preparations or because they are just too busy or too important. Many hairdressers have difficulty keeping to the hours required by salons, especially if they have small children. Your commission-based business acts as a booking service benefitting both hairdressers and your clients. Consider approaching retirement villages and hospitals as well as offering pensioners discounts during quitter periods.

160. **ALTERATIONS [CLOTHING, ETC.]:** Replace buttons, let out cuffs, shorten sleeves, turn collars, repair tears for clothing stores, laundries and cleaners who don’t already offer this service.

161. **ARTIFICIAL PLANTS:** Make (or buy) your specialty artificial flowers and plants. Sell a selection of arrangements, baskets and special occasion creations; take custom orders.

162. **DOLL CLOTHES:** Difficult work for expert seamstress, but pays well. Work with doll makers, collectors, sells at fairs and through advertisements in doll related publications.

163. **CHAIR CANING:** Use cane, plastic, or other interesting materials to weave chair, etc. seats and backs onto casual and picturesque chairs for clients. Buy old chairs with promise at bargain prices to re-glue, refinish, re-cane and sell.

164. **POPCORN PRODUCTS:** Make up, seal and market various popcorn base products. Give your recipes unique, exotic names. Create colourful holiday, special occasion and “message bearing” containers to attract attention and show off your product.

165. **GOURD CULTURE:** Grow or process a variety of interesting gourds. Make them into decorations, utensils, painted figures, birdhouses. Retail finished gourds and do-it-yourself finishing kits. Sell seed packets with instructions to grow gourds.

166. **HOSPITAL GROOMING:** Assist patients with nail, hair, skin care in hospitals and nursing homes. Make appointments for this service or visit on a scheduled or route basis.

167. **PUPPET MAKING:** Create your own puppets (cartoon, caricatures or custom faces). Give shows at children’s (or young adult) parties. Train both “actors” and puppet makers. Charge for your shows. Make and sell puppets, kits, and accessories.

168. **RAG DOLLS:** Make rag, sock and similar stuffed dolls in your own unique fashion. Attach your label and offer to stores in your area. Offer to place them on consignment at first. When satisfied they are ready to sell, advertise nationwide.

169. **FLYER DISTRIBUTION:** Hire students to distribute ads, samples, coupons, announcements, door-to-door or on parked car windows. Charge extra to record occupant reactions. Contract with individual businesses and advertising agencies.

170. **SAWDUST MOULDING:** Use free sawdust (yours or from mill). Mix with glue, sand, pumice etc. Mould into figurines, lamp bases and other products. Develop your own sawdust, glue, colouring recipes. Make moulds with rubber mould compound.

171. **TEXTBOOK EXCHANGE:** Buy, sell trade and rent textbooks, reference books and clean workbooks in demand near educational institutions. Offer your service by mail to new students. Advertise that you take trade ins.

172. **DAMAGE REPAIR**: Restore property damaged by vandalism. Hire students to clean, paint over graffiti, make minor repairs, replace glass. Provide owners with itemized list of duties performed and supplies utilized. (for insurance)

173. **COMPUTOR TUTOR**: Many people have computers but never attended formal classes. They experience problems with their programmes which, to the expert, is easy to rectify. Most of your advice can be given over the phone. You will experience that the same customer comes back, again and again

174. **NECKTIES:** Make exclusive, handmade ties from exotic materials from all over the world. Offer a selection of designs, attach your exclusive label and advertise in men’s magazines. Try local shops first and offer them an exclusive dealership in a specific area. Then try larger markets.

175. **NEEDLECRAFT:** Make your own style of homemade items [pot holders, bonnets, towel rings, etc.] to sell on consignment to catalogue companies or at fairs or flea markets. Present them in a tasteful fashion with your label attached.

176. **PLAYGROUND EQUIPMENT:**Build and install [and maintain] playground equipment: forts, slides, climbing bars/mats, sandboxes, swings, circle rides, etc. Check on liability insurance or sell with agreement which excludes you from any charges for neglect

177. **PET PHOTOGRAPHY:** Specialize in pet portraits; in their home, your studio, at competitions or in their own “natural” setting. Offer a package price for so many of each size and situation, go to dog shows and take pictures of willing subjects – the losers too!

178. **PICTURE FRAMING:** Make unique picture frames for shops, artists and clients from mouldings, scraps, unusual fabrics. Set up jigs for the standard sizes. Between orders make standard sized frames that can be finished in a variety of ways.

179. **PILLOWS:** Make and decorate designer, fancy, or “down home” pillows. Sell to boutiques, fairs, through party plans, sales catalogue and advertisements. Offer a variety of sizes, shapes and covers. Do custom work for client’s décor.

180. **PLANT SCULPTURE:** A profitable specialty: braid trunks, shape into interesting forms, trim, bend, graft, to create valuable sculptures that bring premium prices. Use pictures in your advertisements. Sell each plant as an individual creation.

181. **PRODUCT PHOTOGRAPHY:** Take flattering, descriptive pictures of merchandises, clothing and satisfied customers for advertisements, catalogues and brochures. Send sample brochures to prospective manufacturers, distributors and retailers.

182. **DRIFTWOOD ART:** With sandblaster, power or hand held wire brush form and finish interesting pieces of driftwood [and other woods] into decorations, lamps, candle holders and plant mounts.

183. **DESERT GLASS:** Collect and sell sun-baked, weather-beaten glass in interesting colours. Make your own synthetic version by baking and/or sandblasting suitable objects with inexpensive equipment.

184. **EASY TO SELL NOVELTIES:** Load your vehicle and make big money selling imported, easy-to-sell novelties including: water snakes, needle threaders, key rings, yo-yo’s, X-ray glasses, trick playing cards, personal alarms, miniature flashlights and much more.

185. **BRONZING:** Bronze baby shoes, etc. Make mementoes, awards and trophies, design plaques and unique bases with emphasis on local needs such as Chamber of Commerce or company awards. Arrange for engraved plates on plaques. To prepare your liquid bronze, use bronze, copper or gold powder and mix with a fast drying varnish, use a good hair brush and paint the object inside and outside. More than one coat if necessary.

186. **HOUSE CLEANNG:** Offer one-time or periodic house cleaning services. Perform the heavy tasks [shampoo rugs, clean stoves, wash windows, wax floors,

187. defrost fridges, etc,]

188. **MOVING ASSISTANCE:** With your truck/trailer HELP clients move [versus “move them” to stay legal]. You can help them pack, load, move, unload and unpack. Have a standby crew ready to assist. Charge for your time and expenses, not for the move.

189. **YARD CLEAN-UP:** Contact with home owners, realtors and rental agents to clean up yards after winter, evictions, and storms. Mow, remove debris, water, replant, fertilize. Use periodic ads in a paper especially after winter or stormy weather.

190. **LAUNDRY SERVICE:** Washing, Ironing, folding, etc.

191. **MULTILEVEL OPPORTUNITIES:** It is possible to make money this way if you get enough people.

192. **RENTAL SERVICE:** If you got it, rent it! A backyard, patio, shrubs, tools. Etc.

193. **WEDDING PLANNER:** Help young couples and/or proud parents to plan theirs, what to order, when, etc. Don’t underestimate your possible involvement or the big bucks you can make. Weddings costing more than six figure dollars are not farfetched. If you do the planning and supervise to ensure a successful wedding and reception you can make lots of money. There are people doing this and making money.

194. **WOODWORKING:**  Carpentry, antique rebuilding, repairs.

195. **SEE YOURSELF AS A USED GOODS BROKER:** Many people hoard items they no longer use. As a second-hand goods broker you can see this opportunity to help people to get rid of these items and you could earn money for the owner and yourself.

196. **RUN A STEEL AGENCY FROM HOME AND MAKE SUBSTANTIAL PROFITS:** Work as a broker between steel manufacturers and/or wholesalers and engineering firms that use steel. There are various types of steel you can offer as an agency. You can start conservatively on one of these products and expand as your knowledge and infrastructure grows. You could for instance begin with steel bars, which on its own may be a full-time business. You could quite easily obtain a large order from a number of engineering firms. Other large factories that have their own workshops also use large quantities of steel bars to maintain their plant and equipment. Act as an agent between the engineering firms which use the steel on the supplier . You will receive commission from the suppliers. You obtain the orders and then pass it on to the supplier. The engineering firm pays the supplier directly and you receive your commission from the supplier. The viability of this type of business develops from the fact that you save time for the engineering firm by shopping around for best deals and on the other hand the supplier receive a major order. Both of them benefit.

197. **PRODUCT BROKER:** The business principle that applies to a steel broker can be also solving the needs or other end users and suppliers dealing with other types of products.

198. **REPOSSESSED CARS:** Buying and selling reprocessed cars is a great business.

199. **AFFILIATE MARKETING:** It is not uncommon to hear of office workers ditching their jobs in favour of executing an online business by selling products of other firms doing business on the internet. Just research this possibility and you will be mazed about the possibilities.

200. **WEBSITE HOSTING:** Hundreds of thousands domain names are registered continually. They need hosts to store their files. Your responsibility will be to store client's files on a server that you manage. Some hosting companies are unbelieving large with very large profits.

201. **CRAFT MAKING:** If you have artistic talent and you would love to make money from it, selling crafts is a great idea. There are many craft making ideas you can try or you can come up with your own ideas.

202. **SMALL SCALE FOOD PRODUCTION:** With a low investment you can make money with small scale culinary subsciption services which allow entrepeneurs to get a foothold in the food business and create a steady income and a loyal client basis.

203. **BOUTIQUE CLOTHING:** If you got an eye for unique and original clothing and you are looking for a profitable business, this type of clothing can be a dream come true if you have a fervor for fashion and are ready to share it with the world. You can open a boutique store or as a original and interesting altenative develope a mobile boutuque. You use a vehicle and go to interested people or park at ereas with great traffic. Dont underestimate this oppotunity!

204. **GIFTING SERVICE:** Many people do not have the time to put togeher a special gift basket for that special occation0.You could also develop your own cataloge with special and scarse items.

205. **NAILS AND JOY**: Having a manicure and pedicure can bring much pleasure to people. Do you know how abounding the profit is? With a competitive priced menu of nail services you can almost have customers immediately.

206. **TRANSFORMING TRASH:** This fast growing green industry gives you chance to develop a real profitable business. Techniques for dealing with waste and trash have evolved that provide environmentally safe solutions. Recycling and waste disposal companies are in demand. Put your thinking cap on and do something appreciable, helpful and profitable.

207. **RENTAL OF CATERING AND PARTY ARTICLES**: Some opportunities comes forward but get lost because the entrepreneur does not have enough or needed articles - items needed to do a proper job and costly or only for a "one time use" for the client. It could be linen stuff, chairs, tables, cutlery, decorating items. Cups and saucers, plates or whatever. Hundreds of possibilities. Lots of equipment can be bought cheaply at auctions and other places. Just accumulate items and rent it out!

208. **COMMERCIAL CLEANING**: Cleaning businesses become successful and can be more than a dream. It can be a successful reality if you plan your actions wisely and do reliable work as a trusted service provider. The janitorial and commercial cleaning industry has enjoyed rapid growth for many reasons and needs.

209. **STRUGGLING BUSINESSES:** Create an income for yourself through other peoples struggling businesses. There are real opportunities because when a business person strikes bottom and do not know what to do [a normal reaction] an outsider will find solutions. Whether it is financing, management or whatever problem you see fit to solve. This sometimes develops n either just taking over the business and negotiating with creditors to reduce their outstanding money – they would rather recover something and retain a client than losing money and a client. The previous owner solved his problem. The owner might agree to some payments at a later stage, payments you can afford to rescue the business.

210. **TANNING SALON:** Tanning salons have tanning beds that provide customers a summer tan all year long. Spray on tans is gaining in popularity. Your overheads will be relatively low and your profit will be high. You can have onetime customers and membership customers. Your customers will be individuals looking for a clean and friendly place you get a tan.

211. **CELL PHONE REPAIRS:** If you are technical savvy you can start a cell phone business by offering a much needed and quality service at affordable fees and make a good living! Your customers will require fast and high quality cell phone repairs.

212. **LAMPSHADES:** One of the super ways to be creative and make good money. All you need is some fabric, decorative trim and fabric glue. Maybe a sewing machine! This is a business that will enable you to make money 24 hours a day, 365 days a year!

213. **PAINTBALL**: Mix pleasure with work and money!

214. **CHEMICAL PRODUCTS:** Do you really know how easy it is these years to manufacture chemical products? Soaps, cleaners, washing stuff, polishers, paints, make up products or women? Much, much more! You can get formulas from chemical ingredient manufacturers for free and enter a new world of possibilities. Money galore!

215. **APIARY:** Raising bees for honey can be a part-time effort if you have an interesting this type of activity. Lots of books and information are available.

216. **CANNING:** This is speciality food items well in demand. Pickles, sauces, jellies and more. All waiting for a buyer. Some shops are always on the lookout for these popular products.

217. **MAIL ORDERS:** Interesting to note how many mail order houses are doing well during our modern time! There are people enjoying working through catalogues and ordering products. Part of the game is interesting competitions.

218. **MUMMIFYING DEAD PETS:** Pets dying is s sure traumatic happening for lots of pet owners. The idea comes often in the mind how to remember "Tiger" in the future. One way is to "see" the pet regularly.

219. **WEBSITE DEVELOPMENT**: Many people want to enter the internet world and need people to help them without it costing them an arm and a leg. There are sure opportunities for capable people doing a good job at reasonable prices.

220. **INTERNET TRAINING:** The less computer skilled novices entering the internet world with good ideas really have problems and need mentorship. Some honest experts make lots of money holding these people's hands at an affordable and justified rate.

221. **BUSINESS COACHING: Lots** of inexperienced entrepreneurs who are really determined to succeed in their ventures are open for mentorship and help so that their businesses will succeed.

Chapter 6

#  532 Thought stimulating ideas. Great Thought Provokers to Make Money.

**A**

Accounting
Abstracting Service

Actor Workshop

Adult Day Care

Adventure Tourism

Advertising Agency

Aerobics Classes

Affiliate Marketing

Amusement

Animal Behaviour Consulting

Animation

Answering Service

Antiques and Collectibles – Dealer or Advisor

Antique Magazine and Book Dealer

 EBay Business

Apartment Finder

Appliance Repair

Art Consultant

Art Gallery

Art Restoration

Arts and Crafts

Artist Management

Auto sales - Broker

Auto Towing Business

**B**

Baby Hand – and Footprint

Baby Shoe Bronzing

Baby Planning

Babysitting Service

Background Check

Badges and Buttons

Bail Bond

Bakery

Balloon Decorating

Bar

Battery Reconditioning

Beauty Consultant

Beautician

Bed and Breakfast

Beekeeping

Belt and Belt Buckle

Bicycle Repair

Bicycle Shop

Billboard

Birthday Greeting

Body Piercing

Book Editing

Bookkeeping

Bookstore

Boutique

Braille Transcription

Brewery

Bridal Shop

Business Plan Consultant

Business Plan Writer

Business Plan Writing Service

Bulletin Board Advertising

Bumper Stickers

Business Broker

Business Consultant

Business Financing or Consultant

**C**

Cabinet Maker

Café

Calligraphy

Call Centre

Candle Making

Candy Bouquet or Store

Carpenter

Car Wash

Carpet and Upholstery Cleaning

Cartoonist

Casino Party

Catering

Cell Phone Business

Cell Phone Repair

Ceramics

Cheese Making

Children’s Clothes

Children's Entertainment

Children’s Transportation

Chimney Sweep Business

Chiropractic Business

Chocolate Making Business

Cigar Business

Cleaning Homes and Apartments

Cloth Diaper Service Business

Clown

Coaching

Clothing Design

Coffee and Espresso Shop

Colour Consultant

Columnist

Commercial Artist

Commercial Cleaning Business

Composting Business

Computer Consulting

Consignment Shop

Construction Safety Consulting

Construction Site Cleanup

Consultants:

 Art,

 Beauty,

 Business,

 Colour,

 Computer,

 Internet,

 Image,

 Landscaping,

 Small Business,

 Wedding

Cookie Bakery

Cooking School

Copy

Copywriting

Cosmetic

Counselling

Courier

Credit Counselling

Cruise Travel Planning

Cupcake Bakery

Curb Painting

**D**

Dance Instructor

Dance Studio

Database Consulting

Dating and Escort Service

Day-care Centre

Day-care for Adults

Debt Settlement Business

Desktop Publishing

Driver Learner

Designer Pet Houses

Dinner Delivery Service

Digital Photography

Direct Sales

Disk Duplicating

Dog Day-care

Dog Grooming

Dog Trainer

Dog Walker

Dog Kennel

Dog Tracking

Dog Waste Removal

Doll Making and Repair

Donut Shop

Dried Floral Arrangements

Drop shipping s

Drug Test Consulting

Dry Cleaning [Also Pick-up and Delivery]

**E**

EBay

EBay Used Car

Ecommerce

Editor

Elder Care

Email Processing

Employee Trainer

Engraving

Errand Service Business

Estate Sales Business

Etiquette Consulting Business

Event Planning Business

Event Planner

Executive Recruiting Business

Export

**F**

Family Tree researcher

Financial Advisor

Fashion Accessories Store Business

Firewood supply

Fitness Trainer Flea Market Seller

Flower Shop Business

Food Company Business

Food Concession Stand Business

Formal Wear Rental Business

Franchise Consulting Business

Freelance Photography Business

Franchise consultant

Freelance Writing

Freight Brokerage Fund Raiser

Furniture Cleaning

Furniture Restoration Business

Furniture Store Business

**G**

Garden Furniture

Gemstone Dealer

Genealogical Research

Gift Basket

Glass Blowing

Golf Driving Range

Gourmet Food Store

Grant Writing

Graphic Design

Green

Consulting

Greeting Card

Grocery Delivery

**H**

Hair Salon

Handwriting Analysis (Graphology)

Handyman

Hardware Store

Hauling Service

Headstone Cleaning

Holiday and Event Decoration

Home Inspection Service

Home Inventory

Home Remodelling

Home Salon

Home Staging

Home-Based Call Centre

Hookah bar Lounge

Horse Boarding

Hot Dog Cart

House Sitting

Household Management

Housekeeper

How-To articles and ideas

**I**

Ice Cream Shop

Ice Cream Truck

Ice Sculpture

Ink Cartridge Refill

Interior Design

Internet Marketing Consulting

Internet Marketing Training

Internet Research

**J**

Janitorial Supply

Jet Ski & Boating

Jewellery Making

Jingle (Advertising) Writing

Judgment Recovery

Junk Car Removal

**K**

Kettle Corn

Keyword Analysis

Knitting Business

**L**

Lampshade

Landscaping

Laundry Service

Lawn Care

Leaflet Distribution

Leather & Vinyl Repair

Leather Shop

Life Coaching

Limousine Service

Lingerie Shop

Link Building

Locksmith

Logo Design

**M**

Martial Arts School

Massage

 Maternity and Children's Consignment

Medical Billing

Medical Transcription

Medical Transport

Men's Salon

Mobile Billboard

Mobile DJ

Mobile Oil Change

Mobile Teeth Whitening

Mobile Veterinarian

Mobile Window Repair Service

Mould Removal

Motivational Speaking

Motorcycle Store

**N**

Nail Salon

New Age Store

Newsstand

Nightclub and Party Promotion

Nightclub DJ

Notary Public

Nursery Design

**O**

Door Removal Decontamination

Oil Change (Auto Lube)

Online Dating Service

Online Insurance Agency

Online Travel Agency

Online Travel Guide

Online Video Game Store

**P**

Paintball

Parasailing Party Balloon Business

Party Rental

Party Store

Pay Per Click Marketing

Payroll Service

Perfume Creation

Personal Chef

Personal Concierge

Personal Shopping

Personal Training

Personalized Stationery

Pest Control

Pet Show

Pet Spa

Photo Business Card

Photography

Picture Framing

Pizza Parlour

Plumbing

Pool Maintenance

Pool Store

Portrait Photography

Pre-Foreclosure Real Estate

Press Release Writing

Private Investigator

Proofreading

Property Management

Property Tax Assessment Review Publicist

Purse Party

**Q**

Quilt Store

Quilting

**R**

Real Estate Appraisal

Relocation Service

Writing

**S**

Scuba Diving

Seamless Gutter

Self Defence Training

Senior Move Manager

SEO Consulting

Sewing Machine Repair

Sharpening

Shuttle Service s

Singing Telegram

Small Business Brokerage

Smoothie Shop

Snow Removal

Soap Making

Social Media Management

Solar Energy

Solar Water Heating

Spa

Sports Bar

Spyware and Virus Removal

Staffing Agency

Stair Lift

Stand-Up Comedy

Stationery Store

Stock Day Trading

Storage Shed

Storage Unit Resale

Stucco Repair

Sub Shop

**T**

Tarot Reader

Tax Return Preparation

T-Shirt

Talent Agency

Tanning Salon

Tattoo Shop

Tax Preparation Service

Taxi Service

Tea Room

Teen Caddy

Teen Computer Services

Teen Lawn Care

Teen Pet Care

Teen Snow Removal

Telemarketing Service

Telephone Answering Service

Ticket Brokering

Tour Guide

Toy Store

Transcription

Translation/Translator/Interpreter

Travel Agency

Travel Club

Tree Farm

Trucking

Tutoring

Tutoring by Teens

TV Repair

**U**

Upholstery

Used Books

Used Car (non-dealer]

Used Clothing Store

Used Wedding Gown

**V**

Vacation House Swap

Vacuum Cleaner

Vegan Restaurant

Vending Machine

Video Recording

Vintage Clothing Shop

Vintage Costume Jewellery

Vintage Postcards

Vintage Prints Resale

Vinyl Lettering

Virtual Assistant

Virtual Real Estate

Voice Over

**W**

Wallpapering

Waterproofing

Website Design

Website Hosting

Wedding Cake

Wedding Singing

Weight Loss Centre

Western Wear

Wholesaling

Wig

Window Cleaning

Window Tinting

Wine Store

Winery Business

**Y**

Yoga Studio

Yogurt Shop

Youth Photography

Chapter 7

# What about a business plan?

**A Business plan is a must for those serious to succeed**

A business plan is a roadmap for you. It is turning your ideas into plans. Businesses that plan make more money than those that do not plan. They also survive for longer. Keeping you on your planned route; Helping to build confidence because you know you have planned as completely as possible; it shows how much money you need; A plan to satisfy financiers’ concerns therefore making it easier for yourself to convince them to raise money successfully.

**Spending time to think** about the do’s and don’ts of your selected veenture is of **utmost importance!** Do your **“homework”** about the opportunity you have chosen. The ideal plan will guide you to be successful in your chosen venture. **Important to put your plan on paper!**

**Basic requirements for a business plan.**

We are only covering basics. Banks in various countries do not approach business planning in the same way. Best thing to do is to ask your bank for their requirements – always available.

What is basically important is:

The current position of your business, description of your services or products, the reasons why customers need your product, some indication of market size and future growth, summary of your forecasts of income and expenses, short term and long-term goals, how much money you need. Depending on the type of business you want to start, the foregoing might differ. An idea, however exciting, necessary and unique is not a business. It is an essential and important starting point. A plan to ensure its success.

**Make sure you have a competitive advantage!** Do or have something that established businesses neglect so that you stand out from your competitors. Solve important general needs. It may be something as obvious as opening earlier or closing later or being open for longer. It might be better service, prices, unique service or product, way of treating customers, having a friendly, relaxed and trustworthy environment which bring customers back regularly because they enjoy doing business with you. Not everybody enjoys the impersonal and fast “cash and carry” environment. How do you launch your business, products or service? Create a head start. Whatever you do, let the world know about it, whether through banners, advertising and especially word of mouth talk from satisfied customers and very important: your location, etc. Be creative by really satisfying the needs of people! **Your goal: To be different and better!** **Important to realise and understand that a great opportunity is to do something that people would use or buy if only they knew about it. Look out for such gabs!**

**Visitors.** Make sure you will have **sufficient traffic** to your business, either by its location and or advertising economically at the right places.

**Research the market.** To be able to develop a successful business strategy you should understand as much as possible about your market and the competitors you are likely to face.

Have sufficient information on the needs of customers, what your competitors do and tendencies of your chosen market. Important to know that a great opportunity is to do something that people would use or buy if only they knew about it!

**Growth and the future**. Think about growth and matters associated with it. Growth is a natural feature of business life as it is of biological life. Have an expectant attitude and some goals you want to reach. Important to think and to dream about the future and planning for success for your venture

**Your age, your most important asset!** Youngsters and old people grab opportunities and succeed! There is no right age to start your own thing. People of all ages do things and succeed. If you are still young you have lots of energy but might need experience. Look around and ask questions. Being a pensioner you have lots of experience to fall back on. Be one of those who still want to live a productive and interesting life and not one of those waiting for the last day on earth to arrive!

**Accept that the economy matters**. Yes, the economy influences the success of a business. It influences all financial matters. BUT, take heed, in bad times people with vision and courage succeeds and builds great businesses. A major business problem during a downturn of activities is that some business people simply accepts and believes they are now in hard times and must put up a fight just to exist. They experience a disadvantage. They become negative and sulk instead of energetically attend to the problems. Make plans and execute them! Fight back with all your energy, brain, and hope based on a positive and expectant attitude! Deny defeat! Don’t accept it!

**Make sure your idea and implementation thereof have viability**. In layman’s words the word “viability” also means to “remain existing”. Think, ask questions, evaluate. Some of the remarks in this chapter refer to matters that contribute to viability.

**Revamp any existing idea!** Any venture can be improved. Anything can be adjusted, done better, faster, problems overcame, etc. Give it a new whole life!

**Use the internet to do business.** What a vast and unbelievable word to be active in! Great possibilities as well as great dangers if you do it wrong. Do not jump in before you understand the basic requirements which is essential to succeed.

Establish people’s problems and solve them! This is the basis! We stretch this point of discovering needs and satisfy them. Be innovative! Be better and different!

**Avoid obvious mistakes**. Be carefulto start something technical without proper knowledge. Let’s assume someone considers building computers is absolutely profitable with a vast market. If this person does not have the knowledge to design and build them he must first acquire the necessary knowledge either by going the long route of learning and gaining experience of the short route of finding the right person to be responsible for this division of the business. You can hire someone and structure his income to be connected with his results or bring in a partner.

**Measure your success. Regularly!** When I started a business with a great potential I made a regular appointment with my accountant to spend half day with me, every month around the 7th. We looked at finances and whatever was needed to attend to. One does need at least a proper soundboard. My attitude was if there is nothing really important to discuss we used the time for brainstorming some aspect of the business. The outcome was wonderful. The business was a great success and after 9 years a major financial group bought it from me for enough money for me to retire.

 Chapter 8

# Experience and common sense

Experience is of utmost importance. It helps you to do the right things and to avoid mistakes. But, what about a young inexperience person? Some experience can be gained by everybody simply by asking questions! Don't be afraid to ask questions. Be nosey! Ask experienced, successful people. Yes, ask you opposition! Observe. Look at what they are doing with a critical mind. What are they doing correctly? What do they do wrong? Use your God-given brain and common sense. Remember, even experienced people make mistakes! But if we do not overreact but think, ask, use our common sense and be enthusiastic with a real positive problem solving attitude and mind you can almost be as “experienced” as the most experienced person. Experienced people are also dependent upon common sense. If you do the above, be careful, you will make up for a lot of experience. Do the thing by thinking and being enthusiastic!

Chapter 9

#  Be enthusiastic and really make money!

# 16 Helpful thoughts.

Enthusiasm is the most important, extremely necessary and essential provider, supporter, the continuous, the utmost important life ingredient for the foundation to build upon in our lives, it gives the courage and strength that ensures the brilliance in your life, staying power, the eagerness of a person to succeed in life, and a strong resistant to failure.

Come, listen, hear and learn about what highly successful people said about enthusiasm over many years! We might not know them or do not like them, but at least let us give attention of what they say! THINK, yes, THINK about what you read! Apply to yourself as much as you can! This is life’s indestructible law!

**Dale Carnegie:** “Self-confidence was always on top of qualities he tried to instil. Courage rests on self-confidence, as does the ability to profit from adversity. A major way to develop self-confidence is simply to ‘go for it’, to do the thing which is important to you!”

**Og Mandino:** “I will love myself. For when I do I will zealously inspect all things which enter my body, my mind, my soul and my heart. Never will I overindulge the requests of my flesh; rather I will cherish my body with cleanliness and moderation. Never will I allow my mind to be attracted to evil and despair, rather I will uplift it with the knowledge and wisdom of the ages. Never will I allow my soul to become complacent and satisfied, rather I will feed it with meditation and prayer. Never will I allow my heart to become small and bitter, rather I will share it and it will grow and warm the earth. I will love all mankind. From this moment all hate is let from my veins for I have no time to hate, only time to love. From this moment I take the first step to become a man among men. If I have no other qualities I can succeed with love alone. Without it I will fail though I possess all the knowledge and skills of the world.”

**Percy Whiting: “**What is the master key to success? Enthusiasm is the all-essential human jet propeller. Without it the highest heights are rarely reached. It is the driving force that elevates men to miracle workers. White heat enthusiasm can melt the hardest problems, can vault Himalayan hurdles. It generates immeasurable powers. It begets boldness, courage, kindness, confidence, overcomes doubts. It creates endless energy, the source of all accomplishment.

Faith without works is dead! It is enthusiasm that transmutes faith, ambition, and aspiration into imperishable deeds. Without enthusiasm nothing!”

**Martin Luther**: “Everything that is done in the world is done by hope. No husbandman would sow one grain of corn if he hoped not it would grow up and become seed; no bachelor would marry a wife if he hoped not to have children; no merchant or tradesman would set himself to work if he did not hope to reap benefit thereby.”

**August von Schlegel:** “In actual life every great enterprise begins with and takes its first forward step in faith.”

**Henry Ford:** “You can do anything if you have enthusiasm. Enthusiasm is the yeast that makes your hope rise to the stars. Enthusiasm is the sparkle in your eye, it is the swing in your gait, the grip of your hand, the irresistible surge of your will and your energy to execute your ideas. Enthusiasts are fighters. They have fortitude. They have staying qualities. Enthusiasm is at the bottom of all progress! With it there is accomplishment. Without it there are only alibis, failure.”

**Anonymous**: “He that loses money loses little, he that loses health loses much, but he that loses courage loses all.”

**Struthers Burt:** “Men are failures, not because they are stupid but because they are not sufficiently impassioned - fired up, excited – about what they are doing.”

**Theodore Roosevelt**: “No man is worth his salt that is not ready at all times to risk his body, to risk his well-being, to risk his life, in a great cause.”

**Dale Carnegie:** “Most of us have far more courage than we ever dreamed we possessed.”

**Anonymous:** “Luck is a very good word if you put a P before it. [Pluck!] Guts!]”

**John D. Rockefeller:** “I always tried to turn every disaster into an opportunity.”

**John Wanamaker:** “One may walk over the highest mountain – one step at a time.”

**Frederick Langbridge**: “Two men look through the same bars; one sees the mud and one the stars.”

**Dale Carnegie:** “Flaming enthusiasm, backed up by horse sense and persistence, is the quality that most frequently makes for success. Enthusiasm is the dynamics of your personality. Without it, whatever abilities you may possess lie dormant; and it is safe to say that nearly every man has more latent power that he ever learns to use. You may have knowledge, sound judgment, good reasoning faculties; but no one – not even yourself – will know it until you discover how to put your heart into thought and into action.”

**President Nelson Mandela of South Africa**: One of ex-president Mandela’s great inheritances to us is his undefeatable will to do and succeed with what he considers as important. From his deeds, sayings it is quite clear that he wants everybody to be able to do things to succeed in life, educate their children, and be winners and happy people. Yes, it is possible! What he has done for this country places him under the most important, successful people in the world and he will be remembered for years and years to come. Very, very clever? Mr. Mandela is educated and clever but believe it, one of the important reasons for his unbelievable success is his attitude. A doer, not a talker. A thinker, his mind is not asleep.

# Enthusiasm and money making

# 7 comments by real successful giants

A sure way is to *act enthusiastically*. It might feel strange at the beginning but it surely improves your inner feelings. Make up your own words to suit your circumstances and your culture. The following is just an example:

Make as if you are enthusiastic. Act enthusiastically! Act, make as if, and pretend as if you are enthusiastic! Stand upright (in front of a mirror if possible), and smile, laugh [never mind if it is difficult] clap your hands, jump up and down, Say: this is going to be a wonderful day, full of opportunities and success. I am healthy and strong! I am a winner! I am a child of God; He holds my hand; He makes the impossible possible. Thank you God for all your love to me and to mankind! Today I am going to do something meaningful for somebody. I am happy! I can and will do it! I can! I can!

Put a big, broad, honest-to-God smile on your face; throw back your shoulders; take a good, deep breath; and sing a snatch of song. If you can’t sing, whistle. If you can’t whistle, hum. You will quickly discover that it is physically impossible to remain blue or depressed while you are acting out the symptoms of being radiantly happy!

**Dale Carnegie:** By telling yourself what you like about what you are doing [*do not matter how badly, there is always good in anything, even only a little*] and pass on quickly from the part you don’t like to the part you do like. Then act enthusiastic; tell someone about it; let them know why it interests you. Enthusiasm is not merely an outward expression. It works from within. Enthusiasm is born of a genuine liking for some phase of what you are doing.

The way to acquire enthusiasm is to believe in what you are doing and in yourself and to want to get something definite accomplished. Enthusiasm will follow as night follows the day.

Many people think that if they were only in some other place, or had some other job, they would be happy. Well, that is doubtful. So get as much happiness as you can out of what you are doing and don’t put off being happy until some day. (*Some people are always unhappy or always find a reason to be unhappy*)

It isn’t what you have or who you are or where you are or what you are that makes you happy, it is what you think about it. For example: two people may be in the same place, doing the same thing, both may have about an equal amount of money and prestige – and yet one may be miserable and the other happy. Why? Because of different mental attitude. *A different way of thinking.*

This day is too precious to be corroded by acid worries and regrets. Keep your chin high and your thoughts sparkling. Seize this day. It will never come again.

Do you know that you can be happy by just making up your mind – and sticking to it – that you are going to be happy? Happiness depends upon your state of mind, not upon your possessions or your achievement. Don’t let what other says or does affect you to the degree that he or she is influencing your beliefs, have your own philosophy of your life...When you are feeling unhappy, take a walk … Think and look at the loveliness around you. Listen to beautiful music. Do a deed for someone else. If you do this you cannot be wholly unhappy at that moment.

**Robert L. Stevenson:** The habit of being happy enables one to be freed, or largely freed, from the domination of outward conditions.

**Joseph Addison:** Cheerfulness keeps up a kind of daylight in the mind…..

**Epictetus**:At every occasion in your life, do not forget to talk with yourself and to ask yourself how you can profit by it. *This applies to good or bad experiences*.

**Charles Buxton**: You will never “find” time for anything. If you want time you must make it.

**Plato:** We are twice armed if we fight with faith.

**Frederick Williamson:** The longer I live the more certain I am that enthusiasm is the most important of all traits or qualifications. The difference in actual skill and ability and intelligence between the man who succeeds and the man who fails usually is not great.

But if there are two men starting out with equal ability and intelligence, physical strength and the other important qualifications, the man who is enthusiastic is the one whip is going to come first. And often a man with second-rate ability, *if he has enthusiasm*, will outstrip a very capable man *without enthusiasm*.

Real enthusiasm does not mean you must shout, brag, and/or jump around before people. It is the way you act and talk.

What are some of the soul-killing thoughts that destroy us? Think about it!

Chapter 10

#  Three golden Rules

They contribute the most to making money successfully.

 Have you ever heard about a person attempting something, yes, even something small, anything, without a desire to succeed? Not having hope and enthusiasm to do so? NO! TEN TIMES NO! The reality is that many do not succeed. An important reason is that there is a difference in the quality and standard of a burning desire and a ‘sticking it out and going through’-attitude. Mostly, some people simply rush along without really investigating the pros and cons.

 Here are the rules:

#####  1. Preparation!

**2. Preparation!!**

**3. Preparation!!!**

**Preparation is ongoing. This is only the start!**

**Do the groundwork!** Think, consider, ask and dream. Yes dream about your desire! Day and night! The more you know about the opportunity you selected the better your chances of success will be. *“Steal with your eyes!”* Read books if you can! DO YOUR HOMEWORK!

**Most people have a real need** for a product or service. Very few people get themselves involved with something they do not need. A need is mostly an unsolved problem for someone. How do you establish a need? Think, **uncover** who needs what? What are they dissatisfied about? What more, better, easier, faster, cheaper, more complete can you offer to make them happy! How you can you help them to satisfy needs and make money in the process? Seek, find needs! Think and decide how to solve and improve on what others do. How can you innovate?

**Solve the problem.** Cost reduction? Do something that satisfies their greed, anything that enables the prospective client to make exceptional returns, helping them to live a better life has the potential for a great success. Do something that properly satisfies this need and you will become a winner! More security and less fear? A big problem for many? Do something about their general wellbeing. How can you do it differently and better?

**Who are you? What are your capabilities?** Only a few people starting off in business pulls it successfully through. A lot never even get so far to improve their lifestyle. Draw up your personal balance sheet. What are your strong points? How can you improve on it? What are your weaknesses? We all have! How can you overcome those that might interfere with your real success? Anybody willing, can improve - eliminate those things that put the brakes on in our life. Are you prepared to pay the required price for success whether it is spending a few hours a week or doing it fulltime? Don’t forget: if you want success you must be prepared to stretch yourself. If you find an apple tree with beautiful and tasty apples you will never enjoy one of its apples if you sit under the tree waiting for a delicious apple to fall in your lap. No, you must stretch and make planes to get one.

**Accept your real limitations** and do what you can in your life. If you have one leg you cannot be a top soccer player. If you are overweight and unfit you also can not be a top soccer player. But there are other sports opportunities. Some people give up too soon and loose out! But one can do something about his weight and fitness and become a reasonably good player and enjoy the game, if one really wants to! Why not: Enjoy life! Enjoy an acceptable income! How? If you really want, overcome any negative feelings!

**Draw up your personal balance sheet.** So, grab a piece of paper and do two columns. One named “My abilities” – strengths and the other my “handicaps **“–** weaknesses **that has to do with your goal**. Very important: Do not be too hard on yourself. We tend to criticize ourselves unreasonably. Be reasonable to yourself and be prepared to improve, change or eliminate what is necessary! Ask a good friend to evaluate, help and advice!

A balance sheet is a comparison, for instance balancing your assets [the good] and liabilities [the handicaps]. You determine the actual situation. What is really going on? Where do you stand in life? What can you **do** about it? Start by listing all your assets, the good things you have against your liabilities, the bad things and discover if you enjoy more good things than bad things. Why? Usually we then see we enjoy more of the good than experience the bad. It helps to become positive, enthusiastic, and keener to live and to work towards financial independence. It assures a better attitude by proving to yourself that there are more to be happy about than to cry about

# EXAMPLE OF A PERSONAL BALANCE SHEET:

#

**GOOD THINGS.**

**Some of the meaningful things you have for free:**

 You live in a safe country;

 You enjoy free sunlight, darkness to enable you to rest, fresh air and much, yes, much more;

 You are healthy enough to work;

 **You have:**

 A religion, a God that loves and protect you;

 A family, parents, children;

 Real friends;

 A place to live;

 Someone who really cares about you;

 Your eyes, ears, hands, feet, brain, a mouth to be able to express yourself

 Just think about all the other free and wonderful things you enjoy but rarely think about.

**Your Strengths:**

 The serious will to work hard and remain working hard.

 Your abilities. Talents, achievements and other plus factors!

 **What else? List them!**

**SOME POSSIBLE HANDICAPS:**

**You do not have:**

 Sufficient money or can lay your hand on money;

 A beautiful house and car;

 **What else? List them**

**Are you a positive person? Is your mind in a great shape? Do you really have a burning desire to improve your lifestyle! Prepared to work harder than before?**

**Decide what you want from whatever venture you consider.**

  Want to be your own boss?

 No problem to work harder than ever before until the venture is solidly established when you can start delegating and do things in a relaxed way?

 Do you want to make your own decisions and accept the risk involved? Having flexible working hours?

 Build an asset which you can sell or leave to your children?

 Creating employment for your family?

 Prepared to take a calculated risk?

 Be able to capitalise on your skills?

 Enjoy the satisfaction of building up something truly your own?

 **Make money and have fun**. There is a way to make millions overnight by doing nothing: You know that your chances of winning the lottery are one out of billions.

 **Do you think you will succeed against this multitude of competitors?**

 An important source of happiness and satisfaction is to do things your way.

An important and reasonably sure way to make money is through your own business, your own efforts and initiative.

Success results in happiness, not only for yourself but also for your family and your true friends.

#  Ways to improve your effort to make money -

# Step - by- Step Help

**Spending time to think** about the do’s and don’ts of your selected opportunity is of **utmost importance!** Do your **homework** about the opportunities you have chosen to be on your shortlist. These steps are not given from the most important to the least important. They are supposed to help you to make fewer mistakes. Decide what is important for you!

Are you **really serious** to succeed?? Remember, **no venture can succeed without a burning desire to succeed, a strong** determination, hard work, because money [success] does not just happen, you must make it happen! The key to success is YOU! Your will power, eagerness, your brain, sticking to your chosen venture, strong determination, enthusiasm, always expecting the best are the determining factors.

**Read, re-read** the manual to select a few opportunities that appeal to you. First eliminate those opportunities that are really out of your reach due to special knowledge or money you do not have and can’t borrow. Important only skip those opportunities you cannot do and at this stage do not go for opportunities you “like”! First look for opportunities that will bring in lots of money. If necessary discuss them with somebody who can help you. It is easy to like something you can be successful with and enjoy and make money!!

 **Make sure you have a competitive advantage!** Do or have something that established businesses neglect so that you stand out from your competitors. Solve important general needs. It may be something as obvious as opening earlier or closing later or being open for longer. It might be better service, prices, unique service or product, way of treating customers, having a friendly, relaxed and trustworthy environment which brings customers back regularly because the enjoy doing business with you. Not everybody enjoys the impersonal and fast “cash and carry” environment. How do you launch your business, products or service? Create a head start. Whatever you do, let the world know about it, whether through banners, advertising and especially word of mouth talk from satisfied customers and your location, etc. Be creative by really satisfying the needs of people! **Your goal: To be different and better!** **Important to realise and understand that a great opportunity is to do something that people would use or buy if only they knew about it. Look out for such gabs!**

**Ask yourself questions about each idea you are impressed with or what you do like;**

 Why do you think the idea will be **successful**?

 What is **special** about this opportunity?

 Does this opportunity require some **experience?**

 Which opportunity does you **like?**

 Will you **enjoy** doing it?

 Why do you think the opportunity will be **successful**?

 What is **special** about this opportunity?

 Does this opportunity require some **experience?**

 If you need experience, talk to other people in the same business, pick their brains, **make sure** you get the information you need!!

Ask yourself and other people if you want to, why would a **customer buy** your product or service?

Do you need customers that fall in the **low, middle or high income** group? Important to enable you to decide where you will be selling from.

What are the **advantages** of your product or service; what need does it fill?

Who are your **competitors**? Do you have competition? Don’t be afraid of competition!! You most probably have noticed that many businesses selling the same products are almost grouped together. It is to your advantage because competitors draw customers. If you sell a quality product at competitive prices you will be OK. Ensure that your operation is better than theirs!

What are your competitor’s **strengths and/or weaknesses?** Use it to **your** **advantage**. What have you **learned** from watching your competitors operations?

Need to buy items? Ask for discount and credit terms, paying after 30 or 60 days.

At what price will you sell your products or services? Guideline: calculate your cost per item, double it and add a fair amount for profit.

Compare your price with your competitors so that you do not under price or over price. Be competitive.

What is your price strategy? Are you looking for a high turnover with less profit per item or do you want a high profit per item and sell fewer items?

**Where** are you going to sell your products? From home? Along a busy street? At the entrances of shopping centres? Flea markets? Fairs?

Do you think it is necessary to advertise? If so, what type of advertising? Etc.

You **need as many by passers** as possible to maximise your sales. Does the site satisfy your requirements?

**How** will you sell your products – self or through agents?

Do you consider **more than one site?** If so, who will you employ; what skills must they have; **how will you pay** them, salary or commission or a combination of both?

Make sure that your “shop” is **attractive, visible and as prominent** as possible.

Make sure those **passers by notice** your site. Try to be unique. A simple inexpensive way is to use balloons! Be creative!

**Don’t sit down** as if you are bored. Move around your site! Be alive! Be enthusiastic because you are proud of your products

Always **greet** those passers by, but don’t overdo it!

Always, yes always be **friendly and smile.**

Never, **never become negative**. Being negative is the surest way of chasing customers away. Even those interested in buying!

Have an attitude of expectancy. **Expect you are going to do well** and be successful even if things are slow. Your attitude will bring customers or chase them away!

**Always think positive**, negative people fail. Be a likeable person!

Decide whether you are going to work under your own name or a “trading as” name or a company or a CC.

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Do you need customers that fall in the **low, middle or high income** group? Important to enable you to decide where you will be selling from.

What are the **advantages** of your product or service; what need does it fill?

**Who are your** **competitors**? Do you have competition? Don’t be afraid of competition!! You most probably have noticed that many businesses selling the same products are almost grouped together. It is to your advantage because competitors draw customers. If you sell a quality product at competitive prices you will be OK. Ensure that your operation is better than theirs!

 What are your competitor’s **strengths and/or weaknesses?** Use it to **your** **advantage**. What have you **learned** from watching your competitors operations?

**Need to buy items?** Ask for discount and credit terms, paying after 30 or 60 days.

At what price will you sell your products or services? Guideline: calculate your cost per item, double it and add a fair amount for profit.

Compare your price with your competitors so that you do not under price or over price. Be competitive.

What is your price strategy? Are you looking for a high turnover with less profit per item or do you want a high profit per item and sell fewer items?

**The right opportunity**: Read intensively about the ideas and idea generators in the manual with an open mind and without any prejudice. It is so easy to overlook a great opportunity! Read with an expectant mind! Don’t be someone who throws the manual aside after looking at a few ideas. There are definitely some jewels that made lots of people very financial independent. You can also succeed. Be patient! When you look at an opportunity ask yourself what are the needs in your ware for that specific idea. You will find the right thing. Make a preliminary list of acceptable opportunities and ideas you like. Better if you can identify 20 or more. From this list create a shortlist. Now you are in a position to find the “right thing”.

 What **type of customers’** needs do you want to meet and satisfy?

What are the types of **people who are in business** for themselves? What can you learn from it?

 **Work your shortlist!** Look at the pro’s and cons. If possible visit similar ventures. Why are the successful or not? Decide what and how their venture can be improved. Listen to remarks and advise, but be careful for jealous people talking nonsense. **The big rule:** It’s your idea and vision. It is you who want to improve your lifestyle. Bear in mind your own gut feeling and do it your way.

**Money matters.** See chapter 13

**A Business plan.** A must for those serious to succeed

Do your **“homework”** about the opportunity you have chosen. **Important to put your plan on paper!**

**Visitors.** Make sure you will have **sufficient traffic** to your business, either by its location and or advertising economically at the right places.

**Research the market.** To be able to develop a successful business strategy you should understand as much as possible about your market and the competitors you are likely to face.

Have sufficient information on the needs of customers, what your competitors do and tendencies of your chosen market. Important to know that a great opportunity is to do something that people would use or buy if only they knew about it!

**Growth and the future**. Think about growth and matters associated with it. Growth is a natural feature of business life as it is of biological life. Have an expectant attitude and some goals you want to reach. Important to think and to dream about the future and planning for success for your venture

**Your age, your most important asset!** Youngsters and old people grab opportunities and succeed! There is no right age to start your own thing. People of all ages do things and succeed. If you are still young you have lots of energy but might need experience. Look around and ask questions. Being a pensioner you have lots of experience to fall back on, be one of those who still want to live a productive and interesting life. Not one of those waiting for the last day on earth to arrive!

**Make sure your idea and implementation thereof have viability**. In layman’s words the word “viability” also means to “remain existing”. Think, ask questions, evaluate. Some of the remarks in this chapter refer to matters that contribute to viability.

**Revamp any existing idea!** Any venture can be improved. Anything can be adjusted, done better, faster, problems overcame, etc... Give it a new whole life!

**Use the internet to do business.** What a vast and unbelievable word to be active in! Great possibilities as well as great dangers if you do it wrong. Do not jump in before you understand the basic requirements which is essential to succeed.

**Establish people's problems:** What do they want? What are their needs? If you know this you are in a position to do business. Solve the problem, the want, the need, with your product or service.

**Measure your success. Regularly!** When I started a business with a great potential I made a regular appointment with my accountant to spend half day with me, every month. Around the 7th. We looked at finances and whatever was needed to attend to. One does need at least a proper soundboard. My attitude was if there is nothing really important to discuss we used the time for brainstorming some aspect of the business. The outcome was wonderful. The business was a great success and after 9 years a major financial group bought it from me for enough money for me to retire.

Claims submitted after the 3rd month from date of ordering the manual, will not be considered. We believe this is a professional guarantee with reasonable and achievable conditions.

Your success will depend on your own hard work and ability. What ever business you choose, remember that no business can succeed without effort. Remember that determination and hard work are the mother and father of success. If you supply those, and use the information we supply, you can’t miss. A succesful business does not ”just happen” – it calls for hard work, a positive mind, initiative and determination.

Chapter 12

# How to convince convincingly

**Where are you going to sell your products? From home? Along a busy street? At the entrances of shopping centres? Flea markets? Fairs? Do you think it is necessary to advertise? If so, what type of advertising? Etc.**

**You need as many by passers as possible to maximise your sales. Does the site satisfy your requirements?**

**How will you sell your products – self or through agents?**

**Do you consider more than one site? If so, who will you employ; what skills must they have; how will you pay them, salary or commission or a combination of both?**

**Action!! You have done your homework and made your decision. It is now time to act! Are you ready to start?**

**Make sure that your “shop” is attractive, visible and as prominent as possible.**

**Make sure those passers by notice your site. Try to be unique. A simple inexpensive way is to use balloons! Be creative!!**

**Don’t sit down as if you are bored. Move around your site! Be alive! Be enthusiastic because you are proud of your products**

**Always greet those passers by, but don’t overdo it!**

**Always, yes always be friendly and smile**

**Never, never become negative. Being negative is the surest way of chasing customers away. Even those interested in buying!**

**Have an attitude of expectancy. Expect you are going to do well and be successful even if things are slow. Your attitude will bring customers or chase them away!**

**Always think positive, negative people fail. Be a likeable person!**

**Your success will depend on your own hard work and ability. What ever business you choose, remember that no business can succeed without effort. Remember that determination and hard work are the mother and father of success. If you supply those, and use the information we supply, you can’t miss. A succesful business does not ”just happen” – it calls for hard work, a positive mind, initiative and determination.**

**Competition: In which way is your product or service better or equal to competitive products?**

**How much better will your service be?**

**How does your price compare with that of your competitors? Competition nearby, better product and price**

**You must decide what the advantage over competitors your product or service have. Can you beat them? Is it necessary to beat them?**

**How will your operation be better than that of the competition?**

**How are their operations? Steady? Growing? Dwindling? Why? What have you learned from watching their operations?**

**Promotion. A very important question is: must you promote your operation? If so, how? At what cost? To be known when operating somewhere is extremely important. If you are selling something, can potential customers see your operation? Easily? A Must! Who is your market? Do you need plenty passers by? So, select the place you want to work from. Your house? Somewhere else?**

**Advertising is important and do not have to be expensive. Make easy and economical signs and place at strategic places. Be careful; do not use too many words!! Only the basics. If you want and can afford more intensive advertising, please study Section 7 of your manual. Just bear in mind: You cannot draw customers if they do no**

**Help. There may be more work at times and your family can and should help you - after all they also enjoy the benefit of more money! Your volume of business may be greater on certain days of the week, certain times of the month, and certain seasons of the year. When you need such help hire someone on a part time basis and agree beforehand for how long and make sure you have the right to stop his service if an unexpected thing happens for which you could not plan ahead. The worker must understand that the job is temporary so that it does not make you uncomfortable to ask the worker to leave or to stay on permanently.**

**Your “what to do” list. The things you must do! Draw it up and use it!**

**So, what are your chances for success?**

**The better you think they are the better they usually are. Don’t forget that amongst a lot of huge businesses like Apple Computer, Dominic’s Pizza, Walt Disney, Amway and more, all started from home - even a garage!**

One way to make money is to ..........

Know how to get and convince your prospects.

**Where do you get customers from?**

**This depends largely on what you are doing. An example is if you sell food you need a place where many people pass every day. They can be young, old, and even broke but need food. If you sell insurance or investments you need people that can afford investments of R100, R200 and more per month or R5000, R10000 per investment. Normally they must be healthy, be able to keep on investing, have extra money available. This means an intelligent hunt for such people.**

**The first thing to ask yourself is: where are the people that need my product or service? Remember: customers who buy or use your product or service are people who need, to know about you!**

**Warning: Do not overestimate a quick response! Don’t expect hundreds of customers on the first day of your promotion.**

**Customers need to see your promotion material and decide to do something about it. A successful promotion drive can easily take 3 weeks before you receive optimum results.**

**Want and can afford it. So, think about and look for people who need, want and can afford your product! Important to go through a “sifting - screening” process: make sure that potential customers are people who need, want and can afford your product and do not waste your time on people who do not fall in this category. Selling food for example is not only a something to sell in streets. What about near or in front of big buildings, factories, etc where many people work and need to eat? What about getting permission to go in and hawk your products? This applies to a wide range of products. Just think!**

**What do you say to a possible customer?**

 **Your first words are of utmost importance. Be careful! Think about what you should say. If somebody is in hurry don’t waste his time with small talk. Remember, the customer want to know if you have what he needs. Your Job? To get his attention and interest in your product and in you. Many people do not enjoy it if strangers become too familiar!**

**The right thing to say is something that has to do with his possible need for your product. You can make a statement or ask a question. What might the customer be afraid of? The price, quality, of your product? Will he be happy about it?**

**Tell the customer what your product will do for him. “Madam, this food or this …. will completely satisfy your taste or need or ….**

**Why? I say this because it is well prepared. Our special recipe is very tasteful or ……… or…….**

**Take note: Only three things:**

**An honest-to-God smile on your face!**

**What it will do for the customer?**

**Why do you say that?**

**This is necessary to ensure him that your product will satisfy his need! Good, strong, tastes wonderful, good quality, will last long, excellent price, etc.**

**Your customers want or need. ………A very important step!**

**Make sure you understand your customers need. Ask him/her!! What does he want? What problem does? What do he really need, don’t have? Try to pin the customer down. Another question! How do you like this? Is it important to you? Will it help? Don’t talk too much. Listen to your prospective customer! Don’t just want him to listen to you! If you know you will satisfy your customer and surely, the customer will come back. Today? Tomorrow? Next week? Next year?**

**Do you still need to convince the customer?**

**Never forget: a customer buys what he need, what he benefits from the purchase. He might think about: what is it? What does it do? How will I benefit from it? If you say something he might also want to know: Who said so? Can you prove it? If you succeed with this you will convince most people! Tell the facts but tell him exactly how he will benefit. How he will benefit is more important than the facts about the product. Example, you say: “This product is strong or nice or beautiful or …” You are only stating a fact. Does it do something for your prospective customer? No! What will it DO for the customer? If it is strong it will last long and he will save money, if it is nice he will enjoy using it, if it is beautiful the customer, even his family and friends will like and enjoy it.**

**So why don’t you say: “This product is strong [the fact] which means it will last long and you will save money” [the benefit] The benefit must be what it will do for him, the actual reason for him to buy it!**

**So! Never only tell what it is, ALWAYS make sure that he hears and understand what it will DO for him, how he will BENEFIT. He only buys something if IT WILL DO SOMETHING FOR HIM and that he will BENEFIT from buying it. Remind him that your product will DO that, so SATISFYING HIS NEED.**

**Prove it!**

**Your second step in convincing: remember he might not really believe you. If necessary you must back your words with evidence. Who said so? Can you prove it? If there is a long queue buying your product, maybe you already answered these questions. You might have to answer these questions sometime. Do it honestly. Tell him about satisfied customers. Wonderful if you collect evidence. If somebody is really happy, give him a piece of paper and a pen and ask him to write it down. No better evidence available like satisfied customers!**

**What about the order?**

**The above happened but your prospective customer does not say he will buy. What now? Ask him! Ask for the order! Expect he will buy from you! “Madam/Sir, do you want two or more?” “How many do you want?” ”Is it OK if I use this bag for you to carry it?” Thank him for his support. Thank your customers [be sure you mean it!] with a genuine broad smile, and put your money safely away!!**

**A young couple rented a small house along a fairly busy road and outside a town. The rent was considerably lower than in town. It was a nice enough little house with a front yard. Whenever you drove by their place there was always something in the front yard with a “For Sale” sign on: a chest of drawers, lawn mower, picnic table or whatever they could find that they can sell. Most of these people are really serious to make the extra money they need, some have wisely and carefully build these extra income efforts into full time jobs, or a very profitable businesses while some are just keeping busy, having fun and enjoying life as never before. The important thing is that they are doing something to improve in life rather than wait for the government to give them a handout. You can do it too!**

Chapter 13

# Ideas on Advertising.  Free advertising that works

Advertise in shopping centers, shows, clubs and other high traffic areas with your telephone number as a tear off facility so that the interested person can take your number home without damaging the flier and leaving tearoff numbers for other peole. Check when to replace.

Church information leaflet: Most churches have this facility. Try all the various churches in your area. You could offer a small donation. We tried this for a builder who does renovations. He now has a successful business.

 Flea markets are excellent to sell products. Consider shows, fairs and any place where people gather, i.e. sports venues, party plans, etc. Classified ads are actually cheap. Local newspapers and some nationals are very reasonable with their rates. Calculate the cost per ad per reader of the newspaper. This might influence your decision. The headline of your ad is very important in drawing the attention of readers. Your ad must also be easy to read and understand. Be precise and clear. A study of ads. that produced the best results concluded that the miracle words are: *you, your, how, new, who, money, now, people, what, why, absolutely, amazing, easily, enormous, excellent, exiting, exclusive, genuine, guaranteed, largest, magic, outstanding, practical, profitable, proven, reliable, selected, successful, superior, tested, unique, approved, bargain, better, discount, reduced, refundable.*

Put up fliers, banners, notices, wherever you can!

**ADVERTISING THAT WORKS:**

 If you want to establish and let your chosen task grow, there must be a form of advertising- telling people about yourself and what you do. This must not be costly; in fact there are various ways of free advertising. When advertising, make use of the advertising methods given in this manual AND YOUR OWN IDEAS AS WELL AS IDEAS FROM ANY SOURCE. Your best source of ideas on compiling advertising is to study other ads. And adjust them to suit your products. Decide whether you are using the suggestions above or whether you are going to use classified advertisements in newspapers. Classified advertising is economical, ensuring results with no hassles. Place the best advertisement you can. Study newspaper ads. to give you ideas. Newspaper ads. is a source of many opportunities. People like to read classified ads. Classified ads are actually cheap. Local newspapers and some nationals are very reasonable with their rates. Calculate the cost per ad per reader of the newspaper. This might influence your decision. The headline of your ad is very important in drawing the attention of readers. Your ad must also be easy to read and understandable. Be precise and clear. A study of ads, that produced the best results concluded that the miracle words are: you, your, how, new, who, money, now, people, what, why, absolutely, amazing, easily, enormous, excellent, exciting, exclusive, genuine, guaranteed, largest, magic, outstanding, practical, profitable, proven, reliable, selected, successful, superior, tested, unique, approved, bargain, better, discount, reduced, refundable.

###### Add punch to describe your offer and make money

######  Use one or more of the following 100 helpful words. They will contribute to convince your reader:

Absolutely.Amazing.Approved.Attractive.Authentic,

Bargain.Beautiful.Better.Big. Colourful.Colossal.Complete.Confidential.Crammed.

###### Delivered.Direct.Discount.

Easily.Endorsed.Enormous.Excellent.Exciting. Genuine.Gift.Gigantic.Greatest.Guaranteed.

###### Helpful.Highest.Huge. Immediately.Improved.Informative.Instructive.Interesting.

###### Large.Latest.Lavishly.Liberal.Lifetime.Limited.Lowest.

###### Magic .Mammouth.Miracle.

###### Personalized.Powerful.Popular.Practical.Professional.Profitable.

Profusely.Proven.Quality.Quickly. Rare.Reduced.Refundable.Remarkable.Reliable.Revealing.Revolutionary Scarce.Secrets.Security.Selected.Sensational.Simplified.Sizenble.Special.

Startling.Strange.Strong.Sturdy.Successful.Superior.Surprise.

Terrific….Tested. Tremendous.Unconditional.Unique...Unlimited.Unparalleled.Unsurpassed.Unusual.Useful….Valuable.Wealth....Weird….Wonderful.

**Action-getting phrases**

Act now! Send your name. Amazing literature. Be first to qualify. Complete details. Free. Description sent free. Details free. Everything supplied. For literature, write.... Get started today! Get your copy now. Literature free. No obligation. Send today! Order now. Don’t delay. Rush name for details. Write us first! Yours for the asking.

Where possible, use telegraphic style to save costs, BUT make sure your reader will understand what you are trying to say! Use simple language. Invite your reader to act immediately

Free advertising and pocket money

In addition to advertising, build your own address list by listing all the people you know and getting names from churches, clubs, any organisation that have members without paying for it. Your job is to convince the person to give you the names from which your venture will benefit their members. You can also buy address lists from companies that compile them to sell. You can even consider the telephone directory and many other sources. Make extra money from names you have. Important: collect and keep all addresses on which you can lay your hands! When you have an acceptable address list, you can use it for new products. You can also sell your address list to others! The most important reason for building an address list is to enable you to mail new products without having to advertise.

**Free advertising that works**

 Advertise in shopping centers, shows, clubs and other high traffic areas with your telephone number as a tear off facility so that the interested person can take your number home without damaging the flier and leaving tearoff numbers for other peole. Check when to replace.

Church information leaflet: Most churches have this facility. Try all the various churches in your area. You could offer a small donation. We tried this for a builder who does renovations. He now has a successful business.

 Flea markets are excellent to sell products. Consider shows, fairs and any place where people gather, i.e. sports venues, party plans, ETC. Classified ads are actually cheap. Local newspapers and some nationals are very reasonable with their rates. Calculate the cost per ad per reader of the newspaper. This might influence your decision. The headline of your ad is very important in drawing the attention of readers. Your ad must also be easy to read and understand. Be precise and clear. A study of ads. that produced the best results concluded that the miracle words are: *you, your, how, new, who, money, now, people, what, why, absolutely, amazing, easily, enormous, excellent, exiting, exclusive, genuine, guaranteed, largest, magic, outstanding, practical, profitable, proven, reliable, selected, successful, superior, tested, unique, approved, bargain, better, discount, reduced, refundable.*

Put up fliers, banners, notices, wherever you can!

**ADVERTISING THAT WORKS:**

 If you want to establish and let your chosen task grow, there must be a form of advertising- telling people about yourself and what you do. This must not be costly; in fact there are various ways of free advertising. When advertising, make use of the advertising methods given in this manual AND YOUR OWN IDEAS AS WELL AS IDEAS FROM ANY SOURCE. Your best source of ideas on compiling advertising is to study other ads. And adjust them to suit your products. Decide whether you are using the suggestions above or whether you are going to use classified advertisements in newspapers. Classified advertising is economical, ensuring results with no hassles. Place the best advertisement you can. Study newspaper ads. to give you ideas. Newspaper ads. is a source of many opportunities. People like to read classified ads. Classified ads are actually cheap. Local newspapers and some nationals are very reasonable with their rates. Calculate the cost per ad per reader of the newspaper. This might influence your decision. The headline of your ad is very important in drawing the attention of readers. Your ad must also be easy to read and understandable. Be precise and clear. A study of ads, that produced the best results concluded that the miracle words are: you, your, how, new, who, money, now, people, what, why, absolutely, amazing, easily, enormous, excellent, exciting, exclusive, genuine, guaranteed, largest, magic, outstanding, practical, profitable, proven, reliable, selected, successful, superior, tested, unique, approved, bargain, better, discount, reduced, refundable.

###### Add punch to describe your offer and make money

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Absolutely.Amazing. Approved. Attractive. Authentic,

Bargain.Beautiful.Better.Big. Colourful.Colossal.Complete.Confidential.Crammed.

###### Delivered.Direct.Discount.

Easily.Endorsed.Enormous.Excellent.Exciting. Genuine.Gift.Gigantic.Greatest.Guaranteed.

###### Helpful.Highest.Huge. Immediately.Improved.Informative.Instructive.Interesting.

###### Large.Latest.Lavishly.Liberal.Lifetime.Limited.Lowest.

###### Magic .Mammoth.Miracle.

###### Personalized.Powerful.Popular.Practical.Professional.Profitable...

Profusely. Proven. Quality. Quickly. Rare.Reduced.Refundable.Remarkable.Reliable.Revealing.Revolutionary Scarce.Secrets.Security.Selected.Sensational.Simplified.Sizeable...Special...

Startling...Strange...Strong.Sturdy...Successful...Superior...Surprise...

Terrific….Tested... Tremendous...Unconditional...Unique...Unlimited...Unparalleled...Unsurpassed...Unusual...Useful….Valuable...Wealth....Weird….Wonderful.

**Action-getting phrases**

Act now! Send your name.. Amazing literature.. Be first to qualify. Complete details. Free. Description sent free... Details free. Everything supplied. For literature, write.... Get started today! Get your copy now. Literature free. No obligation. Send today! Order now. Don’t delay. Rush name for details. Write us first! Yours for the asking.

Where possible, use telegraphic style to save costs, BUT make sure your reader will understand what you are trying to say! Use simple language. Invite your reader to act immediately

Free advertising and pocket money

In addition to advertising, build your own address list by listing all the people you know and getting names from churches, clubs, any organisation that have members without paying for it. Your job is to convince the person to give you the names from which your venture will benefit their members. You can also buy address lists from companies that compile them to sell. You can even consider the telephone directory and many other sources. Make extra money from names you have. Important: collect and keep all addresses on which you can lay your hands! When you have an acceptable address list, you can use it for new products. You can also sell your address list to others! The most important reason for building an address list is to enable you to mail new products without having to advertise.

Chapter 14

#  Your Precious Money

Our intention in including this chapter is definitely not because we think you are unable to attend to your money matters. Our experience taught us that even conservative spenders sometimes read the situation wrong and overspend to their detriment. Just a few reminders! So, do not be insulted. Skip this chapter if you feel so.

**Budget!** Do the numbers! Budget! Look at what you have to spend. Your expected income from your venture? Your personal income, equipment, stock, other expenses?

 **Own money.** You need start-up capital. Whether $5, $500 or $50000. Figure out how much you have available or are prepared to invest in your venture.

 **Debts.** Credit from suppliers is normally available and can be considered as a “cheap” source of money. Can even pay after 60 days! Discount. An important source of money!

 **Partner(s).** Strongly consider a partner. You don’t only benefit by receiving money for your venture without paying interest. It is only the partners share of profits that is payable when and if profits are paid out. That is an obligation. An important consideration is that a partner does not have to receive a salary if he is a "sleeping" partner and does not work in the venture. What’s more, you are not alone anymore and have the opportunity to pick someone brains for help when needed.

 **Money management.** One of the most important tasks someone in business has is to manage his money matters, whether a little or a lot of money. Always know what your financial position is so that if you have to make some arrangements you can do it in time and avoid an unexpected disaster. At least have a system showing your income, expenses and money available.

  **Undercapitalised:** Make sure you have sufficient funds to do what you need to do OR that you have access to additional money when needed. This is one of the major reasons why businesses fail: Not enough money to proceed!

 Spending too much too fast: Be careful if things look impressive due to a nice lot of money flowing in. This is only cash flow. Cash flow is not profit! It is only incoming money that have not been reconciled with expenses, etc.

 **Banks.** Lots of commercial banks are available. Make sure about their terms. Encouraged by some governments some adopt an unconventional banking approach and may even become involved if they are satisfied with your venture and business plan

 **A Business plan. A must for those serious to succeed**

Accept that the economy matters. Yes, the economy influences the success of a business. It influences all financial matters. BUT, take heed, in bad times people with vision and courage succeeds and builds great businesses. A major business problem during a downturn of activities is that some business people simply accepts and believes they are now in hard times and must put up a fight just to exist. They experience a disadvantage. They become negative and sulk instead of energetically attend to the problems. Make plans and execute them! Fight back with all your energy, brain, and hope based on a positive and expectant attitude! Deny defeat! Don’t accept it!

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**Chapter 15**

#  To succeed, keep this in mind! Always......

 Promise yourself. Promise yourself to be so strong that nothing can disturb your piece of mind. To talk health, happiness and prosperity to every person you meet. To make all your fiends feel that there is something in them. To look at the sunny side of everything and make your optimism come true. To think only of the best, to work only for the best and expect only the best. To be just as enthusiastic about the success of others as you are about your own. To forget the mistakes of the past and pres on to the greater achievements of the future. To wear a cheerful countenance at all times and give every living creature you meet a smile. To give so much time to the improvement of yourself that you have no time to criticise others. To be too large for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble.

[Christian D. Larson]