

## Simple Startups

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## **Simple Startup #1: Cleaning Services**

Starting a home based cleaning service is not only affordable, but requires very little set up time, as you can develop a series of services for your local area, purchase supplies and set up shop in a matter of a few short weeks.

With busy parents struggling to keep their homes tidy, to the elderly who need a bit of extra help around the house and garden, you could easily tap into an ever growing market right in your local area.

One of the best ways of to build a successful home based cleaning service is to choose a specific niche market and cater to it. For example, there are different categories of clients involved in offering residential cleaning, including:

***Senior homes***

***Family homes***

***Single person homes (bachelors, etc)***

***Daycares***

Creating your cleaning business so it's tailored towards a specific segment of the market will help you gain the necessary experience while being able to effectively target your customer base. Then, you can expand your outreach once your business is up and running.

## **Simple Startup #2: Pet Sitting Service**

Pet owners are a great market to cater to because they're willing to do just about anything to make sure that their pets are adequately cared for.

Going out of town? They need a pet sitter to attend to their beloved friend, and a home based pet sitting business is often more appealing than dropping their pet off at a kennel where their pet is often boarded without personal care or exercise, while being crowded in with other animals for days on end.

Pet sitting involves a number of services including:

- ✓ Overnight care
- ✓ Walking
- ✓ Grooming And Bathing
- ✓ Feeding
- ✓ Playing
- ✓ Giving pets medications and creams

The start up costs are minimal as the only supplies you'll need will be a leash, collars (in multiple sizes), food and play toys, although most pet owners will prefer to provide all of this to you as they'll want their pets to stay on a consistent meal plan with certain brand name foods that they are used to.

### **Simple Startup #3: Bookkeeping**

With a bookkeeping business, you'll have no shortage of potential clients as so many people dislike bookkeeping and are willing to hire a professional to take care of it for them.

Better yet, bookkeeping services are always in demand, even in a shaky economy, as businesses require additional help managing their finances and evaluating budgets.

Successful bookkeepers need to be reliable, precise, thorough and willing to review their work for accuracy.

Your clients will depend on you and so you'll need to be willing to commit yourself to fulfilling your obligations, and in taking great care to handle their business and personal bookkeeping with the upmost professionalism.

### **Simple Startup #4: Hair Salon**

The hair and nail salon industry is booming with reports of over \$4.2 billion dollars in sales predicted for the upcoming year!

Regardless of the economy, people continue to have their nails and hair done so this is not only a profitable market to get involved in, but also an evergreen market.

The cost of a haircut and manicure will vary depending on the area so your first

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step is to evaluate the competition to determine an appropriate price structure for your hair and nail salon.

When it comes to making money in the hair and nail business, it's all about the numbers. You need to carefully consider your hours of operation so that you can maximize the number of clients that come through your doors, but you should also consider "extended" services to cater to those who work longer shifts or are unable to book in sessions throughout the day.

Not only will this help you establish yourself as a flexible service focusing on your client, but you will be able to generate business just by including customers that traditional business hours leave out.

### **Simple Startup #5: Cake Decorating**

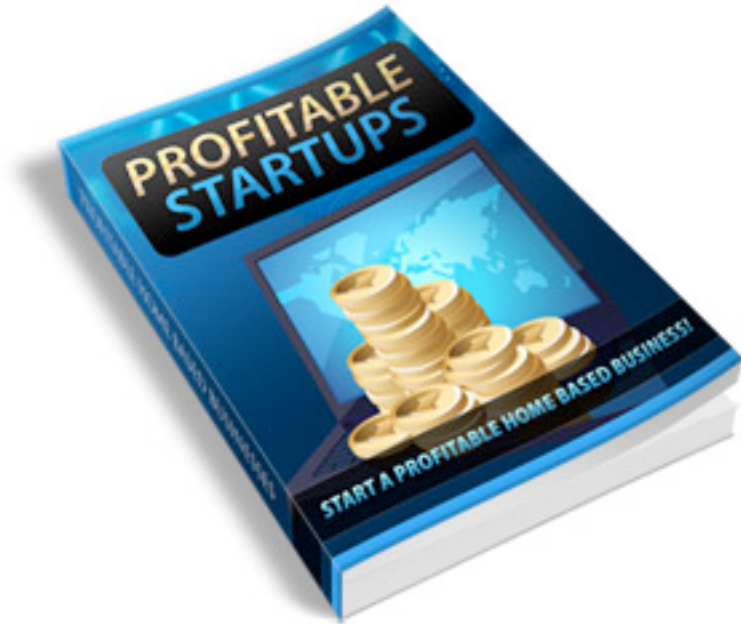
If you love baking and enjoy being creative with your masterpieces, owning a cake decorating business will be an enjoyable experience.

There is no feeling like the one you get when you have finished designing the perfect cake for a client, especially when it's for a special occasion such as a birthday, anniversary or wedding.

The more special attention and customization that you put into your work, the faster your name will be known for quality and reliability, and since these cakes will always serve as a focal point of the party, you can quickly create client lists with little effort, as long as your finished product has been created with your client in mind, and not just based on what you believe will be appealing.

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