

The Perfect Business to Start From Home

How to Start Making Money in the Next 21 Days

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www.nomoredayjob.com

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Living the Dream

Imagine waking up every morning and commuting from your bedroom to your home office. Imagine earning a six-figure income, making your own schedule and having more time with your family. Does this sound like an idealistic fantasy to you? I am happy to say that I have accomplished this improbable dream and you can too.

The good news is anyone can do this and it's easier than you think. I do not mean to imply that you can do this without hard work and commitment. You will have to be dedicated and disciplined to achieve your goal. There are 3 keys to success and I will share them with you later in this book.

Follow the steps in this book and you will have a business up and running within the next 21 days from home. You can accomplish this without spending tens of thousands of dollars or mortgaging your home. In fact, if you are really dedicated you will start making money this month.

Pay attention to the details that are mapped out and follow the map. You will be amazed at how quickly you can get this thing going. Keep your job and build the business without the pressure of having to replace your income right away.

The only thing that can stop you...is you.

1-Start With Service

You have to select the business and it must be a service. I know you see all those Internet claims that you can sell doorknobs on line and make a fortune but don't believe it. What you end up with is a garage filled with doorknobs that nobody wants. The only person getting rich is the guy selling the doorknobs.

I hate inventory, which is the equivalent of having cash sitting in your house. A service requires no product and you can begin turning a profit with your first sale. All you need is a business card and some people don't even have that.

You also have to be aware of all the scams out there. I attended a seminar, which was designed to help people start their own Internet business. The speaker talked about how easy it was to get started and how money would be coming in immediately.

This was a free seminar and it was about 1 hour. From there you had to sign up for a full day of training for \$49. This was designed to give you all the information necessary to start your Internet business. At this event they pitched a complete program that cost \$5,000 which included a website, hosting, shopping cart and help with your first product.

Unfortunately this entire program was a scam. Most of the people who put up the \$5,000 never sold anything. An investigation of the company later showed that less than 5% of the people who paid ever processed a single transaction. So the moral to the story is this; if you are looking for a magic bullet or get rich quick plan be prepared to lose your money.

Suzanne Did It With 4 Kids

If you think you don't have the time or energy to get this done let me tell you about my wife's friend. Suzanne is a nurse and always worked, as did her husband. She continued to work after 2 children but found it impossible after the third and eventually her fourth child. Once she was feeling better, her fourth child was about 6 months old; she decided it was time to get back to work.

Unable to work out a schedule at the hospital she started looking into a business she could run from home. Suzanne had plenty of contacts in the hospital, especially doctors. She was proficient with the computer and decided to start a medical billing business from home.

This was perfect for her because she could do it whenever she wanted to as long as the work was done on time. With four kids ranging from six months to nine years it was impossible for her to carve out eight consecutive hours. So between diaper changes, naps and homework she found the time to build a nice little business.

She started with one doctor and little by little she added another and another until she was doing the billing for six doctors. This business provided a nice extra income and surpassed what she was making as a nurse.

So the next time someone tells you they don't have the time tell them about Suzanne and her four kids. You can always find the time to do what is important. If you really want it you will find a way to make it happen.

Let me also point out that this does not have to be the next Microsoft. Although that would be great, it is not necessarily the goal. Imagine making an extra \$3,000 per month from home. How would that change your life?

Based on the Suzanne story you can see why I am pushing a service business. It is the easiest and least expensive to start with the greatest potential to make money in a short period of time.

Service Ideas

I am sure you have a skill or even a hobby that you really love. Do not discount your hobbies they are potential businesses waiting to be tapped into. I know a guy who loves his garden but he works as a computer programmer. With his knowledge of the Internet and computers he started gardening tips website business.

Step one is to think about two things: 1) What you love 2) Something that comes easy to you. Think about how that could become a business and what form of offer you can make to a potential client.

Here are some of the most popular service businesses you can start from home:

1. Consulting
2. Graphic Design
3. Medical Billing
4. Massage Therapy
5. Personal Trainer
6. Computer Training
7. Tutoring
8. Copywriting
9. Database Management
10. Decorator
11. Landscaping
12. Multi-Level Marketing Companies

Once you have made your decision it's time to create a mini business plan and get started. I am not suggesting you write a 50-page document just a basic outline of what you want to accomplish.

Follow the format on the next page to develop your plan. You can always add to the plan as you go along. The important thing is having an outline to follow to get you going.

Sample Plan

Business Type: Graphic Design

Services Offered: Design work for Print Materials (flyers, stationery, business cards, etc.)

Target Clients: Local Small Businesses

Pricing: Moderate

Goals

-3 New Clients Per Month

-\$300 per month/per client

-10 active clients per month at \$300 each = \$3,000 per month

This simple outline will help you develop a clear focus and get you moving in a positive direction.

Getting Started

You have to make a few decisions before you start. The first one determines how you will go about collecting money. The easiest way to start is by using your own name. People can write checks directly to you. This money can go right into your bank account or a separate account dedicated to the business. I suggest you open a second account to keep the business separate from your personal funds.

If you want to be more official you can use a business name. This can be accomplished at your County Courthouse. Call and tell them you want to set up a business as a Sole Proprietor. They will tell you, which forms you need and in many cases where to get them. Usually these forms are available at a local stationary store.

You will fill out the forms and select a business name. Bring the forms to the County Courthouse and pay the fee (it's different in every state). They will stamp the form and give you a copy. Present your copy to the bank and you can open an account as the ABC Company and start collecting money.

The final option is to form a corporation. There are easy to use kits, services that help you do it (see the back of Entrepreneur magazine) or you can go to an attorney. This is the most complicated option although it is not difficult. It will cost you more money and does have certain tax advantages.

You can form a corporation at any time so it is not an emergency. I suggest you go out there start making some sales and then decide if you want to form a corporation.

Another great advantage is the tax deduction you will receive with the business. Keep records of all of your business expenses. All expenses including, a percentage of your rent/mortgage, phone bill, car payment, insurance and utilities. Other expenses such as meals with clients or associates, publications, trade shows you attend, your Internet service and some travel are also deductible.

Pricing

The greatest challenge with a service business is pricing. Because services do not have set pricing it becomes difficult to figure out what to charge. Another problem is **fear of your price**. People will always tell you they can get it cheaper or that you charge too much.

The first thing you have to do is establish a pricing structure and stick to it. If you start waffling on price the word will get out and you will be in big trouble. Every person that calls will be looking for a deal.

Here is a sample of a price structure I developed with a client who offers computer training to people at home. He has a number of different services and pricing packages.

At Location

- \$40 per hour for one-on-one training
- \$145 for 4 one hour sessions
- \$285 for 8 one hour sessions

On the Phone

- \$25 per hour for one-on-one training
- \$85 for 4 one hour sessions
- \$180 for 8 one hour sessions

As you can see there is a discount for work over the phone, which requires no travel and is less expensive. In addition, the discounts are built into the programs. If someone wants more time they are better off with a package.

You have to develop a similar pricing plan for your business. This makes it much easier to establish guidelines and build your business without aggravation.

Here's Your Checklist

1. Business Cards try www.vistaprint.com for free
2. Email Address (Website would be nice but not critical at this point)
3. Phone number (You should not use your home phone number. Get a second line or use your cell as the business phone, most offer voice mail).
4. Fax number (If you don't want to buy a fax machine get a free number at www.efax.com).
5. Bank account that is separate
6. Some space to work (your kitchen table will do)
7. Belief that you will make it happen!

2-Finding Business

You are ready to start now all you need is a client. How do you find business when you have limited resources to market? You get creative and start your own word of mouth revolution.

Step 1: Go through your phone book, Rolodex, Outlook and get the word out to everyone you know. Chances are that someone you know needs your service or knows someone who does.

Step 2: Join your local Chamber of Commerce. This will put you in front of other business owners in the community and create visibility.

Step 3: Contact your town newspaper. Every town paper is looking for a story and a local person starting a business is a story. The key to getting better coverage is tying something into your business.

A local paper contacted me when my book “**No More 9 to 5**” came out. The story was local guy writes book. My story appeared on the front page and included my contact information and a link to my book site www.nomoredayjob.com. As a result I sold a few dozen books and picked up 2 consulting clients in the process. The great thing was it didn't cost me a penny.

You could be opening your business and collecting money for charity or be offering a free service to a school. Be creative and you will get some nice coverage.

Step 4: Look for organizations in your area that will help you. Every business has specific organizations and trade shows. You can find all the tradeshow information you need at www.tsnn.com.

Step 5: Find any and all trade publications in your industry. This will help you with industry trends and information. You will also see what other people in the industry are doing.

Handling Phone Calls

When you receive a call it is very important to get back to people in a timely manner. I cannot tell you how many times people have lost sales because they did not get back to a potential client.

Your first order of business is to return the call. Even if you do not get the person leave a message so they know you made contact. When leaving a message ask the prospect to email you and leave your email address on the message.

Sample Message: Hello this is Joe Nunziata from Top Notch Training returning your call. Please call me at 516-932-3201 or email me with a brief description of your project at joe@jnunziata.com.

A large number of people will email you their information. I have made numerous deals that were developed through email and closed with one phone call.

The key here is response time. People will deal with the person who cares the most and that's usually the person who calls back the fastest.

Expect to Screw-Up

There are very few absolutes in this world but here is one you can bet your house on; you are going to make plenty of mistakes in the early going. Do not beat yourself up over these mistakes or you will end up looking like Mike Tyson after the Lennox Lewis fight. For you non-fight fans out there let's just say it was ugly.

Look at mistakes as steps in the process and learn from them. You will give a wrong price, make a mistake that costs you, annoy a client because you didn't respond fast enough, the list continues.

Failing is Part of The Process

Many years ago when I was starting out I met a very wealthy man. He asked me how often I failed a month. I wasn't sure what he meant so I asked him to elaborate on the question. He said *"how many new things do you try a month and how many fail."* Thinking this was a trick I said all of my ideas have worked (this was a complete lie).

He responded, *"I know you think this is a trick question which is why you lied, but it's not a trick."* You have to fail most of the time to become successful. *"If you are not failing at least 50% of the time you have no chance to make it,"* he pronounced.

I was still confused which prompted the wealthy businessman to explain his point in more detail. Most people never make it because they never try he explained. They fear failure so much that they don't do anything. If they don't try they can't fail. The downside is they can't succeed either.

Successful people understand that failing is part of the success process. Most millionaires fail hundreds of times before they hit on the right formula. It's all about adjusting based on results. The difference between a millionaire and a person who is just making it by is incredibly minuscule.

The only difference is the person with money had a higher tolerance for risk and managed his or her fear better. The person who fails is paralyzed and never has the opportunity to figure out what works. It's not a matter of talent or a great idea; it's a simple matter of guts.

Let's Talk Baseball

If you don't believe that you are very close to becoming a millionaire then take a look at this example. Baseball has long been called the game of inches. If you hit the ball on one part of the bat it results in a harmless pop out. But if you hit it a quarter of an inch higher on the bat it's a home run.

Is it possible that a quarter of an inch is the difference between success and failure? Let's take a look at the example in a more expanded version.

Batting Average:

Player A:

Gets a hit 3 out of every 10 at bats (attempts) his batting average is .300

Player B:

Gets a hit 2 out of every 10 at bats (attempts) his batting average is .200

Player A is making \$5 million a year

Player B is off the team

How is it possible that this seemingly slight variation is the difference between a \$5 million salary and the unemployment line? As we look into the numbers a little deeper you will see why.

The average baseball player gets about 500 at-bats or attempts per year. Based on the numbers above Player A gets a total of 150 hits per year and Player B gets 100 hits per year.

As you expand the numbers you see how a little thing can make a big difference. Now let's look at this example in business terms. Imagine having two salespeople on your staff. Salesperson A makes 150 sales per year at \$5,000 each for a total of \$750,000 per year. Salesperson B makes 100 sales at \$5,000 for a total of \$500,000 per year.

Breaking down into months the difference is 50 more sales per year divided by 12 months or 4.16 per month. The difference is a little over 1 extra sale per week. If these people were working on a 15% commission Salesperson A would earn \$112,500 per year and Salesperson B would earn \$75,000 per year.

That's a dramatic difference for what seems like a little more work each week. Your business follows the same principles. If you make more contacts and see more people the result will be more sales.

The key is to remain consistent and keep on following the steps outlined at the beginning of this section. If you keep on plugging away you can't help but succeed.

3-Selling Information

I know I told you to stick with service but once you get rolling adding information products to your arsenal is a must. Products allow you to increase your average sale and create a passive income (money while you sleep).

Let's say you're a great cook and you decide to start a catering business. People would hire you to cook for their parties and weddings. Some people will like your food so much they will ask you for the recipe. Did you see the light bulb over your head?

That's an opportunity to create a book of recipes that you can sell to clients and guests. A woman named Martha Stewart, you may know her, started that way. Most people never take full advantage of all of the opportunities that surround their business.

Information is the perfect compliment to the service business. Most services are selling a skill. All skills are based on information. You can see why this is such a natural extension of your service business. Many people sell only information and make a fortune. Eventually you may decide to do the same thing.

What Makes Information So Great?

There are many great things about information including the profit margin. You could write an ebook or manual in Word and sell it for \$29. If you sold it electronically only it would be almost all profit based on the fact that you are not printing anything. Your only cost would be marketing and the maintenance of you site. You may have additional shopping cart and merchant account charges but they are minimal.

Another great feature is you do not have to maintain a large inventory. You can produce the information as needed or in the case of an ebook just wait for orders. You can also sell other people's information if you do not want to create your own. There are thousands of affiliate programs looking for people to sell an existing information product.

It's Not All Fun and Games

One reason people do not create information products is the time it takes to complete. You have to research, organize and structure your information into a congruent saleable package.

The other negative is you do a lot of work before you see any money come in. It may take you two or three months to write an ebook and many months after that to see a profit. You can't sell the information until it's done so I suggest working on it little by little until you have your first product completed.

Don't stress about the information portion of your business. All I am saying is put it on your radar screen and start thinking of ideas. Once you get a solid system down you will begin to knock out products faster and faster.

4-Putting It All Together

You now have the basic information necessary to get your service business started in the next week. The killer of most business ideas is procrastination. You think and think but never take action.

Let me give you a few tips that will allow you to maintain your momentum and keep your ideas alive.

1. **Schedule Time:** You need time to make this happen and it is impossible to work on your part time business every day after work. You simply don't have the energy. So you have decide how many hours per week you want to work on your business and schedule time. Let's say you decide to put 10 hours per week into the business. Make an appointment for Monday, Wednesday and Friday from 8pm-10pm and Saturday from 10am-2pm. This is your business time so nothing can interfere with your schedule.
2. **Setting a Time Table:** This is like goal setting but it revolves around where you want to be in the business by when. This step will require a calendar. Using the time schedule as a guide set dates for each phase you want to accomplish. Attach each point to a date and chart your progress. This will give you accountability and a target to shoot for with a deadline. One of your action points may be as simple as go to County Courthouse and file paperwork by Friday.
3. **Start Spreading the Word:** Too many people want everything to be perfect before they begin telling people about their new service. I say tell people right away and see if you can generate some business before you even start. Don't be shy get out there and start screaming.

The 3 Keys I Promised You

All successful people have followed the formula that I am about to share with you. Although it may seem simple it is harder and more demanding than it looks. I do guarantee you that if you follow the 3 keys unlimited success is waiting for you.

Key #1: Clear Objective: All successful people have a very clear objective before they start. They know exactly what they want to accomplish before the first step is ever taken. You must have a razor sharp long-term objective before your journey. This is the most difficult and challenging of the 3 keys

Key #2: Willingness: Are you willing to do whatever it takes to achieve your goal? Think about that long and hard before you begin. If there is even one thing you will not do don't waste your time. Simply reevaluate your objective and select another.

Key # 3: Commitment: You must be 100% committed to accomplishing your goal. If there is any doubt or lack of commitment you will be stopped in your tracks. There can be no fear only the commitment of success or nothing.

If you follow the 3 keys it is impossible to fail...I promise.

Good Luck

Anyone can do this if they want it bad enough. Once you start building momentum you will be amazed at how easy it is to get your service up and running. Look for as many professionals and entrepreneurs as possible to help you.

Don't waste another minute get out there and start today.

About Joe Nunziata

Joe Nunziata is an internationally known sales, marketing and business development expert. His extensive background includes more than 20 years of experience working with corporations, entrepreneurs and business start-ups.

Joe has served as Sales and Marketing Director in all areas of media including print, direct mail, the Internet and cable television. He owned and operated a direct marketing agency from 1985 through 1991. Joe has now developed programs for more than 500 business owners and entrepreneurs generating over \$100 million in sales.

His extensive knowledge of media and sales development is a great asset to his career as a business development professional. Joe is also a professional speaker and trainer and has delivered his energetic, hard-hitting programs to corporations such as Citibank, Fashion Institute of Technology, Cablevision, New York City Department of Business Services and many others.

In 1992, Joe founded Top Notch Training as a business development company. Today, Top Notch Training offers consulting, sales training, marketing strategy and public seminars. Joe is available for both public and private engagements by appointment only.

Joe's new book "**No More 9 to 5**" inspires people to start their own business from home. The book focuses on "*How to Start a Business While Keeping Your Day Job.*" In today's unstable job market it is critical to know how to make a living without a job. This book is a great tool that helps you map out a business from home.

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Are You Ready for the Next Step?

Then It's Time For *No More 9 to 5*

Now that you have the basics it's time to get into the detail of what it will take to really get your business started. Not just from a business perspective but also from an emotional and spiritual one as well.

Did you know that over 1 million businesses are started each year in the USA and 9 out of 10 fail before their first birthday? If you think that's bad think about this; of the surviving businesses 50% of those will not make it another 5 years.

What do so many people try and fail? There are four main reasons and they are not what you think.

- 1. They select the wrong business.** It's not about selecting a business that you think can make a ton of money, it's about selecting a business that will fill your heart. My book will show you how to make the right selection with a very powerful exercise.
- 2. They start for the wrong reason.** You should be in business because you want to create something great. Too many people start out of anger or hate. You hate your job so why not start a business...bad reason.
- 3. They have no plan of attack.** I am not saying you need a detailed business plan, although it helps, but you do need a base plan and objective.
- 4. They ask the wrong people for advice.** Stay away from friends and family unless they have the knowledge you are looking for to start the business. Most people ask friends and family members who know nothing. Go out and find some business people to help you.

Avoid the Key Mistakes and Get Your Business Started the Right Way

I made a ton of mistakes that you don't have to. Follow my guide and you will have the information necessary to start a money-making business in the next 30 days.

My book **"No More 9 to 5"** was written with you in mind. I started from home while I still had a job. Little by little I built the business until it had surpassed my income as a sales director. I made a seamless transition into my own business and you can too.

Good Luck!

Go to www.nomoredayjob.com for more information

Plus:

- Three reports worth \$77
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