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# Table Of Contents

Foreword

Chapter 1:

***Service Business Basics***

Chapter 2:

***Use Market Research To Choose The Best Service Based Company***

Chapter 3:

***Beef Up Your Marketing Skills***

Chapter 4:

***Put Together Your Website***

Chapter 5:

***Brainstorming Unique Advertising Ideas***

Chapter 6:

***Stay On Top Of Customer Service***

Chapter 7:

***Types Of Service Based Companies***

Wrapping Up

# Foreword

Most businesses are divided into two distinctive categories, which are the product based business and the service based business. Understanding the difference will give the potential business owner a better overview of what is expected from these two very different styles. Get all the info you need here.



## ***Service Business Synergy***

Setting Up A Successful Service Business

# Chapter 1:

## *Service Business Basics*

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### Synopsis

Although there are exceptions where both entities are entwined into one, most basics of the business is built around one unifying category so that the intentions and goals are clearly and visibly set.



## **The Basics**

This distinction allows the individual to then decide of the accompanying tools that should be chosen for the purpose of enhancing the business experience and also to contribute positively to the ease of running the business entity.

Most service based forays are labor intensive which the business entity revolves around. This is either packaged as the selling of expertise in a particular field or the selling of the actual “engines” that produce the desired outcome that bring in the revenue.

Either way the quality, efficiency, attention and detail that is exercised within the business are the eventual elements that are going to make or break the business foray into the revenue churning mechanism.

Basically offering the time frame required to create a particular service or to provide the content of the project itself is how the cost factor is calculated and the profits are gained in the service based business.

Therefore the individual would have to factor in the cost of business entity by the labor intensive tool it provides, in order to provide a suitable base line for the eventual calculation of the profits and the pricing suitable to be demanded.

Alternatively the value of the service based business can be calculated on the value of the service being provided in a consultancy capacity which is evaluated against the insights the said service will bring to the company with the intention of creating a system thereby the said company is able to save or be more cost effective.



# Chapter 2:

## *Use Market Research To Choose The Best Service Based Company*

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### Synopsis

Being able to identify a suitable and good service based company is very important if the new business or existing business owner intends to hire its services to help enhance the site's potential.

Identifying the characteristics of a particular service based company and matching them to the needs of the site in question will allow the business owner is make an informed decision of the merits of the chosen service.





## **Research**

Customer perception of a company is very important to the progress and eventual success of any business endeavor, therefore it is very important to be able to identify the appropriate service based one to best suit the individual's needs.

Being able to provide good service should always be the prime concern of any business entity especially if its revenue earning power depends on this one factor.

Market research is often the best way to identify the companies that have good track records and are capable of delivering what they promise.

This information can easily be sourced over the internet as these companies will be active in presenting their achievements for all interested parties to view.

It is also an excellent platform for potential clients and competitors alike to note the merits of the presenting service based company.

Being well placed on the search engine rankings will allow the service based company to be more visible and thus make it easier to garner the intended customer base to ensure its consistent success.

The features of a good service based company would have to include the value added by the business entity from the input stage to the output stage where the results are then measured by its success rates.

These input stages are often regarded as the commodity phase and the processes that it is designed around have to ensure the successful output stage which is where the end desired results are more than adequately met.



# Chapter 3:

## *Beef Up Your Marketing Skills*

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### Synopsis

Making a sale or pushing a business proposition is never an easy task to accomplish for some, therefore having the relevant assisting tools at hand should provide the individual with some encouragement to see the process to success.



## **Using Marketing**

The following are some of the afore mentioned tools that can prove to be of great assistance to any individual intending to beef up their marketing skills:

Making use of as many online tools as possible to promote the business or product intended is one way to start the enhancement of the marketing skills venture.

Using blogs to create the interest and visibility for the item is something that should be considered as this is one way to get the attention of the target audience without must cost incurred.

Working in a collaborative fashion is another way to beef up an individual's marketing skills. Being part of a team effort where the individual's talents and contributions are noticed and acknowledged is definitely an encouraging factor and helps the individual to be more adventurous and keen on honing his or her skills further.

Availing one's self to be listed on free lance job sites is also another way of beefing up the marketing skill of an individual. The fact that the visibility factor the site can bring to the individual will help the person focus more on ensuring the eventual connections made are optimized and locked in at the earliest opportunity.

Social websites are also a good platform to introduce one's marketing skills to the masses.

Because of the competitiveness of all the participants in this particular platform the individual will subconsciously be forced to step out and ensure his or her participation leaves a positive impact on the interactions.

Showcasing all the positive skill of the marketing process will eventually earn the respect and attention of others looking for such services.



# Chapter 4:

## *Put Together Your Website*

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### Synopsis

Creating a website can be a challenging feat for those not very internet savvy, however it is not altogether a task that is formidable in nature. With a little startup knowledge and tips anyone can successfully attempt to put together their own website.



## **The Site**

The following are some guidelines that will help ease the process:

Registering the suitable domain name is the first step to take when designing a website.

The choice of this domain name should ideally take into consideration the relevance the name has to the intended site, an easy to remember reference, one that is short yet descriptive and whether it has the right extensions tagged to it such as .net,.com,.org.

The next step would be to set up a web host account and this would entail the picking one that can provide the services the individual would need for the website.

Although cost is always a factor for every business endeavor, it would be advisable to avoid using the cheaper and inexperienced ones available as this might end up costing the individual in the future.

The follow up step would be to point the domain to the web host in place.

This is a fairly simple exercise, however if the individual faces any potential problems along the way there are always assisting platforms to tap into to get the relevant help or explanations.

Getting a word press linked to the site is another important step to incorporate into the setup. This word press is a free platform that is used by bloggers and allows the individual to build the website with the minimum of effort while making it user friendly always.

Last but by no means the least, would be for the individual to organize the website.

This process would involve the backtracking exercise to ensure there are no defaults that would cause the viewer to be put off when visiting the site.





# Chapter 5:

## *Brainstorming Unique Advertising Ideas*

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### **Synopsis**

In order to stay competitive it is necessary to always be able to have fresh views and ideas to present to potential customers and target audiences. Without such innovations the website will become stagnant and outdated thus eventually causing the original high volume of traffic flow to thin out. Brainstorming is one way of gathering and creating new ideas that would benefit any endeavor.



## **Ads**

Some of the ways that can be adopted to bring forth interesting and innovative ideas at the brainstorming sessions are facilitated by encouraging the participants to simulate the mindset of the customer or the intended target audience.

By doing this the participant are more likely to anticipate the needs and wants of the customers and target audience and design any changes to fit into this discovery.

Bringing people together to discuss ideas at the same time and in the same place is also another good advantage the brainstorming sessions can facilitate.

Advertising ideas and campaigns can be discussed in “real time” as opposed to having emails flying about which is less effective and time consuming and even confusing at times.

Brainstorming for advertising purposes, should ideally take into account the following points:

Problem definition and identification should be done at the very onset of the exercise. With this clearly outlined, other factors can then be worked on in line with the initial problem discovery information.

Custom designing can also be worked on within the brainstorming session, as the collaboration of views can contribute to finding the one idea that is going to eventually used to build the campaign around.

Guidance facilitation should be done at periodic intervals to help the group focus on the end goal at all times. Brainstorming sessions have the notoriety of running off course when left unchecked.

There should also be follow up exercises done to ensure the advertising structure decided, is executed as planned.



# Chapter 6:

## *Stay On Top Of Customer Service*

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### Synopsis

Making a sale is only the first step is the relationship building exercise, which will eventually contribute to either the success or failure of any business endeavor. Therefore it is important to pay attention to the customer service offered to cement the success rate desired.



## **Customers**

The following are some tips as to how to stay on top of the customer service exercise:

Taking the customer for granted is the first and most common mistake most businesses make. This is especially evident when the business has expanded to now successful and comfortable levels. Often forgotten is the customers that brought the business to such heights in the first place.

Therefore it is very important to keep in touch with the customers so that vital information can be learnt about the current needs and wants of the customer.

In the quest to stay informed and provide optimum customer service another point to consider and exercise is the importance of being fresh and innovative with ideas that are going to keep the customer coming back for more.

When boredom sets in the customer will usually simply look elsewhere for the next new exciting thing that attracts their attention.

Therefore in order to induce customer loyalty innovative ideas should be a constant feature within the business.

Training staff to treat each customer with respect and individuality is well worth the effort. Sometimes this positive treatment is the defining factor that keeps the customer coming back, even if the products are not exactly the best in the market.

Having the protocols in place for quick and efficient responses to a customer's queries or grievances, is one way of ensuring the individual stays a loyal customer and does not spread negativity about the business or product. Happy customers are loyal customers.



# Chapter 7:

## *Types Of Service Based Companies*

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### Synopsis

In most cases it is rather difficult to specifically categorize businesses into specific service based styles. This is mainly because a lot of businesses tend to incorporate different platforms and strategies into the actual blueprint of the business format.

However there are some that can be clearly defined as service based business companies and the following are some of these examples:



## **Types**

Such service companies may include the likes of services provided by doctors, accounts, architects, actuaries, lawyers and other related fields.

On a more creative side one may include the likes of services provided for by fabric designers, fashion designers, color scheme artists and many more as the list of such endeavors can be quite overwhelming.

Most service type companies rarely have appreciable inventory as the purchases for usually made with the objective of facilitating a job thus the need to carry any inventory would not be necessary.

Merchandising companies can also be considered service style enterprises as they to provide a service of sort to the customer base.

However this service is based solely on providing tangible elements rather than just the action of extending physical service. The generation of revenue is from the actual sale of the inventory rather than from the service extended.

Manufacturing companies also come under the category of providing a service to the industry and the customer needs. In this scenario the products or items are made and sold within the



company's business entity thus ensuring monetary gains are derived both from the product and the service offered by manufacturing the product.



# Wrapping Up

All these different types of basic service providing entities are all in place with one goal in mind and that is to create the platform for revenue earning potential. Therefore in order to understand and identify which would be best suited for the individual business owner, more research should be done to find the style that best suits the individual's needs.

