

224 pages \$19.95

Successful Business Planning in 30 Days

A Step-by-Step Guide for Writing a Business Plan and Starting Your Own Business

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Reviews

"Provides an important key to writing a business plan and starting your own business."

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"Patsula's book is very readable and user friendly; it has lots of useful information and advice."

-Borders.com Review





THE ENTREPRENEUR'S GUIDEBOOK SERIES™

THANK YOU for selecting this guidebook. Many hours of painstaking work have gone into its creation. If you have any feedback or suggestions, contact the publisher at books@patsula.com.

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PERSONAL PLANNING

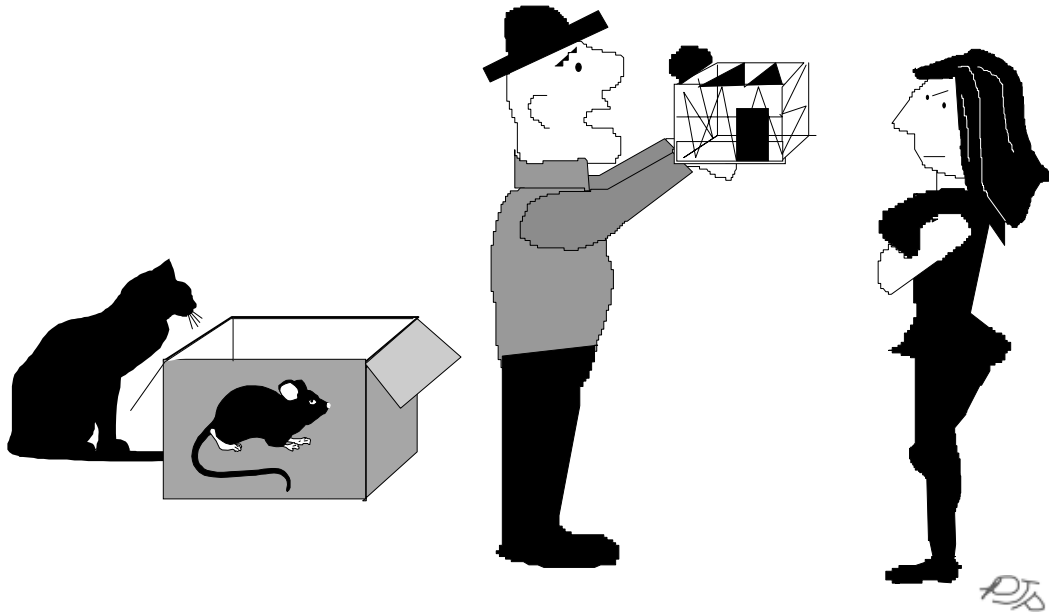
Guidebook #14:

Selecting Profitable Small Business

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*“Look honey! I’ve found the world’s best mousetrap.
And it’s only \$89.95!”*

Smallbusinessstow.com

SELECTING PROFITABLE SMALL BUSINESS PRODUCTS & SERVICES

THE following list of “*Profitable Small Business Ideas & Products*” is separated into twenty-four areas of specialization. Its aim is to get your creative and entrepreneurial juices flowing, yet at the same time keep you focused on finding combinations of products and services that complement each other, rather than individual one-shot items.

However, keep in mind while browsing through this list, that it is better to start *small*, rather than not start at all, and it is *essential* to think **BIG, for it is the “*big thinkers*” of this world that are able to create opportunities for themselves and others. In other words, don’t select ideas or products that need large amounts of investment capital – leave this battleground to big corporations like General Motors, IBM and Coca-Cola – instead, look for ideas or products that require limited resources to bring to market, remain relatively untapped, lend themselves well to expanding smoothly into bigger and greater avenues of interest, and have the potential for explosive sales.**

2000 Profitable Small Business Products & Ideas

1

Arts & Leisure Merchandise

WITH increased stress in our daily lives and increased spare time due to technological advances, smaller family sizes and higher unemployment, more and

more people are searching for relaxing and fulfilling leisure activities and hobbies.

Antique Furniture
Collectibles &
Refinishing
Supplies

Art Supplies

Ashbins for Wood
Stoves

Astrological Charts
& Horoscopes

Bike Equipment

Birdbaths

Birthday & Wedding
Calligraphy Sets

Braided Rugs and
Rug Supplies

CD-ROM MIDI
Files for
Sequenced Music

Ceramic Items and
Supplies

Commemorative
Art Medals and

Plates

Designer Aprons For
Gourmet Cooks

Dolls, Doll Houses &
Doll Making Supplies

In 1974, Arni Nashbar, a New Middletown Ohio advertising man, started a bicycle parts mail-order company out of his home with \$1000. Ten years later, his company was grossing six million plus.

SUCCESS STORY

Exotic Flutes

Fishing, Hunting & Camping Supplies

- air rifles
- animal traps
- archery equipment
- backpacking gear
- cross bows
- diving & scuba gear
- fishing lures & scents
- gun accessories & supplies
- hunting decoys
- hunting hand guns

- portable flush toilets
- practice targets
- range finders
- rifles
- sleeping bags
- slingshots
- tents

Glass Blowing Supplies

Golf Supplies

- ball warmers
- club covers
- designer golf balls
- golf shoes
- hand dryers
- indoor driving

ranges

Handicrafts

- needle work
- ceramics
- jewelry design
- upholstering

Handyman Accessories

- aluminum roofing
- battery operated power tools
- build-it-yourself kits & construction kits
- drill presses
- hand crafting furniture supplies
- lumber for do-it-yourself builders

- pre-cut pre-fabricated houses

- wall paneling
- welding gear
- wood & metal lathes
- wood working equipment & supplies

Hammocks

Hockey Cards

Imported Paintings

Indian Relics

Karaoke Machines

Kites for Adults and Children

Knitting Supplies

Leatherwork &

Supplies**Medallions & Rare Coins****Miniatures
Figurines for Doll Houses****Mobiles****Models & Model Building Supplies****Musical Instruments****Needlework Designs & Supplies****Pet Supplies**

- collars
- dog toys

- flap doors
- kennels
- pet washes, grooms and dips
- pet wear
- shipping crates
- training whistles

Pewter / Brass Animals**Photo Albums****Picture Frames****Placemats****Photographic Equipment & Supplies**

- cameras
- color slide

- duplicators
- 8 mm projectors
- film developing supplies
- darkroom equipment
- second hand cameras & equipment
- video camera carrying cases
- video production & editing equipment

Photos

- art nudes
- art photos
- historic buildings
- movie stars

Postage Stamps for Collectors**Posters****Pottery Wheels & Kilns****Prints & Reproductions of Famous Paintings****Scientific Hobby Equipment**

- aquariums
- binoculars, telescopes & optical equipment
- chemistry sets
- magnets
- magnifying glasses
- microscopes

Sculptures

- African wood carvings

- candles
- Eskimo tusk carvings
- soap designs
- statue reproductions

Sewing Accessories

Shell Art & Handicrafts

Smoking Supplies

- cigarettes (this is tricky business)
- cigarette-rolling equipment
- cigars
- engraved lighters

- fancy smoking articles
- personalized novelty cigarettes
- pipes

Sporting Goods

- hot air balloons
- ice-skates
- imported leather baseball gloves
- replaceable hockey blades
- roller-blade skates & protective gear
- skateboards
- surfing boards

Stained Glass Making Supplies

Stuffed Bears

Toys & Games

Children like to play in dirt, mud and water.

Space age toys sell well because kids have fertile imaginations.

However, remember that adults buy toys not children. Cater to the child in the adult.

- balloons
- children's mini-vehicles
- computerized war games & survival games
- educational board games
- hand held

electronic games

- magic tricks
- plastic figurines (100 for \$3.95)
- puzzles
- 20-games-in-one sets

Wine & Beer Making Supplies

More and more people are making their own wine and beer. Even large department and food chain stores now offer beer and winemaking supplies. If you can provide your customers with a larger selection of wine and beer making equipment at competitive prices,

you may be well on your way to becoming successful in this area.

NOTE Do some market research. Find out which parts of the country make the most home wine. If you happen to live in such an area, your chances of success are greater. Consider as well, specializing in anything and everything that people drink, such as health food drinks, juicers and

distilled water-making machines. There will come a day in the future, if it is not already here, when everyone will want or will need a water-purifying machine in their house.

2

Autos, Boats & Recreational Vehicles

Almost everyone at one time or another has dreamed of sailing around

the world, flying a Cessna, cruising on a Harley, or adding a gadget or two to their sparkling new baby blue BMW.

If you happen to possess a fine mechanical aptitude, as well as a deep abiding love for outdoor recreational activities and the toys that go along with them, then this area of merchandising – whether, retail, wholesale, or mail order – could prove profitable. It also

could be a great way to explore your hobby.

Think about opening up an automobile or boat dealership; specializing in parts for autos, boats, recreational vehicles or even kit planes; specializing in the gadgets that go with these vehicles; or trying to come up with some profitable combination of all three.

Keep in mind that presently there is no real competition in the boating and recreational vehicle acces-

sory business because most present businesses tend to mark up everything far beyond their actual wholesale cost.

Auto & Boat Dealerships

Auto Gadgets

Auto Parts & Supplies

Auto Polishing & Washing Cloths

Auto Seat Covers

Solicit new-car buyers by direct mail from rental lists of new-car

registrations.

Auto Tool Kits

Boat Equipment

Boat Gadgets

Boats, Motors & Parts

Bullet-proof Tires

Canoes

Car Organizers

Products that hold coffee cups etc.

Gas Savers

These types of products need to be backed up with evidence, and most importantly, need to

work.

Hot-Rod and Custom Car Parts

Kit Planes

Miniature Cars, New and Old

Models of Classic Boats, Cars, Motorcycles, Planes & Trains

Motorcycle Parts & Accessories

- helmets
- saddle bags
- tool bags
- wind jammers

Radar Detectors

Special Auto Wax

Sun Glasses

Guaranteed to Prevent Glare

RV's, Campers,

In 1942, Edmund started his own scientific equipment business by selling damaged, chipped-edged lenses for \$1 through \$9 classified ads. Now his company, Edmund Scientific produces more than \$23 million in revenue per year and employs more than 160 people.

SUCCESS STORY

Trailers & Parts

Windshield Fog
Resistant Cloths

Windshield Repair
Kits

Universal
Windshield Wiper
Kits

3

Book Publishing Ideas

FLEDGLING writers envision being on national talk shows, winning

Pulitzer prizes, and depositing monthly six figure royalty checks into their ever-fattening bank accounts.

However, not every book everybody wants to write should actually be written, let alone published. Although you may want to share and express all that you have learned, in the cutthroat world of publishing, if it won't sell, don't bother. And

from an artistic point of view, if it won't sell, it also won't communicate, so again, why bother?

It is true that books both fiction and nonfiction, can be sold for premium prices at low cost and overhead. However, books have always been and will continue to be much more difficult to market than real goods.

Proving the value and benefits of a

VCR or clock radio is much easier than proving the value and benefits of the information and entertainment contained within the latest weight loss manual.

The bottom line is, if you want to save yourself time, energy and money, before you consider writing a book or having one written for you, ask yourself honestly the following three questions: Does your book topic meet a *specific* demand for information or enter-

tainment? Is this demand *large enough* to make your idea a commercial success, i.e., does the book have the potential to sell for many years, be rewritten, updated, or turned into a TV show or movie? And lastly, will your final product be of sufficient *quality* and exclusivity to make competitors think twice about

trying to cash-in on your idea?

Business & Money Making

EXAMPLE TITLES:

- *Get Rich in Spite of Yourself*
- *Quit Your Job and Live the Fast Life – Become a Door to Door Shoe Salesman*
- *Turn your Cartooning Dreams into Big Bucks*
- *961 Unusual – Successful Businesses*

Clothing

- crocheting
- fashion trends
- finding the right clothing accessories
- knitting
- making clothes
- needlepoint
- sewing
- tailoring
- wardrobes on a budget

Cooking

- cooking on a budget
- family recipes
- improving your sex

- life with pasta
- mixing drinks
- unusual dishes
- vegetarian dishes
- wild foods

Employment

EXAMPLE TITLES:

- *The Joy of Not Working*
- *The One-Minute Manager*
- *How to Get a Job Anywhere in the World with No Qualifications*

Entertainment

- adult adventure comics
- cartoons
- children's comics

- dancing
- famous people biographies
- fantasy
- humor
- movie reviews
- movie stars & their lives
- theater, stage sets & designing costumes

Fiction

It is much harder to promote fiction than non-fiction, but that never stopped Agatha Christie, Stephen King or Mark Twain, all struggling writers

- before they made it big.
- adventure
 - children's stories
 - literary
 - murder mystery
 - romance
 - science fiction
 - thrillers

Health & Exercise

EXAMPLE TITLES:

- *Eat to Win – The Sports Nutrition Bible*
- *Home Remedies*
- *The Doctor's too Busy Golfing – The Ultimate Home Medical*

Encyclopedia

- *The Science of Keeping Young*
- *Correct Breathing and Other Secrets of Strength*

EXAMPLE TOPICS:

- avoiding surgery
- cancer prevention
- diets
- eastern medical practices
- exercises
- home health remedies
- human physical development
- medical facts
- personal care

- prescription drugs and their uses
- weight control

History

- ancient civilizations
- famous presidents
- war
- when dinosaurs roamed the earth

Hobbies

It has been said that every hobby can support at least one more book.

- arranging fresh & dried flowers
- arts & crafts
- collecting coins, gems, hockey cards, match boxes, pig

- statues, stamps, wine bottles & anything of value
- creative writing
- dancing
- designing clothes
- doll making
- drawing, painting & sculpturing
- glass making
- hardening flowers, fruit & vegetables
- jewelry: making, cutting, repairing & polishing stones
- metal working
- models: ships,

- planes, automobiles, spacecraft, & missiles
- musical instruments: playing, building & repairing
- photography
- pottery
- semi-precious stones: finding, recognizing, polishing & setting
- toy making
- treasure: locations, equipment needed, legal considerations

- weaving
- ### Home Care
-
- furniture building, refinishing & upholstering
 - home gardening
 - home office decorating
 - home protection
 - homeowners' hints
 - house buying, decorating, & repairing
 - power tools: setting up a workshop & using tools
 - repairing anything from appliances to toys to clock radios

- upholstery cleaning & repairing

How-To . . .

- How-to books have always sold well. It is interesting to note that almost any subject can become the topic of a how-to book.
- breed, raise, groom & train animals & pets
 - build a two bedroom home for under a thousand dollars
 - buy & recognize bargains at auctions
 - buy antiques, value them & recognize fakes
 - buy surplus from the government

- create award winning photo albums
- create useful articles from junk
- customize, tune, hop up, rebuild, repair & care for cars
- grow your own tobacco
- lift weights without wrecking your back
- live longer
- lose weight without dieting
- make lamps from bottles
- put your sub-conscious mind to work for you
- repair & care for appliances
- simplify your bookkeeping
- solve puzzles
- stop smoking
- turn old automobile seats and tires into family room fun
- unlock the secrets of the mind through handwriting analysis

Information & Reference

- almanacs
- atlases
- dictionaries
- famous quotes
- foreign language dictionaries
- maps
- thesauruses

Investment & Savings

EXAMPLE TITLES:

- *Lazy Man's Way to Riches*
- *How to Wake up the Financial Genius Inside You*
- *Wealth Without*

Risk

EXAMPLE TOPICS:

- budgeting & personal finance strategies
- how to buy anything at the lowest price
- investment tax shelters
- mutual funds
- precious stones
- real-estate
- saving money
- stocks & bonds performance records

Novelty

- 101 magic tricks
- 354 stupid human stunts

- joke telling
- party suggestions

Religion & Inspiration

- 74 bible lessons: sell for one or two dollars
- bibles
- horoscopes & fortune telling
- palm reading
- philosophical studies
- unexplainable miracles

Self Help

A self-help book is not that much

different than a how-to book, except that it targets personal growth rather than the building of things.

- attracting the opposite sex
- bashfulness
- beauty tips for men & woman
- conquest of fear
- conversation improvement
- English improvement
- etiquette
- hair styling & cutting
- improving your

sex life

- isometric body building for men & women
- mathematics made easy
- memory improvement
- musical instrument instruction: especially guitars
- penmanship
- personal efficiency
- personal magnetism
- psychology
- public speaking
- ready-to-use business forms

- remembering names and faces
- resume preparation
- salesmanship
- self-defense
- self-hypnosis
- self-publishing
- seven keys to popularity
- shorthand systems
- sleep learning

Special Occasion

- baby
- bar mitzvah
- confirmation
- graduation
- wedding

Technical

It is interesting to note that more technical and specialized books are sold by direct mail than in bookstores.

- arthritis sufferers
- bicyclists
- car owners
- card players
- college students
- executives
- housewife
- joggers
- mechanics
- parents
- sport fans

- teenagers
- veteran sports

Specialized Pamphlets

Properly chosen, a small line of unique books and pamphlets can support a very profitable enterprise. Once you find a salable idea, you can either write the material yourself or have it written for you. This gives you legal control over the material and independence from suppliers. If you own the rights to the

material, you are then in the position to reap the most profits.

Sports

- archery
- badminton
- basketball
- billiards
- boating
- bowling
- boxing
- camping
- canoeing
- fishing
- football
- golf
- hockey

- hunting
- martial arts
- ping pong
- sailing
- skiing
- tennis
- track & field
- wrestling

Travel & Vacationing

- bicycle routes
- cheap motels
- exploring ghost towns
- famous restaurants
- great museums, monuments & milestones of history
- traveling on a budget

– vacation guides

Winning

- beauty contests
- bingo's
- cards
- casino games
- draft picking
- horse racing
- lotteries
- sweepstakes

4

Business to Business Supplies

SELLING to busi-

nesses rather than consumers has long been preferred by many entrepreneurs for the following reasons: knowing what to sell a business is much easier than knowing what to sell consumers.

Businesses have more easily recognizable needs while consumers tend to be more fickle. Businesses are also familiar with various marketing

techniques like direct mail, catalogs, person to person agent selling, and telephone solicitation and thus do not have as many apprehensions about making purchases through these mediums. Furthermore,

businesses make large volume purchases making them excellent low-cost per sale buyers.

However, because selling to businesses has many advantages this field is also very competitive.

A man visiting a small boomtown called Cisco, Texas, noticed a lot of activity at the town's little hotel. Thinking that it was likely that ALL boomtown hotels did exceptionally well, he was immediately intrigued. This young man had always wanted to be a banker but put this idea on hold. His name, Conrad Hilton.

SUCCESS STORY

Typically, businesses receive propositions from all kinds of people wanting their patronage. In other words, if your direct mail package, for example, does not stand out, it ends up in the nearest garbage receptacle.

Furthermore, to sell to businesses, your prices must be better than the competitors because unlike con-

sumers, business owner's continually research prices.

Business Cards & Stationary

Business Software

Cleaning Supplies

Collection Aids

Customized Paper Weights

Business Electronic Goods

- adding machines
- computers
- electronic organizers
- fax machines

- security equipment
- telephones
- typewriters: new & used

Home Based Business Equipment & Supplies

- baby-shoe bronzing equipment
- bees and bee-keeping materials
- chicks and chicken farming equipment & supplies
- electroplating kits
- exotic coffee machines
- furniture, wall & rug cleaning equipment

- general office supplies
- license frames
- mini hole punches
- mini-doughnut machines
- plastic moldings
- printing presses & printing supplies
- saw-sharpening machines
- sign-making machines
- stainless steel equipped hot dog stands
- synthetic gem making equipment
- tennis-racket restringers

- rubber stamp machines
- vending machines
- welding equipment

Industrial Brushes

Institutional Furniture

Office Supplies

- filing cabinets
- pencils & pens
- rubber bands by the pound
- wall charts & display boards

Machinery & Construction

Equipment (new and used)

Sales-Training Bulletins, Programs, & Records

Specialized Magazines

Specialized Technical Manuals

Specialized Trade Directories

5

Business to Business Services

RECENTLY, many companies have downsized without reducing their workloads leaving them unable to maintain previous levels of quality and service.

As competitive forces eventually push them to rethink their market positioning, instead of rehiring they are

likely to contract out work to entrepreneurs interested in filling their gaps.

As a business service provider trying to fill in those gaps, you should also strive to help your clients make or save more money. The more proof you have that you can do this, the more likely you will gain their confidence.

Accounts Receivable Buyer

Accounts Receivable Collection Agency

Bookkeeper or Accountant

Building Custodian

Business Aquarium & Plant Renter

Business Video Creator

Create educational and training videos.

Business Consultant

- advertisement writing consultant
- business planning consultant

- craft boutique & flea market consultant

- direct mail consultant

- franchise consultant: considered explosive in the 90's

- general small business consultant

- invention marketing consultant

- legal consultant

- merchandise display consultant

- space planning consultant: in

particular for efficient use of office space

- systems analyst consultant

Commercial Artist or Graphic Illustrator

Commercial Photographer

Composer for Business Music

Copywriter

Coupon & Discount Book Creator

Door-to-Door Salesperson

Equipment Leaser

Flyer Distributor

Freelance Model

Freelance Proofreader & Editor

Fund Raiser

Grant Writer

Indexer & Filing

Problems that exist in your place of employment probably exist in most similar establishments. You can make big money by finding a solution and then selling that solution to other companies.

SCOTT WITT

Systems Organizer

Media & Public Relations

- freelance interviewer
- radio journalist
- recording studio owner
- video director for recording artists
- voice person: if you have a distinctive marketable voice

Model Maker for Architects

Patent Searcher

Printing Services

As a printer you could specialize in small orders because specialty printers typically charge too much for them – the task of printing small orders is labor intensive. On the other hand, as a specialty print shop owner you can mass produce at cheaper prices and still make a profit.

- address labels
- advertising novelties: having your customers name, logo or company name

printed out on novelty items

- birth announcements
- book matches: print company slogans or logo
- business cards
- collection aids forms
- company envelopes
- desktop publishing
- embossing
- greeting card kits
- job printing: whatever the client wants printed
- legal forms

- memorandum devices
- office forms
- personal signs
- prepared circulars & envelope stuffers
- rubber name stamps
- schedules & calendars

Product Assembler

Restaurant Meal Deliverer

Restaurant Menu Designer

Sales Agent

To get an idea of what you might be interested in, start looking through salesmen's opportunity

magazines. These magazines list hundreds of different lines of products and services.

Supplier Broker

A supplier broker is a new kind of agent being born out of the computer age. Essentially, more and more companies are reducing their inventory supplies because of the costs associated with carrying larger inventories. Instead, they rely on sophisticated

database systems and modern transportation to get supplies and products to them when they are needed.

Telephone Solicitor

Toll Free 800 Answering Service

Window Display Artist

Window Lettering

Window Washer for Office Towers & Other Businesses

6

CD, Cassette & Video Recording Ideas

THERE are three reasons why this specialty area could prove profitable in the future:

ONE, valuable time is wasted everyday driving to and from work. But with more novelists, non-fiction writers, and speakers committing their work to cassette

tape, this may become a thing of the past.

TWO, with the entrance of interactive CD technology, who knows what the future will bring. In 1992, worldwide sales of CD-ROM titles swelled in the U.S. to 12.2 billion and it is being predicted that over the next seven years that figure will multiply more than ten-fold to whopping \$144 billion by 1999.

THREE, it has become quite common for

businesses to supplement and in some cases completely replace written sales literature with video.

Cassette Books

Almost any book can be turned into a cassette.

CD Books

Any book can be pressed into a CD. It currently costs about \$200 to \$300 to press a single disk. After that, it can cost less than 2 to 3 dollars per disk.

CD-ROM Encyclopedias

Financial Guidance

Instructional Records for Children

Instrumental Music

- accordion
- clarinet
- electronic keyboards
- guitar
- flute
- harmonica
- organ
- piano

- recorder
- saxophone
- ukulele

Interactive CDs & DVDs

Interactive CD, DVD and TV technology is exploding. In all likelihood DVD players will eventually replace VCR's. They will become movie, TV recording, and all in one game entertainment systems.

Instructional Records

Music

- African roots

- bluegrass
- children's nursery rhymes
- classical
- country
- ethnic
- folk
- inspirational
- jazz
- new wave
- pop
- popular hit collections
- popular artist collections
- punk
- rhythm & blues
- rock 'n roll

– weird & unusual
band collections

Language
Records

Personal Growth
& Development

Subconscious
Influencing Tapes

Poetry
Recordings

Rare & Used
Phonograph
Records

Record Clubs

Self Help
Cassettes

7

Clothing, Textiles & Footwear

CLOTHING, textiles and footwear have always been, and always will be, great mail order, retail and wholesale specialties.

Mail order companies do best by offering quantity discounts, many sizes, general straightforward colors, and by sell-

ing items that are not usually stocked by retail companies. In the retail industry, most everybody has access to the same types of clothing.

Therefore, retail outlets must distinguish themselves through their service, image or by selling clothes that they own and market exclusively.

Bathing Suits

Many health and fitness magazines on the newsstand today are actually well

disguised bikini catalogs.

Bathrobes

Belts

- alligator & snake skin belts
- beaded belts
- leather belts
- money belts
- tool belts

Big & Tall Sizes for Men or Women

Bridal & Wedding Needs

- decorations
- gifts
- honeymoon accessories
- matches
- monogrammed silver

plates

- wedding accessories

Custom Made Shirts & Suits

Fabric

- burlap
- cotton
- fabric remnants: sell at large quantities & for low prices
- silk

Furs, New & Used

Gloves

Lingerie

Frederick's of Hollywood sells

PROFITABLE BUSINESSES can arise out of the following areas of opportunity:

- become an agent or distributor for an imported product
- become an agent, supplier, or distributor for someone else's product
- buy an existing business or franchise
- capitalize on a growth trend
- cater to a market presently being neglected
- export products to other countries
- find substitutes for expensive imported products
- identify specific target markets and customizing services or products to meet their needs
- imitate successful services or products
- invent a new product
- market existing local products to new markets within your state or province
- provide an information or consulting service
- rebuild, repair or add to an existing product or service
- solve someone's problem

sexy lingerie. His business is a successful combination of a retail and mail order. He charges for his catalog thus qualifying his customers.

Men's Ties

Men's Work Clothes

Offer super strong materials at bargain prices such as Gortex and DuPont.

Moccasins

Nylons that Won't Run

One Size Fits All

- baseball caps
- rain suits
- robes & gowns
- sweat shirts
- T-shirts

Outdoor Clothing

Ready to Wear Dresses

Riding Boots

Scarves

Shoes

- corrective relief from standing on feet all day
- deodorant insoles
- in-shoe height

raisers

- made in Hong Kong or China
- men's or women's large, wide, narrow & custom made shoes
- shoe insoles

Specialized Women's Clothing

Sell half-Sizes, extra-large sizes, small sizes & maternity sizes.

Stadium Blankets

Stockings

Uniforms

Used Clothing

Western Clothing

Wool Sweaters

8

Communication Equipment

IT STARTED with the FAX machine. Then came cellular phones. And likely in the not too distant future, video conferencing will become as common

I was seldom able to see an opportunity until it had ceased to be one.

MARK TWAIN

place as personal business meetings.

The highways of the future are not made of concrete, but digital wires that will connect huge databases to microcomputers, and microcomputers, to everyday consumers.

**All-In-One
Communication
Systems**

**Cellular & Mobile
Car Phones**

**Digital Answering
Equipment**

**Electronic Mail
Hardware &
Software**

FAX Machines

Some people claim that FAX machines have sent the computer industry backwards, that they are essentially lousy printers that hog phone lines. They even go on as far to say that telephone companies and manufacturers got together and tried to figure out how to scam consumers out

of a few hard earned dollars by promoting yet another soon-to-be obsolete product. However, FAX machines have changed the way people to business just like another useless product – the photocopy machine – did many years ago. Despite its imperfections, the FAX machine is very user friendly. Its arch rival – electronic mail – which is infinitely more modern, cannot be handled, ripped, or joyfully thrown into the garbage the way a

FAX can.

High Speed Modems

Music Phone Rests

Satellite Descramblers

Satellite Dishes

Telephones

Telephone Amplifiers

TV Antennas

**Toll Free 800
Equipment**

Voice Mail Systems

9

Computers & Accessories

MOST fledgling computer firms cannot hope to compete with the large well-established firms. And why should they? Computers are here to stay, but the computer BOOM of the 80's is on idle for the 90's. What people need now are skills and acces-

sories that take advantage of computerization, yet at the same time make computer use less taxing on the mind and body.

Adapters & Molded Cables

- keyboard
- MIDI
- modem
- monitor
- multimedia
- networking
- power
- printer
- serial

- speaker

Adjustable Arms

Anti-Glare Screens

Anti-Static Covers & Mats

Battery Back Up Systems

Blank Disks

Carpal Tunnel Syndrome Relief Aids

Carrying Cases

Computer Stands

Copy Holders

Data Retrieval

Systems

Digital Cameras (stores photos on computer disks)

Disk Cleaning Kits

Diskette Cases

High Resolution Monitors

Lap-Tops or Note Books

Find a low cost Asian or Pacific Rim maker and become an exclusive distributor of the smallest most powerful computer in the world.

Laser Printers

LCD Monitors

In the future, screens will

hang from walls; these screens are easier on the eyes, use less space and power.

Leather Disk Cases

Mail-order Computers

Pick up a volume of the *Computer Shopper* and you will be amazed at the competition. However, many of the huge mail order firms listed, were once small companies struggling for distribution and

market shares.

Modem / Fax Cards

Multimedia Speakers

Pen Based Computers

Pointing Devices

- light pens
- mouse
- miniature mouse for portables
- pen-mouse
- track balls

Portable Printers

Printer Refill Cartridges

Scanners (hand held and full page)

Software

Most large software companies have a firm grasp on their marketing and distribution channels. However, smaller companies producing smaller market applications could use help getting the necessary exposure. It may be possible to meet their needs by promoting their software with critical evaluations in a catalog.

- freeware

- games
- operating systems
- public domain
- shareware
- specialized applications

Specialized Computers

While the market for ordinary computers is pretty much saturated and dominated by large manufacturers, there are many markets for highly specialized computers.

- CAD systems
- digital recording systems
- MIDI systems
- multi-media systems

- video editing systems
- voice mail systems

Storage Mediums

- CD ROM Drives
- fast external hard disks
- optical drives
- PCMCIA cards
- removable drives
- tape backup systems

Surge Protected Power Supplies

10

Computer Services

IF YOU own a computer or plan to buy one soon, the following computer services might appeal to you.

Computer Software Beta Tester

Computer Software Manual Tester & Writer

Computer

Software Screen Artist

Computer Repairer

Computer Tutor

Computer User Interface Designer

Data Entry Freelancer

Desktop Publisher

Diskette Duplicator

Freelance Commercial Writer

Freelance Computer Programmer

Graphic Illustrator

Information Service Provider

With the increasing sophistication of computers, massive storage capabilities and rapidly improved communication channels that effectively connect all microcomputers, this area will experience incredible growth. Information is the product of the future.

- car-purchase criteria
- club & association membership requirements data
- directories: names of firms in an industry, names of buyers or names of trade

- associations
- economic information: leads for salespeople, new building permits
- employment & job information
- facts about anything, lists etc.
- fashion hints
- recipes
- retirement information: where to live cheaply
- sermons for ministers

- social security information
- stock-market advisory services
- write to your favorite stars database

Internet Consultant or Trainer

Multimedia Service Provider

Multimedia is being touted as the technology that will enable people to dictate to computers, play interactive computer games, and fully explode the potential of CALL (computer

assisted learning).

Newsletter Producer

Sequenced Music Composer for Computer Games & Business Applications

Web Page Creator or Maintainer

Word Processor

11

Consulting Services

A CONSULTING service can be conducted full or part

time; by the hour, the day or week; directly or through another company. Most consulting services are directed towards servicing the needs of businesses. However, more and more consulting businesses are being targeted towards general consumers as well.

Adult Education Program Consultant & Coordinator

Beauty or Image Consultant

Color, Clothes &

Makeup Consultant

Communications Consultant

As world economies become global, the demand for technical expertise will exceed supply. If you have the expertise, a communications consultant service might prove to be extremely profitable. One area that already needs expertise, is the area of information wait time: how to reduce the time it

takes to move information.

Computer System & Software Needs Consultant

Large organizations that have downsized and laid-off personnel still need servicing. Can you fix their hard disks when they crash, salvage files when their computer picks up a virus, or design software for them? Or you can help people find the right software & right hardware to meet their ever-changing and highly specific

needs? Initially it may help to specialize in a small area, for example order-entry and accounting systems for small business.

Diet Consultant

Educational
Consultant

Employment
Consultant

Etiquette and
Customs
Consultant

Language
Consultant

Legal Consultant

Public Relations
Consultant

Wedding Counselor or
Coordinating
Consultant

The average man finds life very uninteresting as it is. And I think that the reason why . . . is that he is always waiting for something to happen to him instead of setting to work to make things happen.

**ALAN ALEXANDER
MILNE**

12

Correspondence Course Ideas

WRITE A course in which you are somewhat of an expert on, or are greatly interested in, and are willing to devote countless hours of research to the project. Don't be intimidated by the fact that many large institutions are currently in-

involved in creating instructional material, for they cannot react as quickly to trends as individuals can.

One way of gaining market share is by offering a course not offered locally and in which information is difficult to obtain. Another way to gain market share is by offering extensive after sales services and proof of real benefits to those stu-

dents who have completed your course – either a better job, more money or a richer life.

Keep in mind that public domain government manuals and old correspondence courses – that need updating – can provide excellent starting points for your own course. Courses of instruction can include written material, cassettes, in-

teractive CD's, videos, computer software, standardized testing, seminars, question & answer services, consulting services, employment opportunities, work experience programs, and criticism services.

Accident Investigation

Accounting

Acting (how to make yourself cry)

Aircraft Mechanics

Air Conditioning & Refrigeration

Appliance Servicing

Art Courses

One of the most successful arts & crafts related mail order and home-business ventures is the selling of art correspondence courses. Those interested in opening a small art shop, in particular artists struggling for exposure, can thus supplement their income by offering a course or two, selling art supplies, and even displaying for sale, better

student pieces. Ideally these art shop / galleries should be located in a central area close to other shops and double as a studio and residence in an area properly zoned for such establishments.

- drawing
- nudes
- oil colors
- sketching
- water colors

Auctioneering

Automotive Mechanics

Baby Shoe Metallizing

Baking & Gourmet Cooking

Business Management

Calligraphy

Candy Making

Catering

Child Day Care Management

Civil Service Examination Studies

Commercial Art

Commercial Copy Writing

Computer Servicing

Computer Software Design

Dancing

Diesel Mechanics

Desktop Publishing

Detective Training

Drafting

Dress Making & Design

Electrician Diploma

Exam Preparation

Fashion Merchandising

Financial
Planning

Fitness &
Nutrition

Floristry

Forestry & Wild-
life Conservation

Gardening &
Landscaping

Growing Orchids

Guitar Instruction

Gun Smithing

High School
Home Study

Home Instruction
for Children

Horticulture

Hotel & Restaurant
Management

How to Make
Money Doing
Commercials

Improving Your
English

Insurance Selling

Interior Decorating

Job & Money
Making Courses

Journalism & Short
Story Writing

Law

Locksmithing

Marketing

Meat Cutting

Medical or Dental
Office Assistant

Memory
Improvement

Metal Plating

Mirror Silvering

Muscle Building
for Men

Perfect Pitch Ear
Training

Photography

Piano Instruction

Piano Tuning

Photograph Coloring &
Retouching

Police Science
Diploma

Practical Nursing
(mid-wifing)

Printing

Private Security
Diploma

Real Estate

Science of Personal
Success

Secretarial

Self-Improvement

You may want to target
your marketing efforts
towards those who

would normally be shy about taking a public self-improvement course.

Singing Instruction

Research the singing styles of famous singers like Enrico Caruso, Michael Jackson and Aretha Franklin, than offer an instructional course on how to sing like them.

Small Engine Repair

Song Writing

Sport Instruction

Stamp & Coin Collecting

Starting Your Own Business

Swedish Massage

Taxidermy

Television & Radio Repair

Travel & Tourism Agency

TV & VCR Repair

Upholstering

Voice & Speech Training

Watch Making & Repairing

Woodworking & Design

13

Electronic Gadgets

ELECTRONIC gadgets have sold well through mail order and retail. However, you must be careful against poor workmanship, otherwise a hot selling item can turn into a nightmare once returns start piling in.

Calculators

The electronic gadget that started it all.

- credit card size
- pen calculators
- pocket size
- scientific
- watch calculators

CD-ROM Players

Digital Handheld Recorders

DVD Players

Hand Held Televisions

High Fidelity Mini-Cassette Players

Key Chains (beeps)

when you whistle for it)

Mini Computer Organizers

Miniature Video Cameras

Short-wave Radio Equipment

Transistor Radios

14

Edible & Drinkable Products

MOST people getting into the food,

drink and tobacco business on a budget should concentrate on gourmet and special delicacies that are not easily obtainable in nearby stores that are of very high-quality and perhaps premium prices. It is not wise to try and compete with grocery chains and huge food warehouses.

Baby Food

Candy

Sold to

organizations for fund-raising campaigns.

Cheese

Distinctive cheeses are specialty foods that travel well over long distances.

Coffee / Tea

Consider selling exotic teas from far away place with verifiable health claims.

Dairy Products

Doughnuts

Duty-free Liquor

Fruit

Mail-order fruit is

usually large and juicy and expensive.

Gourmet Foods

Consider catering to different ethnic groups.

Health Food

- health drinks
- herbs
- meal replacement drinks
- natural Chinese medicines
- spices
- tonics & energy drinks
- vegetarian dishes

Meat

Fancy steaks can be sold by mail and shipped

frozen by the dozen at fancy prices.

- beef jerky
- fish
- lobsters & seafood
- smoked ham
- smoked salmon
- smoked turkey

Meat Condiment Products

Organically Grown Fruits & Vegetables

Pastry

Especially those made from unique recipes.

- doughnuts

- fruitcakes

Pecans

Preserves

Pretzels Sold in Gift Packages

Spice Racks

Soft Drinks

Tobacco

Wine

Imported wines of exotic varieties can give your wine shop a jump on the competition.

- Californian wine
- local wine makers
- Mediterranean

wine

- wine from an exotic location

15

Environmentally Friendly Products

ENVIRONMENT

ALLY friendly businesses will gain greater market acceptance and penetration in the coming years. More and more peo-

ple realize that the planet cannot be a dumping ground much longer.

Alternative Energy Equipment Seller

Bicycles

Newspaper Log Rollers

An excellent starting point if you are considering franchise involvement is the SBA's publication, "Evaluating Franchising Opportunities" or the U.S. Department of Commerce's "Franchise Opportunities Handbook."

SUPERTIP

Non-aerosol
Alternative
Containers

Organic
Composting Bins

Pollution
Reducing
Attachments for
Cars

Recycling Storage
Containers

Solar-powered
Generators

Solar-powered
Outdoor Light

Wind Machines

16

Franchise Business Ideas

SINCE the mid-1950's franchising has developed into a major business format. It has grown from traditional businesses such as automobile dealerships and service stations to fast food outlets, correspondence schools, amid services,

photo studios, income tax and many other retail and service sector businesses.

With well-known franchises located throughout North America, Europe and the Orient, it is not surprising many new entrepreneurs are considering the franchise as a means of starting a safe and secure yet profitable business.

However, franchises are not a

guarantee for success. Even though reputable, financially sound franchise firms have a much high survival rate the non-franchised businesses, caution and careful business analysis must be exercised in evaluating a franchise opportunity. Many myths still abound concerning franchises which paint a nice rosy picture of large profits with minimum risk.

Below is a list of 47 questions you should ask yourself when

evaluating a Franchise.

NOTE Numerous franchise directories and magazines listing franchise opportunities can be found at local bookstores, libraries, drugstores and even super markets.

The Business

- Do you have the abilities and experience necessary to run this

kind of franchise profitably?

- Are you willing to give up a certain amount of independence in order to secure the advantages that the franchise offers?
- Is the product or service offered new or proven?
- Is the product or service one for which you

have a solid background?

- Do you feel strong motivation for producing and selling the product or providing the service?
- Is there a proven market in your area for the service or product, which the franchise offers i.e., is there a local demand?
- What reputation does the product

or service enjoy?

- How much competition exists in your area for the franchise you are contemplating?
- Can you get reliable unbiased information about “what’s it really like to own this franchise?”
- How many franchises of this kind have gone bankrupt?

The Franchisor

- How long has the

franchise been in business?

- Has it been in business long enough to prove its ability and the competitiveness of its service or product?
- How long has it granted franchises?
- How many franchisers are there all together?
- How many are

company owned?

- How many franchises of this kind are in your area already?
- Who are the principal officers, owners, and management staff of the franchise and what is their background and experience?
- What is the franchisor's

general reputation?

- Does the franchisor have a sound financial base?
- Has the franchiser offered to show you company figures indicating their profit situation?
- Does the franchise firm have adequate capital to carry out all their obligations?
- Have you con-

tacted the bank where the franchisor deals?

- Does the franchisor have a good credit rating?
- What is the legal history of the franchisor?
- Have any of the executives been involved in criminal or civil actions?
- Are any litigation's pending and do they involve any restrictions in trade that will affect the

franchise?

- What is the attitude of the Franchisor?
- Are they concerned about your qualifications?
- Are you being rushed to sign the agreement?
- Do they seem interested in a long-term relationship or does that interest end with

the initial fee?

- Do they seem hesitant in supplying you with any relevant info?

The Franchise Package

- How much does the franchise cost upfront? What is the licensing fee?
- What are the additional upfront costs – such as land purchases or

leases, building construction or renovation costs, equipment costs, training costs, starting inventory costs or promotional fees – or are they included in the initial fee?

- Does the franchisor charge any site evaluation fees?
- How much does the franchise company charge in royalties, ongoing training,

cooperative advertising fees and insurance?

- In the event that you have to buy merchandise or equipment exclusively from the franchisor, how do prices compare with those in similar competitive markets, both at the wholesale and retail level?
- What other continuing costs are related to the franchisor?

Franchise Facts*	Baskin-Robbins USA	Church's Chicken	Color Your Carpet Inc.
Established		1952	1979
Franchising Since		1964	1988
# Company Owned		593	12
# of Franchises	3,456	604	73
Franchisee Fee	None	\$10,000 Dev. Fee \$15,000 fran. Fee	\$15,000
Royalty %	0.5%	0.5% gross revenue	3%
Advertising %	3%		None
Annual Inventory Costs		Traditional \$214,800 to \$2,960,600; Alternative \$147,300 to \$270,600	
Min. Cash Required	\$60,000		\$24,000
Capital Required	\$135,000-\$180,000		N.A.
Length of Contract	5 years		5 years
Financing Available			

*Sources: 1996 Franchise Annual and "The Original" Franchise Handbook & Directory

Franchise Facts	Steamatic Inc.	U-Save Auto Rental of America Inc.	Wendy's International Inc.
Established	1948	1978	
Franchising Since	1967		
# Company Owned	9	1	978
# of Franchises	264	500	
Franchisee Fee	\$12,000 to \$18,000	\$3,500 - \$20,000	\$25,000
Royalty %	8% down to 5%	Flat fee per unit \$10 to \$19 per month.	4%
Advertising %			4%
Annual Inventory Costs		Varies	
Min. Cash Required			\$250,000
Capital Required	Inven. + Fran. fee + equip. pkg. (\$27,500) + Oper. Cap (\$15,000 - \$45,000).		\$50,000 to \$1,000,000
Length of Contract			20
Financing Available	Off the \$27,500 equip. pkg. will finance up to 100% for 1-5 years	Varies	Independent sources

USE THE FOLLOWING guidelines if interested in buying a franchise:

1. *Find out if the franchise is a member of the Canadian Franchise Association (CFA) or the American Franchise Association (AFA).* This will help you separate the hucksters operating out of their briefcases from the more reputable franchisors. In Canada, for example, only 225 of the estimated 700 franchisors are members of the Canadian Franchise Association.
2. *Consult your state or province franchising commission.* In every state in the U.S., or province in Canada, will exist a special franchising commission which monitors franchising activities within the state or province (in the province of Alberta this commission is called the Alberta Securities
- Commission). To do business in your state or province, a franchise must register by filing with the commission an acceptable statement of material facts or a prospectus. Thus, if you are contemplating the purchase of a certain franchise, you should first check with this commission to see if the franchisor is indeed registered and then to assess their plans as put to the commission.
3. *Talk to other franchisees.* The single most important thing a person can do before buying a franchise is to talk to other franchisees of that system. These meetings should be informal. They should not be prearranged by the franchisor.

4. *Make sure you get a Franchise Disclosure Document from the franchisor.* In Canada, this document is called the CFA Mandatory Disclosure form.
5. *The fifth step is to find a competent franchise lawyer to help you review the terms of the franchise agreement.* Pay special attention to: a) fee changes – does the franchisor have flexibility in changing them? b) territorial rights – can the franchisor open another franchise next door to yours? and c) the franchisor's involvement – will the franchisor disappear after your store has been built never to be seen again? In the past these three areas have caused the most problems.

Also note the term of the franchise. You want as long a term as possible so you have some resale value. If the term is only 10 years what have you got to sell?

NOTE If your lawyer has never had anything to do with franchise contracts he or she won't know what to look for.

6. *Get a competent accountant who can analyze the franchisor's pro-forma operating statements.*
7. *Find and consult with a banker familiar with the franchise you are buying.* The most reputable franchisors have a master franchisee financing program with one or more banks.

- ❑ What are the typical operating expenses?
- ❑ How much does the company charge for financing if it provides it? Are the interest rates competitive?
- ❑ What is the typical operating profit of the franchise, not including financing expenses (this figure is diffi-

cult to get)?

- ❑ Does the franchise offer the return you require?
- ❑ Can you verify earning claims and compare them with other business opportunities?
- ❑ If the product requires servicing, who bears the responsibilities covered by warranties and guaran-

tees? The franchisee or the franchisor?

- ❑ Are the standards of operation outlined by the franchise contract reasonable? Are there any excessive restrictions?
- ❑ Does the franchisor ensure that the territory you are being offered

will not be encroached upon by other franchises or the franchisor?

- ❑ Is the territory they are offering to you of a reasonable size? If you wish to expand in the future, is there room to

Franchising is the single most successful marketing concept ever.

**JOHN
NAISBITT**

Megatrends 2000

do so?

- Can you take in a partner or sell part of your business without getting permission from the franchisor?
- What are the terms covering renewal rights?
- Are there any unreasonable termination clauses?
- If you wish to

sell your franchise, can you do so?

- Are there any restrictions or after-sale covenants placed on you after you've sold?
- Are all major promises written in the contract and not just listed in the promotional material?
- What can the

franchiser do for you that you can't do for yourself?

17

Garden & Farming Ideas

GARDENING has proven itself to be one of the most relaxing and rewarding hobbies. Many people are becoming interested in growing their own food for

the sake of cost and nutrition.

Apple Trees

Berry Plants

Bird Feeders & Houses

Bulbs

Decorative Fountains

Dirt

Farm Equipment New & Used

Feed Supplies

Fertilizers

Garden Benches

& Sheds

Ginseng Plants

Greenhouse
Equipment

Herbicides &
Pesticides

Herbs

Lawn & Garden
Machinery

Lawn & Tree Care
Sprays &
Treatments

Lumber & Wood
Products

Peat Moss

Pest Control

Supplies

Pumps

Roses

Seeds & Seed
Starter Kits

Seed & Plant Clubs

A different plant or
seed is sent at
regular intervals.

Sprouts

Starter Trees

Weatherproof
Garden & Lawn
Furniture

18

Health, Beauty & Fitness Products

HEALTH, beauty and fitness products seem to do well in good and bad times. People will spend their last buck to look and feel good rather than buy some new electronic gadget.

But be careful!
Make sure that

what you sell has real and scientifically proven value. Consumers aren't as gullible as they use to be.

More and more are also interested in relaxing and stress relieving exercises. Gone are the days of getting up at five in the morning and jogging six miles in skintight bicycle shorts.

Acne & Pimple

Preparations

Age-Spot Removers

Air Purifiers

Anti-smoking Aids & Books or Tapes How to Quit Smoking

Arthritis Prevention

Write a short inexpensive book about arthritis prevention, cure, and relief products. Or start a newsletter. Target it towards the Baby Boomers and the 50 + generation.

With its sales generate a mail list, then send direct mail ads for related quality items. If possible, include advertisements at the end of your book. You might even want to include a small catalog built into the book. However, there is a danger of making your book or newsletter sound too much like a sales literature. Avoid this by including lots of free information. Keep in mind that

you want to complement your book with products that are truly unique, of high quality, and complement the subject matter in your book in way that is non-threatening, so that

your ads will be viewed as more service orientated than profit motivated.

Bedwetting-Prevention Systems for Children

Birth-Prevention

In 1984, starting with \$5,000 in start-up capital, Blake M. Roney created a multi-million dollar network marketing company called NuSkin International. The company, in particularly, has targeted the health and beauty needs of the aging baby boomers using high quality ingredients and a legion of network marketing distributors.

SUCCESS STORY

Devices

Condoms

People are still embarrassed buying condoms in a drugstore.

Offering a mail order or delivery service could increase your markets share.

- colored condoms
- lubricated condoms
- novelty condoms
- special ointment & spermicide condoms

Cosmetics for Blacks

Diet Clubs

Diet Drinks

Diets Plans

Disease Cures

Distilled Water Making Machines

Electric Shavers

False Teeth & Dentures Cleaning Supplies

Fingernail Preservatives

Fitness Equipment

- barbells & dumbbells
- body-building

machines

- body warmers
- boxing & martial arts punching bags
- chin-up bars
- contour joggers for jogging at home
- exercising gadgets
- grip strengtheners
- gymnastic equipment
- medicine balls
- mini-trampolines
- pneumatic swimming support for

disabled swimmers

- rowing machines
- skiing machines
- skipping ropes
- stepping machines
- thigh masters

Food Care Materials

Hair Care Items

Hair Care Products for African Americans

African Americans seem to always be fighting with their hair, especially women.

Hair Growth for Men

These products are highly regulated.

Hair Removers for Unwanted Facial & Body Hair

Hearing Aids

Meet the needs of the increasing amount of baby boomers who are losing their hearing. Hearing aid technology has advanced to the point that devices are now able to boost certain frequencies more than others. Most

people are still unaware of this new development.

Juicers

Medical Equipment

Stethoscopes and small pieces of equipment can be sold to laymen through display advertising.

Men's Hair-Coloring Preparations

Nail Care Centers

Natural Cosmetics

Noise Preventers

Nose Hair

Scissors

Perfumes

Duplicate the formulas of hot-selling brand name perfumes and then offer them at greatly reduced prices.

Pharmaceutical Drugs

Plain Petroleum Jelly

Posture Braces, Slimming Garments, and Girdles

Prescription Drugs

Prescription Eyeglasses

Mail order glasses sell far below neighborhood opticians. Considering the over pricing of glasses in North American, glasses in some Asian countries still go for a few dollars a set, there is room for expansion here.

Reducing Preparations

Reverse Osmosis Water Purifiers

Salt Water

Purifiers

Shoe Deodorants

Skin Care Products

Mary Kay, Avon and NuSkin International are essentially mail order multi-level marketing firms that are doing collectively billion's of dollars worth of business every year.

Sleeping Aids

Gadgets that let you read comfortably in bed or help you fall asleep.

Special Anti-perspirant Products

Thermal Pads

Toupees for Men

Vitamins

Vitamins can be purchased wholesale from a variety of places in bulk and then made into small packages.

Wigs for Men & Women

19

Home Office & Service Business Ideas

TURN YOUR hobby or interest into a part-time / full-time mail order, home office or service business. This gives you a tax write-off, supplemental income, and independence.

Sounds too good to be true?

Any person can start a home office or service business. All you need is an answering machine, a yellow page ad and an expertise or marketable skill in a specialized area.

However, to be truly successful, you must become an expert on self-promotion. **ALL** successful people are sales people in some manner or another. They

are either selling products, services, ideas, images or dreams.

In fact, despite the every increasing encroachment of technology on our everyday lives, there is ample indication in the markets that more and more selling is being done through personal contacts and networking rather than sophisticated advertising techniques.

To further develop your home office or service business you should also create the image that you are professional, competent, highly skilled, and working out of your home not because you have to but because you want to.

Another factor critical to the success of a home office or service business is the inherent growth

potential in your area of specialty. Ideally, your business should be one that can adapt and expand into other markets i.e., become a stepping stone to greater possibilities.

Adventure Trip Planner

- bus tours
- canoe trips
- cruises
- exotic destinations
- mountain

- climbing
- safaris
- train tours

Aluminum Scrap Pickup Service

Answering Service Operator

Architectural Services

Artist / Entertainer

- airbrush artist
- centerpiece designer & supplier
- chainsaw wood sculptor
- character

- impersonator
- dried & silk flower arranger
- egg shell decorator
- embroiderer
- engraver
- famous person imitator or look alike
- film maker: start by entering local film competitions
- flower arranger
- glass etcher
- handicraft maker
- house portrait painter

- ice carver
- magician
- oil painter
- painting restorater
- portrait painter
- pottery maker
- sculptor
- silk screener
- square dance caller
- stand-up comic
- stained glass artist
- sweatshirt & T-shirt painter
- tarot card reader
- wire sculptor

- wood carver

Auctioneer

Automotive

- antique auto dealer, restorer & repairer
- auto buyer, restorer, & seller
- auto detailer
- auto mechanic: local-tune-ups, body repair
- chauffeur
- junk car renter
- mobile mechanic operation
- old oil buyer & recycler
- radiator cleaner

- recreational vehicle cleaner
- scrap dealer
- taxi cab operator
- tow truck operator
- transmission repair specialist
- trucker
- used car renter

Baby-sitter

Barrel Maker

Basket, Rug or Blanket Weaver

Beach & Boat

- canoe maker
- charter boat service operator

- marine mechanic
- rowboat maker
- sailboat leasing
- surfboard maker

Beauty & Health

- exercise salon
- hair salon
- home care beauty service for famous wealthy people
- massage therapy
- nail care

Bed & Breakfast

Beekeeper (if you live in the country)

Belly Dancer

Bicycle Painter

Bicycle Repairer

Bird Cage Builder

Blade Sharpener

Book

- book binder
- book designer
- book finder: finding out of print books
- book publisher
- used books seller & restorer of rare books

Book of the Month Clubs

Specialize, for example, in arts & crafts, astrology, auto mechanics, exercise, health care, home-based businesses, and creative writing. Each time a customer purchases a book make sure to include information on additional titles. Remember though, it is unwise to sell books at large discounts, for then the material inside will be perceived as

worthless. Instead, offer free gifts or other incentives to close the sale.

Breeding

Determination, patience and a special kind of commitment will determine the success of your breed.

- cats
- chickens
- cows
- crayfish
- dogs
- exotic birds
- game birds

- goats
- horses
- lamas
- pigs
- ponies
- meat rabbits
- rats for snakes
- sheep
- snakes
- tropical fish
- turkey
- worms

Bridal Veil Maker

Broker

A broker is an *agent* who negotiates contracts of

purchases & sales.

- art broker: 15% to 30% commission charge is common
- bulk food broker
- broker for retired executives as consultants
- information broker
- loan broker
- mailing list broker
- marriage broker
- seminar broker
- stock broker
- used clothing broker

Butler or Maid for Parties

Cake Decorator

Calendar Scheduler

Calligrapher

Camping Equipment Renter

Canoe & Kayak Builder

Car Wash Owner

Carriage Rider Operator

Cartoonist

In 1991 Charlie Shultz of Peanuts fame earned over

25 Million Dollars.

Caterer

Chartmaker

Sell your services to government agencies, private industry, public relations firms, journals and design studios.

Child Services

- children's open house: getaway for parents
- children's party organizer
- clown for hire
- day care
- kindergarten or pre-school

- educator
- licensed day care provider
- live-in nanny
- play equipment builder
- puppeteer
- summer camp advisor

Coin Collector & Reseller

Computer Shopping Network

Computer shopping is still in its infancy; perhaps the right marketing approach will bring it into maturity.

Contractor

Contractors are usually classified as self-employed workers who build, fix, repair and maintain buildings, building fixtures, and building furniture.

- antique chair recoverer
- appliance painter
- appliance repair service
- antenna installer
- bamboo chair repairer
- barbecue repairer
- bathroom designer
- boiler cleaner
- cabinet builder
- carpet cleaner
- carpenter
- ceiling repairer
- chimney sweep
- construction job estimator
- curb address painter
- debris remover
- fence builder
- fiberglass repairer
- floor sander
- foundation

- repairer
- furniture polisher
- furniture reupholsterer & refinisher
- garage door installer & repairer
- general handyman
- gutter cleaner
- hardwood flooring installer & refinisher
- home weather-proofer
- house washer
- house painter
- interior designer & decorator

- kitchen designer
- janitor
- lobby decorator
- plaster board installer
- plumber
- rug, furniture & wall cleaning
- roofer
- security systems installer
- snow remover
- solar energy house designer and tinkerer
- sprinkler system designer & installer
- swimming pool /

- hot tub main-trainer & installer
- tile installer

Conversation Partner (for foreigners)

Correspondence Club Director

Custom Order Knitter

Dating Service Operator

Cherry Blossom is a successful company based in Hawaii the sets up international correspondence between mostly

North American men and Asian women.

Debt Consolidator

Discount Appliance Seller

Doll Clothes Maker

Dollhouse Maker

Dressmaker

Elderly Theater

Most movies made today are made for the young between the ages of 14 to 34. If you live in a senior citizens home, you may be able to organize

your own theater. Try and get government assistance.

Emergency Kit Assembler & Seller

Employment Agency

People want to live in states like Florida, Arizona, and California. Provide information about job opportunities and trends in these states. People also look for overseas opportunities in Europe, Africa,

Japan, Asia and Australia. More and more agencies are catering to professionals and companies looking for or needing temporary or contractual work.

Envelope Stuffer

Errand Runner

Export / Import Business

Exterminator

Famous People Trading Cards (make sure you get permission)

Farmer

- amaranth farmer: a protein rich health food
- ginseng farmer
- herb farmer
- organic vegetable farmer
- oyster farmer
- pick your own fruit farmer
- tree farmer

Firewood Splitter

Fishing Pond Owner

Flower Delivery

Food Delivery

Food & Party Carting Services

Fur-Coat Remodeler

Garage Sale Organizer

Garden Plant Starter

Gemstone Polisher

Gift Basket Services or Creator

Glove & Leather Goods Repair

Handwriting Analyst

Hat Restorer

Herb Gardener

Holistic Therapist

Home Tutoring Agency

Home Organizer

Hot Tub Renter

House Sitter

Information Booth Operator

Instructor

- aerobics instructor
- cake making instructor
- child care

- instructor
- children’s dance & exercise instructor
- children’s drama teacher & coach
- dance instructor
- dog trainer & instructor
- driving teacher
- executive interviewing techniques instructor
- fashion modeling instructor
- fishing instructor
- gourmet cooking instructor
- home repairs

- instructor
- language instructor
- martial arts teacher
- math tutor
- music instructor
- personal fitness coach
- piano teacher
- sales trainer
- scuba diving instructor

Invitation
Addresser

Janitorial Service
Operator

Jewelry Designer,

Maker & Repairer

Junk Seller

Karate Escort
Body Guard

Landscaper

If you have a truck
a couple of
trimmers, shears,

lawn mowers,
gardening skills and
an eye for
landscape, you
could be on your
way to landscaping
part-time,
weekends or during
the summers. Start
by making your own

A Baltimore druggist named George Bunting noticed that the skin salves then available had unpleasant odors and that they stained clothing. Customers complained about this, and so he put some soothing ingredients into a cosmetic cream. The first customer to try it raved about it, saying it, “knocks eczema out.” The statement led Bunting to name the product Noxzema. The rest, is history.

SUCCESS STORY

property beautiful
then take photos of
it. Then, make it a
practice to take
photos of all your
work.

Language
Translator

Locksmith

Log Designer

Lunch Deliverer

Maid Service
Operator

Mailing Service
Operator

Mail order Seller

Almost any product
can be sold be

mail.

Magazine Services

- back dated
magazines and
newspapers
- back dated
racing forms
- binders for
magazines
- computerized
magazines
- magazines and
newspapers on
micro-film

Maker of
Specialty Wood
Signs

Manicurist

Masseuse(eur)

Message Service
Operator

Men's Suit
Remodeler
(bringing styles up
to date)

Model Train
Repairer

Money Services

Money is
lightweight and
easy to transfer.
However, you do
not have personal
contact with the
purchaser so you
have no idea who
you are lending or
providing money
services to. To

protect yourself,
you must develop a
sophisticated
reference check
system and a
screening policy.

- auto insurance
- burial insurance
- business loans
- child kidnapping
insurance
- coins & bullion
- collection of
debts
- credit cards:
diner clubs
- health & casualty
insurance
- investment
advisor

- jewelry insurance
- life insurance
- market letters
- money investor
- real estate agent
- savings & loan associations
- small loans broker
- stocks & bonds broker

Moped & Motorcycle Repairer

Mural Maker

If you live in a large city, you may be able to find work

painting buildings.

Music

- agent manager
- arranger
- composer & arranger for bands & songs
- dance band leader
- disk jockey
- instrument builder
- lead sheet writer
- lyricist
- musician
- music arranger
- record producer
- singer

- singing telegram agent
- sound effect library creator
- street performer

Necklace Restringer

Newspaper Article Clipper

Night Club Cut Flower Seller

Odd Jobber

Paintings from Photos

Given a photo from a customer, prepare a customized painted version of the

photo. This business should be started locally in order to build a reputation of quality and a list of well serviced satisfied customers.

Afterwards, the business could be expanded nationally through targeted direct mail campaigns.

Furthermore, keep in mind that this business does not have to be limited to portraits. Even avante garde artists can turn photos into artistic impressions.

Paper Recycler

Party Organizer for Adults

Pastor for Weddings, Funerals & Baptisms

Personal Services

- baby-sitter
- caterer
- fitness trainer
- house cleaner
- letter writer
- secretary
- shopper
- tutorer

Pet Cemetery

Do you have usable land in an interesting location?

Pet Chauffeur

You better live in Hollywood to make any money here.

Pet Motel Operator

Charge by the size, kind of animal and duration of stay. Research when their owners holiday – pick a spot where people own pets and go on holidays.

Pet Services

- animal remover

- bed builder
- bowl maker
- coat maker
- collar maker
- dog obedience trainer
- dog walker
- food container
- horse exercise rider
- horse groomer
- house builder
- pet groomer
- pet portrait artist
- pet sitter
- pet washer
- travel container maker

Photographer

To start you own photography business, in most countries all you really need is a bank account, some personalized writing paper and invoices, a copyright stamp for marking the back of your pints, and an account book. Some photographers charge a daily rate unless the work involves an exceptionally large number of pictures. Others price each

individual job for an agreed number of pictures. Of course, you may well decide to sub-contract some of this work to commercial color or black and white laboratories. If you have a partner, one partner might be concerned primarily with studio still life work, the other with people and events.

- baby pictures
- film developing services
- local studio photography

- mail order film processing
- photography-club plans
- wallet-sized photos
- wedding photos

Photo Researcher

Piano Tuner

Piano tuners charge anywhere from fifty to hundred dollars a job. It usually takes about an hour to tune a piano. There are home study courses available.

Picture Framer

Plant Sitter

Private Investigator

Private Label Canner

Product Personalizer & Engraver

Project Rescuer

Prom Dress Seller

Quilt Maker

Real Estate Salesperson

Referral Service Provider

Reminder

(wake-up services)

Repair Services

- clothing
- furniture
- small appliance
- TV and radio

Researcher of Family Roots

Resume Preparer

Secretarial / Word Processing Service Provider

Security Patrol Service Provider

Service Businesses on a Budget

Here are just a few of the types of service businesses that can be launched with a only a little money, training, knowledge, & skill:

- apparel designer
- appliance repairer
- automotive repairer
- baby-sitter
- bookkeeper
- consultant
- dance instructor

- delivery service
- equipment renter
- flower decorator
- home typing
- lawn care
- newsletter publisher
- painter
- resume preparer
- seminar giver
- sewer
- shoe shiner
- translating bureau
- travel agency
- tutor
- upholster

Sharpener

Sheet Metal Worker

Single's Events Calendar Organizer

Skate Renter

Slide Show & Video Creator For Businesses or Special Occasions

Small Engine Repairer

Solar Clock

Designer

Storage Room Landlord

Tack Shop

If you live in an area where people raise horses you can offer articles

A Michigan homemaker needed a stronger household cleaner. The items on the market just weren't good enough for her. So she did a little research and came up with ingredients for a more effective product, called *Spic and Span*.

SUCCESS STORY

related to horses from a barn.

Tailor

Taxidermist

If you live in an area where a lot of people hunt or trap.

Tax Form Preparer

Test-Prep Tutor

Specialize in LSAT, GMAT, TOFEL or SAT Preparation.

Tie Resizer

Toll 900 Numbers

Sell information and entertainment for money using computerized voice mail systems and

toll charges.

- astrological
- biblical quotes accompanied by music
- dating
- employment hot-lines
- joke of the month
- looking for inspiration
- quote of the day

Translator

Treasure Hunter

Buy yourself a good metal detector and head for a ghost town.

Tutor

Used Golf Ball Seller

Vacation Planner

Vanity Publisher

Vanity Publishers make their money publishing books for authors who can't get their books published any other way.

VIP Escort

Video Maker

With video production technology becoming more accessible to the average man, there

may come a day when your neighbor produces an Oscar winning documentary or short film, out of his or her garage. Consider the success of shows like *America's Funniest Home Videos*.

Wedding Video Service Provider

Writing

- Ann Lander's type columnist
- biographer
- copywriter
- family tree

- researcher
- freelance journalist for newspapers and magazines
- genealogist / family history
- fortune cookie writer
- local who's who
- magazine fillers
- novelist
- sci-fi
- script writer for audio- visuals & slide presentations
- social columnist
- translator

- writing memoirs for others

Zipper Doctor

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Home Furnishings, Giftware & Electronics

EVERYDAY mass marketed products, like fridges and stoves, are harder to sell than specialized products like Rolex's or BMW's because their mar-

kets are more difficult to target. As well, competition is fierce and product protection difficult. However, with an innovative marketing approach you might be able to turn a humdrum product into a gold mine.

Appliances

Awnings

Bars & Bar Supplies

Basketware

Bed Massage

Equipment

Bed & Sleep Furnishings

Bedsread Caddies

Burglar Alarms & Fire Protection

Cabinets & Drawers

Ceramic Items

Cleaning Compounds

Christmas Ornaments

Cleaning Cloths

Closet Organizers

Coin Counters

Consumer Electronics

- answering machines
- CD players
- clock radios
- hi-fi Systems
- home entertainment centers
- portable cassette players
- TVs
- VCRs

Custom-made Drapes

Decorative &

Scented Candles

Decorative Pillows

Desk Organizers

Door Checks

Door Knockers

Door Mats

Elevating Recliner (for the handicapped or disabled)

Fabric-Mending Glue

Fire Place Accessories

Fire

Extinguishers

Folding Suitcase

Furniture

Glassware

Glue

Goose-down Comforters, Quilts & Pillows

Gourmet Cooking Merchandise

Grandfather

Any item can be personalized but some items lend themselves to personalization better than others. Back in 1951, Lillian Vernon started a small mail order company in her kitchen. Her first product was a monogrammed leather belts. Today, her company, Lillian Vernon Inc., which specializes in personalized mail order items (catalog sales, gift items, toys and games), in 1995 brought in \$222 million in revenues. Her company employs more than 900 people.

SUCCESS STORY

Cuckoo Clocks

Hand Held
Vacuum Cleaners

Hand Bags

Hardware
Novelties

Heaters & Heating
Equipment

Home Address
Plates

Initialed Hampers

Kitchenware

- china
- cookware
- containers:
glass, metal,
plastic

- dinnerware
- hot air popcorn
popper
- induction plate
heaters
- kitchen gadgets
- plastic freezer
containers
- personalized
cutlery
- plateware
- silverware
- stainless steel
cookware
- tableware
- taco fryer
- thirty tear
stainless steel
knife

- woks: electric &
traditional

Lamp & Lighting
Fixtures

Long-Life Light
Bulbs

Luggage

Mail Boxes

Launch a direct
mail campaign to
rural communities
with battered
boxes.

Party Sales

- cookware
- plants
- plastic goods
- cosmetics

Pet Stain
Remover

Porcelain
Figurines

Portable Sewing
Machines

Rugs

Searchlights

Security Products

Baby boomers want
more security due
to increased crime.

Suitcase Straps

Thermometers

Towels

Wallpaper

Wireless Light
Fixtures for
Closets

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Miscellaneous & Novelty Merchandise

SPECIALIZING in unusual & novelty merchandise may limit the size of your market, but it will give you a market niché and a company identity. It is better to be known as an

expert in your field than a second rate generalist competing with the like of Sears & Roebuck, J.C. Penny and Wal-Mart.

All-in-One Kits

Develop a product line that creates all in one kits, sewing kits, first-aid kits, fishing kits, hunting knife survival kits.

Assorted Bargains
& Other Surplus
Specialties

Ball-point Pens &
Refills

Book Markers

Chemicals

Charm &
Treasure Jewelry

Children's Things

Church Furniture

Coin-Bank
Calendars

Decorative Maps

Decorated T-
shirts

Dog Repellent

Dollar Shops

Family Coat of
Arms

Flagpoles

Grave Monuments

Jewelry

This specialty has a reputation of being glamorous and shady at the same time. Sounds fun doesn't it?

- art jewelry
- chronographs
- costume jewelry
- diamonds
- homemade jewelry
- investment jewelry
- ivory
- jade

BEST MONEY-MAKING HOME-BASED BUSINESSES

Business	Private Tutor	Web-site Developer	Cleaning Service Provider
Pros	Less stressful than teaching a full class	Good growth & earning potential	University degree not required
Cons	Often have to work evenings and weekends	Lots of competition	It's a dirty business
Requisites	Expertise in at least one subject	Expertise in HTML and Java script	Lots of energy, lots of supplies; good equipment
\$ Potential	\$20 – \$50+/hr	\$50+/hr	\$15 – \$25/hr; \$60 – \$100/house
Helpful Hints	Market to university students, private schools and ESL learners	Keep up with new trends; develop your own state-of-the-art web page!	Specialize in windows or swimming pools.

BEST ENJOYING LIFE WHILE YOU WORK HOME-BASED BUSINESSES

Business	Artist	Freelance Writer	Massage Therapist
Pros	Could become famous (after death)	Get to see your name in print!	Pick your own hours
Cons	Will likely starve	Lots of rejection; extremely hard work	Physically tiring
Requisites	Talent; Another source of income	Thick skin; Ex. writing ability; notebook computer & modem	Strong hands; certification; enjoy looking at peoples' backs
\$ Potential	\$0 – \$ unlimited	14 cents per word for magazines – \$unlimited	\$30 – \$100/hr
Helpful Hints	Try to sell work at art shows, conventions & college campuses	Look for business clients (they pay more)	Market to senior citizen homes & health clubs

- semi-precocious stones
- simulated diamonds
- synthetic gems

Left Handed People Products

Write a small pamphlet that reveals interesting or startling information about left-handed people. Advertise with a classified or small display ad. Keep track of all your customers. Try and build as large a list as possible. Once you have a large

list consider starting a small catalog of unique products especially for left handed people.

Million Dollar Products

It is possible to focus your entire business around one product especially if the product has mass appeal, a strong demand, is properly protected and you manufacture itself or have obtained exclusive marketing rights. However, whenever there is

money to be made, you can be sure your competitors will do everything they can to get a piece of the action. Some less scrupulous competitors will even duplicate your entire marketing strategy.

- alarm clocks
- Band-Aids
- book clubs
- bottle caps
- cash registers
- cellophane
- chewing gum
- chipped soap

- corn plasters
- dancing lessons
- deodorants
- disposable diapers
- Dixie cups
- fountain pens
- frozen foods

The Knott's Berry Farm entertainment park, began as a small entertainment feature to keep diners occupied while they waited for seats at the Knott family restaurant.

SUCCESS STORY

- gelatin capsules
- good humor bars
- home hair waves
- kiddy cars
- kinked hairpins
- paper clips
- prepared dog foods
- ready-made bows
- roller skates
- rubber heels
- sanitary napkins
- schools-by-mail
- scotch tape
- snap fasteners
- shorthand system

- teddy bears
- tea bags
- vacuum cleaners
- zippers

Novelty Products

Novelty items that catch the public's interest tend to have huge sales. They bring in more sales than year-by-year standbys. They are also usually inexpensive and have large profit margins. Often, the key to success is having control over the product. However, if you do not

manufacture the product yourself or own the patent, get exclusive marketing rights to it, otherwise, the competition will get wind of your success and will cash in on it.

- ant farms
- confederate money
- caricatures of famous people
- double sided quarters
- executive puzzles & toys
- Frisbees

- giant inner tubes for tobogganing
- jumping quarters
- love contracts
- magic tricks
- needle threaders

Most people don't realize there's just as much money to be made when a society's falling down as when it's rising up.

RHETT BUTLER
Civil War profiteer, to Scarlett O'Harra in *Gone With the Wind* (screen play by Sidney Howard)

- novelty pets: sea monkeys, horses & turtles
- one-way-glass
- paper playhouses
- pet rocks
- plastic insects
- playing cards: marked cards, nude, personalized & trick cards
- plug-in pest repellents
- puzzles: Rubik's Cube
- shrunken heads
- spud guns
- supermarket

- cost counter
- tear gas guns
- trading cards
- wall hung carpets
- Old Gold Bullion**
- Pepper Spray**
- Personalized Merchandise**
- address labels: good way to add people to your catalog list
- buttons and collectors pins: start a

Selecting a Business Area Worksheet

Give each business area a rating from 1 to 5 in each category

	1 low	2 med-low	3 medium	4 med-high	5 high
CATEGORY					
Level of Interest					
Level of Skills					
Total of Demand Points					
Arts & Leisure Merchandise					
Autos, Boats, & Recreational Vehicles					
Book Publishing Ideas					
Business to Business Supplies					
Business to Business Services					
CD, Cassette & Video Recording Ideas					

- pin or button of the month club
- desk memos
- door mats
- golf ball markers
- personalized children books: these books have been shown to improve reading retention and comprehension by 35 percent
- pencils & pens
- personalized golf balls
- personalized greeting cards with customers pictures and own

personal message

Plastic Custom Molds

Premiums

Start a premium mail order business. Cater to large businesses who need greeting cards, pens, address labels, organizers, desk mats.

Precision Timers

Religious Materials

Repackaged Products

Buy in bulk and

Clothing, Textiles & Footwear

Communication Equipment

Computers & Accessories

Computer Services

Consulting Services

Correspondence Course Ideas

Electronic Gadgets

Edible & Drinkable Products

Environmentally Friendly Products

Franchise Business Ideas

sell in small quantities. Consider making kits for different areas such as auto, camping, boating and backpacking. As well, buy in bulk and repackage, vitamins, screws, nails, rubber bands, buttons etc.

Rubber & Rubber Products

Slide Rules

Souvenirs

Trophies

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Newsletter Ideas

IT IS estimated that 100,000 newsletters are published in the United States and over 15,000 in Canada.

Newsletters can be used to communicate internally within organizations, or they can be

- Garden & Farming Supplies
- Health, Beauty & Fitness Products
- Home Office & Service Business Ideas
- Home Furnishings, Giftware & Electronics
- Miscellaneous & Novelty Merchandise
- Newsletter Ideas
- Recipes, Plans & Construction Blueprints
- Street Vending Operations

Total up your results to determine which area (s) is best for you

they can be sold externally to businesses, consumers and investors at subscription rates.

Typically, newsletters marketed to specialized groups, go for \$100 to \$1000 per year, while consumer newsletters are generally priced between \$30 and \$80 per year.

If your newsletter becomes very

successful you may decide to turn it into a magazine (like Chase Revel's *Insider's Report* now known as *Entrepreneur Magazine*).

Keep in mind that part of a newsletter's success will depend upon your customers buying additional items, books, etc. that are advertised in your newsletter.

However, under no conditions should you bias your news in the hopes of creating a sale as this will jeopardize the integrity of your newsletter.

NOTE For a more extensive list on Newsletter ideas consult Robert J. Huffman's and John Krol's *Newsletters in Print* (Fifth Edition 1991-1992 Gale Research Inc. Detroit New York)

which lists over 10,000 newsletters published in the United States and Canada both professional and personal. This directory provides information on: audience, editorial policies, first published date, frequency, size, circulation, price, and subscription addresses.

Agriculture & Life Sciences

– animals & veterinary

- science
- animal behavior
- beverage industry
- biology & genetics
- biotechnology & botany
- chiropractic practices
- dentistry techniques
- disease research
- dairy industry
- fisheries
- food industry
- forestry restoration techniques: facts

- & figures
- floristry innovations
- human anatomy
- humane societies
- medical care
- medicine
- medical research
- nutrition
- personal health
- personal growth
- pets & pet owners
- pharmacy
- preventive medicine
- psychology

- zoo keeping

EXAMPLE:

Seafood Price-Current

Provides seafood market price quotations for fresh fish on the West Coast, Hawaii and New York and on the Gulf Coast. Circulation 1200. Price \$175 per year. Accepts Advertising. 4 pages, semi-weekly.

Business & Industry

- accounting procedures

- administration
- advertising & marketing
- banking
- brokerage
- collectibles
- commerce
- commodities
- economics
- industry & executive gossip: promotions, hirings, firings, alarms & anything of interest to company executives
- investment

- guidance
- management tips
- office practices
- new products
- public relations practices
- real estate
- selling
- stock markets
- taxation & tax shelters
- upcoming trade fairs

EXAMPLE:

Gold Newsletter

Reports on the relationship

between gold and the economic system. Covers topics like monetary reform, inflation, deflation. Audience hard money investors. Price \$95 per year. Circulation 2500. 8-12 pages, monthly.

Community & World Affairs

- architecture
- alternative energy
- associations
- astrology
- atheism

- city planning
- clubs
- community affairs
- community planning
- culture
- defense
- ecology
- energy conservation
- environment
- ethnic groups
- government
- housing
- landscaping
- law & the administration of

- justice
- meditation
- municipal services
- neighborhood
- occult
- philosophy
- politics
- political opinion
- preservation
- philanthropy
- pollution
- public interest & welfare
- recycling
- social concerns
- religion

- theology
- transportation
- waste
- wildlife

EXAMPLE:

Awkwesasne Notes

Recurring feature includes letters to the editor.

Audience native peoples, environmentalists, human rights activists and politicians. Price \$20 per year. Circulation 15,000. 32 pages one issue every two months.

Family & Everyday Living

- adoption
- celebrities fan clubs
- collectors & collecting
- consumerism
- cultural events
- eating & dining
- exercise
- family history
- fan clubs
- fashion
- hobbies
- humor
- interior design
- lifestyle

- movies reviews
- outdoor activities
- popular entertainment
- recreation
- self improvement
- sports
- television
- tourism
- travel
- video games

EXAMPLE:

The Hideaway Report

Provides informative critiques on small, seclude resorts and

executive retreats around the world. Has hideaway of the year Awards. 8 pages Circulation of 15,000. Price \$90/year. Published Monthly.

Information & Communications

- bibliography
- computers
- databases for titles
- documentation
- journalism
- library science
- mass media
- publishing

- rare books
- satellites
- telecommunications

EXAMPLE:

Speech-writer's Newsletter

Offers practical information on speech writing and delivery. Recurring features include letters to the editor, interviews etc. Circulation 1000. Price \$227 per year. 6 pages weekly.

Liberal Arts

- anthropology

- archeology
- artists
- arts and languages
- authors
- book reviews
- career planning
- demography
- dance
- education
- educational student exchanges
- film making
- geography
- music
- painting
- polls

- sculpture
- social sciences
- sociology
- teaching aids
- theater.
- video industry: garage movie producers

EXAMPLE:

The Book Watch

Covers small press publications etc. Circulation 70,000. 8 pages monthly.

On-line Newsletters

Many newsletters are also available via computer hook

ups. You may consider selling your newsletter via modem. Some newsletters go beyond the typical printed form and are available – some exclusively – via electronic media: on-line, facsimile machine, cassette tape, diskette and CD-ROM.

Science & Technology

- aeronautics
- astronomy
- astrophysics
- chemistry

- earth sciences
- engineering
- fusion power
- inventions
- mathematics
- meteorology
- nuclear physics
- physics
- rockets
- solar energy
- space science
- technology
- thermodynamics

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Recipes, Plans & Construction Blueprints

A STOCK of plans for commonly wanted projects can produce a steady source of income.

In order for your plans to gain a market share however, they must make the job easier, quicker, cheaper and bet-

ter than other plans, and build confidence in your buyer that he or she will succeed. Your advertising must stress these benefits and your product must live up to your claims.

To start your business, design

a set of related plans in your area of interest, build all your projects, have professionals take pictures of them, then seek professional criticism and evaluation. When you think you have a winner,

Incorporated in 1955, H & R Block excelled in preparing individual federal tax returns. Recognizing the growing complexity of tax forms, the Blocks offered a trustworthy and accurate service, and quickly gained a high reputation. Rapid franchising made competition difficult.

SUCCESS STORY

place a small display or classified ad in a magazine like *Popular Science* or *Popular Mechanics* using what you think is your best project.

If the ad is profitable keep running it every month and consider placing it in other magazines. Make sure you include a small flyer or catalog summarizing your other plans with

every set of plans you sell.

If your buyer respects the quality of your first set of plans, he or she will likely buy another set of plans from you in the future.

Eventually, you may want to compile all your plans (or recipes) into a single book especially after successfully gaining market recognition.

NOTE The typical customer is willing to pay up to about twenty dollars for plans.

Airplane Designs

Award Winning Architects' House Designs

Blue Prints

Highly detailed plans usually costing much more than regular plans.

Boat Designs

Dress & Knitting Patterns

Electrical &

Electronic Projects

Folk Instrument Construction

Food Dehydrator

Formulas & Recipes that Save Customers Money

Furniture Build-it-Yourself Projects

Go-carts

Greenhouses

Home Made Cosmetics

Home-Workshop Projects

Hot Tubs
 Hovercrafts
 Kit Cars
 Jet Engines
 Log Cabins
 Mini-bikes
 Origami & Paper
 Folding
 Techniques
 Remote
 Controlled
 Airplanes
 Saunas
 Solar Powered
 Homes

Swimming Pools
 Tree Houses
 Vacation Homes
 Water Distiller's &
 Purifiers
 Welded
 Sculptures from
 Junk
 Wind Machines
 Wind Mills
 Wood Finishing &
 Staining Formulas

24

Street Vending Operations

IF YOUR product can't survive on the streets it won't survive in the stores.

Street vending is one of the oldest form of retail selling and thus an excellent starting point and training ground for any entrepreneur whether your

eight selling lemonade a hundred and eight selling beaded necklaces. It is one of the oldest, most mysterious, easiest to start, lowest overhead, and least regulated businesses in North America.

And as for street performers . . . at least once in your life you must have dreamt about quitting your job and heading for the

streets of Paris along with your fiddle to find out what you're really made of.

NOTE Make sure to check with city officials in regards to any licenses, fees or regulations you need to comply with in regards to vending and street performing operations.

Arts & Crafts

Baskets

Beadwork

Books

Framed Prints

Highway Fruit & Vegetable Stand

Hand-crafted Jewelry

Mobile Hot Dog Stand

Mobile Hot Dog Stands can not only be used to sell a number of food items, but they can be used to test-market food products you can't get distribution for in grocery stores

(pending licensing etc.). If people like your product, this will give you leverage to re-approach retail outlets and hopefully get shelf space, as well consider franchising your business to others.

- baked potatoes
- fries
- hot-dogs
- ice-cream
- juice
- pop
- popcorn
- secret recipes &

dressings

– veggi-burgers

Imported Jewelry

Leather Jackets

Original Art Work

Watches

You can sell them on a street corner under an overcoat if you want.

Especially foreign imitations of expensive watches. Richard Sears of Sears & Roebuck got his start selling watches by mail.

Sidewalk Short Story Writer

Write original short stories using client names, descriptions and choice of locations using a small portable typewriter.

Street Performer

Some street musicians have been known to pull in over a hundred thousand a year.

- caricature artist
- exotic instrument player
- instrument ensemble player
- juggler

- mime
- mini-drama performer
- sidewalk artist
- strange human feats



There is no security on this earth, only opportunity.

**GENERAL DOUGLAS
MACARTHUR**

BUYING A BUSINESS

ONE OF the alternatives to starting a business from scratch is to purchase an existing one. The advantage of this is reduced start-up problems and a proven profit picture. However, if not undertaken in a careful manner, buying someone else's business can be exceptionally risky and quickly turn into a veritable nightmare. To protect your investment, follow these guidelines:

1. *Do not rush into the transaction without adequate investigation.* You may be tempted to quickly make a bid for what looks like a good business to avoid missing a "golden opportunity." However, as an investor you must obtain as much information as possible to get a clear idea of its profitability and hidden liabilities.
2. *Ascertain why the business is for sale.* The seller may give ill health as the reason for selling but the true reason may be declining sales.
3. *Determine if the type and size of the business is compatible with your interest, talents, personality and capital.* Be sure that you can adequately finance the purchase of the business plus have enough left over for operating capital.
4. *Obtain the business' financial records for at least the past three years.* Carefully analyze records such as past balance sheets, profit and loss statements, tax returns, purchases and sales, and bank deposits.
5. *Calculate*

Do not rush into the transaction without adequate investigation.

the value of all tangible and intangible assets. Total the market and replacement value of tangible assets (fixed assets) such as inventory, furniture, building, land leases and accounts receivable. Total the value of intangible assets (goodwill) such as business reputation, customer lists, image, supplier relations, trade marks, copyrights and trained personnel. Bear in mind that any intangible assets the company has are only worth something to you only if they will generate extra revenue in the future. If they won't, don't pay for them.

6. *Determine the fair market value of the business.* The determining factor in arriving at a fair market price for any business is to look at its “future earning potential.” It makes no difference how

much time or money the previous owner has put into the business. To arrive at this price look at the value of all fixed assets and goodwill. Also consider what is known as its “opportunity cost.” Ask yourself, given the same amount of risk and hard work, how will the rate of return (R.O.I.) of this business compare with the R.O.I on other businesses or investments?

7. *Carefully read the sales agreement or contract.* This agreement should not be signed without a lawyer's and an accountant's advise (see Guidebook #87 for what to look for in a sales agreement).

The determining factor in arriving at a fair market price for any business is to look at its “future earning potential.”

8. *Review any seller's liabilities you are to assume.* Review the nature and amount of any loans, liens, unpaid bills, chattel mortgages, back taxes, etc., owed. Try to determine if there are any additional liabilities not shown on the balance sheet. In any case, it is advisable that you have written into the sales contract a clause that limits your assumed liabilities to only those outlined in the sales contract (the seller remains responsible for all unforeseen liabilities). You might also consider, if the seller is agreeable, to purchase only the assets of the company and none of its liabilities.
9. *If you are purchasing the A/Rs, carefully assess their collectability.* Old accounts should be properly discounted to reflect the difficulties in collecting

them.

10. *Once the deal has been struck take over the business as soon as possible.* This will help avoid inventory depletion or the creation of ill will.



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