

Flea Market / Small Home business
Crafter Business / Work from Home



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This is a free report

I offer this report as a free guide to anyone who is thinking of starting up a small work from home business.

I do have a full time training system/report that I have written, and tell you more about it at the end of this report, but the idea is to simply give you a better understanding on how to get the best out of your business idea and make sure that if you follow my basic guidelines you should not be at risk of failure.

Even if you are already in business working from your home, this guide should help you see if you have missed out on any of the important building blocks needed to run a successful home business.

I hope that you are motivated to getting started today in your business venture.

Seriously - the best way to start a business is to take action right now!

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Introduction

I am Rob and I have been self employed for over 30 years. In my entire adult life I have only ever held one full salaried job – and hated it.

I had no motivation to get better at my job – no reason to plan and work out better ways to do my job. I did what I was told to do, and managed to last out a full 12 months at that job.

It was a massive relief to resign and start another of my work from home businesses.

I was, and still am, very passionate about whatever business idea I get and start up. However for a very long time – I used to start up small businesses or part time flea market ventures based on my hobbies, and never based on sound business principles.

I admit that it took me years of trial and error to get to grips with the basic concepts of real business and eventually ran a small furniture business successfully for over 10 years.

So while I know that I was motivated by my interests and passions for a very long time in my business ventures, one of my biggest passions has always been marketing, and over the years I spent many a quiet moment watching other small businesses and flea market traders around me and learning from what they did and what they were successful at.

If you are trading for three or four straight day's right next to some guy selling t shirts it is impossible to not know his business inside out by the end of that time period.

I have had years of joy in being at home watching my kids grow up around me, being there to give them a lift to wherever they wanted to go to, and being fully involved in their lives. LOL – It also means that they had the trauma and joys of seeing how my business ideas waxed and waned over the years.

At the time of the latest revision of this report – I have over 3 years full time as an internet marketer online. This means that I have gained huge experience as a website developer and what it takes to get a website profitable online.

Currently on some of my websites I have some reports that I have that go into a lot more detail on some of these topics that I discuss here with you in this report.

By applying a combination of what you can read for free on my websites, and the information you get from my reports, and even the two full products that I have written and are still available online – you will get a small business set up that has a very high chance of survival.

Simple steps to follow

- Choose your niche correctly – using all the methods that I teach. This initial research will be the most important aspect of how well your business will survive. I show you easy ways to do this research
- Do extensive keyword research, all the time in your business, as trends will change and keywords will change – your business needs to follow along.
- Set your business up with more than one income stream. This could be agents, website orders, trade shows and a lot more options. You will already have the infrastructure, why not?
- Plan your offline – home business side VS your online web side carefully, mostly using keywords as a guide, as it would not be clever to have a business that is almost totally diverse from the very beginning.
- If your funds are low, start with the web based side first, as this can be done with a lot less cash, and only your time, and could be thriving before you even open an office or store.

Business Ideas types

These tips that I cover here in this report are sort of done generically to allow for all the different types of small home businesses.

Please note that if you are planning to add a web based business to your small business – which I highly recommend, you need to allow in your research that some businesses will thrive online and others will just be an online version of a business card.

I should clarify this statement, for example, a landscaper or handbag manufacturer will get real inquiries from people searching for their services, but a person who is a lighting consultant at music events is unlikely to find people who are searching for that exact service online.

There will obviously always be some searches for everything, but some niches or business types will get a lot more than others.

I am going to constantly tell you about a thing called keyword research.

No matter what type of business you are in, small, big, home, online they will all need perfect keyword research to be at the top of everything.

That is the point of me stressing that you do keyword research very carefully.

That lighting consultant could do research and find that there are people looking for event planning, or party planning that might need a lighting expert, and could set up a website offering those extra services as a second source of income.

In fact he could even switch slightly and simply become an agent for lighting products that are being searched for online. Like garden lights, or architectural lighting.

Do you see where the keyword tools will help pinpoint where these markets actually exist already and all you need to do is to place yourself (well your website) in front of those searchers?

Home businesses tend to fit into these main categories.

Pure Consulting/ management

This is the type of business that generally is for a professional person.

Someone like a lawyer, accountant, book keeper or speech therapist, but just as easily covers businesses like piano teachers and similar professionals.

A lot of these businesses really only need a professional looking office and reception area in the home and they work extremely well.

These types of business people generally are very good at what they do and tend to start up from an almost instant client base.

Sadly I have two comments about this group – One their businesses tend to be very one-on-one type businesses and you can only do one client at a time.

The only way that you can become richer with this business type is to increase your rates or start to add staff to your home business and this can sometimes defeat the whole point of a home business. Another way that is becoming easier to implement is to become an expert in your field and promote training in your profession online.

Second comment is that because of this situation, these business owners tend to shun marketing and marketing ideas as a waste of money, and suffer from not allowing proven marketing methods to be applied to their businesses.

Service related

A lot of service related businesses thrive in a home environment.

Dog parlours, landscapers, tree fellers, home valuers, plumbers, electricians and a very long list from there, all doing very nicely from homes all over the world – and a lot of these have been doing so for longer than any other of these groups.

Knowing your craft in these businesses is never really one of the initial problems with this type of business, in the beginning it is being able to stay in business while you build up your client base.

With a combination of old style business practices, and newer internet related research and marketing methods, this has become a lot easier.

The craft industry has started to become a large player in this segment as the demand for handmade items has not only increased, but gained a new level of respectability that it never had before.

The online side of the “service industry” is growing at a phenomenal rate, as more and more website owners are needing services that they do not have time for.

This includes graphics, software and content creation and a dozen other business ideas.

I cover a lot of details on these methods of earning money on my websites, and I encourage you to read as much as possible there too.

I can show you a way that if you like to write, you could be earning a full time income from tomorrow, and never look back. This guaranteed demand for content is something that if you are good at writing you can set your own prices. Simple supply and demand rules apply here.

Manufacture

This is the category that I fell into about half the time (the other half was when I was a designer/decorator/kitchen designer) and I do have to add that it is probably the least profitable.

Most of the small home business ideas that people have in work from home business ideas are really just expensive hobbies that we become good at, and try to recoup our costs by selling whatever we manufactured.

Now the truth is that there are a number of ways of turning these small hobby businesses into a profitable business and could even become either a big business, production wise, or become a big business training and consulting wise.

Very seldom will you become wealthy by knitting by hand for clients single order by single order, but you could start to add contract knitters under your order system and eventually build up a massive supply business with you earning a commission share of each item.

My hammock business is a good example of this problem, and I found that I had to grow and expand my range almost weekly to find which products had the best time to profit ratio.

Doing a well designed and correctly set up website is extremely important to this type of business because your keyword research would have told you what people are really looking for, and you would set the website to bring them to you, and set your factory to supply them. How beautiful is that combination?

Seriously this really comes down to keyword research being done very carefully, so as to find out the strongest aspect of your chosen business.

The Wordpress website set up and subsequent correct steps to get the website to a number of "page ones" on the search engines is all you need to do the ensure that your chosen business is 100% busy all the time.

Buy / sell

In this category I know of a lot of very successful businesses that have simply refined their skills at buying exactly what their buyers are looking for, and are growing their businesses at a very healthy rate.

It does not matter if you are buying local and reselling or importing and reselling – this type of business is great because you can sell big volumes and even run storage warehousing and still work from home.

One of the more “nitchy” side to home businesses here are the buy second-hand goods and resell them, and this form of business is very big worldwide – with the growth of websites like BidorBuy and eBay the options for sellers and buyers has grown to massive proportions.

This type of business needs to have some skills in knowing the value of the types of items that you will specialize in.

I have to add here that I am too soft personality-wise to do this type of business successfully, I continually undervalue the stock that I am selling, and over pay for the stock that I buy, and I suspect that I will never change.

However it does not matter what your buy-sell product is you are definitely going to need a quality website.

The shopping-cart type of website has become an extremely profitable business model, and, again, by carefully doing keyword research you can keep your business ahead of all opposition, and keep stock holding down to a minimum.

In fact with this style or type of business, you could easily apply the drop shipping business model and not need to carry stock at all, and just maintain your website.

Pre – comments

The systems that I cover here in this quick guide can take almost any business and if you apply the methods your business will be stronger for it, and if you know of any business that is already successful in your chosen field, I can teach you some tricks that very possibly would make your version of that business better and stronger than any other business model that you are aware of – simply because I will be teaching you very modern targeted methods of applying your business ideas and therefore will be putting your product or service directly in front of people that are actually looking for whatever you are offering.

Initial Research

In the old days when you had the urge to start up any business at all you had to rely on very few research avenues. Obviously if there was a similar business in your neighbourhood you could go and look at the set up and try to guess what their overheads were and where they were buying their stock from and a whole lot of more complicated problems than that.

Then you had the added problem that those traditional businesses tended to require a massive and carefully done financial input to just get started.

Then there was that known factor of “you-will-work-yourself-almost-to-death-for-two-years-before-you-make-any-profit” syndrome. Then there was that commonly heard statistic that everyone will tell you that x% of all business will fail within X number of years. (I have often heard that 90% of new businesses fail within the first two years – I doubt that it is a true statement)

No wonder we all became scared to even think of starting up a small business.

I will never forget my very first full time business; I started it with the cash that I received from selling my camera. But within 6 months I was happily paying for

full page glossy magazine advertising, and watching that business grow at a faster rate than I could supply my time.

WOW!

OK, I am getting too chatty, here are the newest and totally amazing ways that you can employ to be absolutely certain that your new business venture has a better than great chance of surviving.

The general methods that I show you here would differ quite differently from business type to business type, but the online research side will pretty much be constant for all the business ideas.

So, when I talk of "research" here I am simply showing you the different places that you can visit to get affirmation and confirmation on your ideas.

- The Yellow Pages. Check the size, intensity and volume of your competition there.
- The local shopping centre. Check the same things there.
- Television. If businesses are willing to pay for advertising on the product that you plan to sell, then you have a potential winner.
- Your local flea/craft market. Visit and look through the stalls and see if you have opposition. Opposition is good!
- Your neighbourhood. Is there other work from home businesses that you are aware of in your area?
- Go Online... check Google trend, Check intensive keyword research, check opposition websites, check local search results, check blogs, check paid for advertising, check, check, check.

I am not going to be able to go into a lot of detail here as this would take a lot of pages to explain all the different methods of double checking the viability of the business idea that you have by using all the online resources that are available to you online.

Not only are these methods explained in a lot more detail in the courses that I have for sale, I wrote up a short report that is called "before you do your business plan" that goes into a lot of detail regarding these research methods, and naturally I encourage you to go and get a copy for yourself.

The report will be advertised on a banner on my main websites.

However I would like to point out this one very important fact. It is this very online phenomenon of keyword research and niche research coupled with good old fashioned tactics that has allowed small home businesses to have the opportunity to do such accurate research as never before known to mankind.

Did you know that you are able to discover exactly the different amounts of numbers of people that are searching to buy exact items?

You can even find out which colour of a specific item is more popular in some instances.

I have a banner on my website where you can go to download a free keyword tool – one of the very best – perhaps the best. Do it and enjoy the potential of knowing exactly what and where to place your business.

The new small home business owner has now at their fingertips the opportunities to know without doubt exact numbers of potential customers for very specific items long before they open the doors to their new business.

This is a luxury that I wish I had access to back in the early days of my business career.

But it is there for you to access and exploit to its fullest for your new business venture.

This initial research – if done correctly can double or triple the potential money you might have made previously if you had gone ahead and planned your new business idea without this extended research methods, like the niche research and keyword research.

OK, once you know the specifics to what you are going to do to who and even where you are going to do it (a little obscure I know) you then need to get down to the old fashioned business planning systems.

- A detailed business plan
- This would cover long term and short term plans
- This would cover both a negative and a positive business projection
- This would cover all the legal issues
- This would cover all the capital outlay costs for the initial setup.
- This would cover all the capital outlay costs for your initial stock.
- This would cover all the initial planning and costs for you marketing ideas
- Then this would cover all the items that I have forgotten to mention here – as I have just been typing this report straight out of my head here. LOL

CONGRATULATIONS!

I would like to take this opportunity here to point out one very simple fact. If you have spent the effort and done your initial research and planning correctly, and all your figures are correct and carefully worked out, your business and your success is at this stage a foregone success.

I promise you that if it really has been planned out properly and on paper is successful – Then it will be, all you will need to do after that is stick to the carefully worked out step by step plans that you have done in your initial planning.

I know that you can do it.

Everybody can!

Getting it all done

Now you have the simple task of getting all your systems and plans set up and running.

The faster you get the actual ball rolling and have the daily running of your new business going along at a normal speed the quicker you will find yourself in a happy and profitable position.

I am not saying that this now becomes a easy thing to do, but if you have done a business plan that covers the initial few weeks in a very tightly controlled step by step daily task system – you should have nothing to fear – as long as you complete the tasks successfully and to the best of your ability.

Be very certain that your planning from the financial side is not only correct but strictly adhered to – or you will find yourself in a stressful lifestyle that you had no idea existed before you did weak planning.

I also suggest that you spend a large portion of your time setting up your website correctly. I know I keep harping on this “correctly” thing, but you need to know that brothers, cousins, nephews etc are not likely to be very good at real SEO, even if they tell you that they are.

You need to do very careful keyword research, choose your domain name carefully, set up a Wordpress or other CMS system, and optimise the whole lot correctly.

This means tags, Meta tags, and correct choice of those initial pages, correct LSI keywords, correct linking and about 25 more things.

These are not hard to learn and apply, but it is so important that I cannot stress this enough.

I can do it for you, train you directly one-one-one when slots are available, or I can direct you off to the very best trainers online and for a pittance you will be getting the best tutors on this aspect of your business setup online from the very first day. Check my website for these details.

Covering all bases

Tweaking your system once you have it all open and running is really just a nice way of saying that you should keep on checking your facts and your progress as you chug along.

If you were 100% sure of all your facts and details then you would need to check less, but constant policing is always a good thing.

I encourage a thing called split testing at every junction of your business – if a split test can improve a single aspect of your business by 5% each time, then imagine the benefits after 10 successful split tests!

Split test?

OK, online this is a change to a banner, or headline or title to see how things change – for better or worse.

Offline this would be new decals on your car or truck, or just a different way of setting up your merchandise at your local craft market.

You will be horrified as to how tiny things can make a 50% difference.

I promise you.

Never stop the tweaking and testing!

Conclusion

Two things here!

ONE

If you had not noticed that I spent 90% of this report on the initial planning, and just wanted to remind you as to how important things like keyword research is to the success of your business is!

Take out all the fear and uncertainty from your new business venture by being so careful in your research that you could almost sell your business before you open your doors as a profitable investment!

(I love that statement☺)

TWO

If you only have planned for your business to be offline and working from your home and not added the online factor – then you have made a mistake.

Equally if you only plan your business to be only online and not at all offline then you have made a smaller mistake.

In some instances this is not true, but generally it is such a nice feeling to know that you actually have two separate but equal businesses that are getting sales and clients from two different sources.

I in fact encourage what I call multiple business pillars.

This is setting up as many different income streams for your business that do not rely on each other.

Here are some possible examples

- The main website offering the primary product
- A second (and possibly more) website that offers related goods or services
- Agent of your product in other towns and cities, even other countries
- Your product promoted wholesale to shops or other places
- Your own product repackaged and sold exclusively through different outlets (retail?)
- Trade shows and craft or flea markets. Depends upon your product
- Your own store or stores.

My Complete Home Business marketing Pack and my crafter product

I have learned over the years online that as fast as I tell you in a report that I am running a special or a promotion it will change or end and I will forget to change what I had offered you in the report that I used to promote that idea in the first place.

For example I am toying with the idea of completely rewriting the crafter product into a condensed version and offering it on Kindle.

But will I actually find the time to do it?

Personally I doubt it.

Let me tell you this.

My crafting product was very detailed when I wrote it, but it so full of personal details that I can easily be accused of rambling aimlessly.

It has been as high as \$97 and as low as \$25.

My Business-in-a-crate product was especially well done, and I planned to grow that one to a big level, but got too busy, and worst of all, Google changes affected the product in a few slight ways.

Now I might have been able to get \$157 for that course a year ago, but would not be happy at that price now because of the small changes.

In fact one change that has since swung back a little is what is called “mini-sites” and I pushed them quite strongly in that product and feel that they are less important these days.

So do I go and completely redo the course?

No, I will add it as bonuses to whatever you buy via my links.

So remember that and mail me once you have bought anything from my links and I will send you a free copy.

I am considering offering all my courses as bonuses to other products, like that high quality training that I refer you to online.

But I cannot promise any of that here in this report, because I will forget what I promised you today, and get into trouble with you.

So I am going to add the links to my two main websites, and the links to those two top quality trainers that I promote.

I will also add a few other links that might help you get started online.

Finally I will include those links to my reports that I spoke about in this report.

I hope and wish you all the success with whatever business venture you try in your future, and encourage you to really get out there and do it.

Never surrender!

The crafting product

<http://workfromhomemembership.com/>

My work from home blog

<http://workfromhomemembership.com/blog/>

Video on Yellow pages

<http://www.youtube.com/watch?v=ES1h1KEkB6o>

Video on explaining keywords

<http://www.youtube.com/watch?v=k5itbl8UQAM>

My small business website

<http://small-business-opportunities.co.za>

The reports to do with “before you do your business plans”

<http://small-business-opportunities.co.za/online-business-opportunities/small-business-ideas-the-reports/>

Another of my videos it promotes the business in a crate – where those circumstances have changed, but it might help you see what it was all about, as it could become a bonus to you. ☺

<http://detailedsmallbusinessExplanation.s3.amazonaws.com/detailedsmallbusinessExplanation.html>

The two high quality website marketer trainers can be found in a roundabout fashion via this page. Remember that it is those two that when you join either of them, I will give you the bonus products as a thank you!

<http://www.small-business-opportunities.co.za/startup/>

My E mail

rob@designsmith.co.za

By the way, if you like what I have written here and feel that I deserve a massive reward, LOL, you could go back to my website and share the content with your friends, by hitting the like button and the Google + button and twitter etc.

The social sharing of content has started to become one of the most important things that Google used to decide who to put up onto page one, and therefore you will be doing me a very big favour. I have started to ask everyone to do that for my content.

I really appreciate that.

Thank you for reading my little free report.

Should you have any questions or would like to ask me anything – Just email me.

Rob Anderson



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