

Starting Your Own The Business

The Second Article in the Acclaimed
Recession Series

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The series looks the best time to start your own business, and how to succeed.

The Recession What An Opportunity?

This article is the second in the series, and follows on from [the recession- a great opportunity](#) In the first post, I briefly touched on some easy low cost business start-ups, and tried to instill the motivation needed to succeed, with P.M.A. [Positive Mental Attitude.] Now let's try and get that brain box of yours working.

What is the best type of business?

The best type of business is one that requires little or no work, and huge rewards. You will see plenty of these advertised on the internet, [[I make £5,000,000 a month and work less than 1 hour a day. To find out how buy my ebook worth £97.00 now only £35.00 for the first 500 customers](#)]. How do they do it? Simple the ebook suggests that you resell the ebook on your site or by email for whatever price you want:- you embed the ebook in your site, and people pay to download it. I have a better one than that which I will sell you for £1, it is an old Chinese proverb which will save you pounds, better than that I will tell you it for free, now **'A FOOL AND HIS MONEY ARE SOON PARTED'**

So unless you are a writer, or a software programmer, there is no such business. The next best type of business is one you can run from your own home, with low or zero overheads. Of these the service industry is more profitable. If you are a professional,. Such as accountant, teacher, bookkeeper, finance director etc, your choice of business is obvious. If you're a tradesman such as builder, electrician, plumber etc, again your choice is obvious. Selling a service such as these only requires an advert in the local paper, and a website[to give you more credibility] Which do you think looks more professional on your business card, 'you@yoursite.com' or 'you@hotmail.com' you can get a web host for free, with a simple to use website builder usually as part of the package. More in a later post. Mail order businesses were popular at one time and could be run from home, now it is sales through ebay which is proving to be popular. You can run a Market Stall or a shop; these require some capital and again some lines are better than others. When setting up such a business, remember that

repeatable sales are better than one off sales. If you are selling something like batteries, cards, food etc, people will keep coming back to you to buy more. What ever business you decide on, you will still have to make forecast for profit and turnover. These are usually estimates based on what other people are doing, and are usually way out. I have set up many businesses and the method of forecasting I use is more predictable.

I start from where I want to end up, the net profit. For instance let's say I want to start a business as an book keeper and I want to earn a minimum of £50,000 a year working from home. I have a telephone, and a spare room, and the family car, so how do I go about making £50,000 a year. First of all my working hours, I have decided that I only need 2 weeks a year holiday, so therefore I need to earn £1,000 per week, on a 5 day week that's £200 per day. It is obvious that my daily workload will change from day to day, and will be quieter at holiday times, so therefore I will revise my goal of £1,000 per week to £1500 per week or £300 per day. To make £300 per day I am prepared to work 8 hours minimum, therefore I need to earn £24.00 an hour, clear of all expenses., to be on the safe side I will quote my clients £30.00 an hour. Being a book keeper I will target the small self employed businesses, by first of all going through the local telephone book, and writing to every builder, plumber, decorator, gardener, shop keeper, public house, small manufacturers etc. etc. then following this up at about 10 days later with a telephone call. This should give me a good base to start with, and with a small ad in the local paper I should be able to catch every new business that is started. I can use sage accounting software package, so all I need from my clients is for them to email me once a month with their figures, all I have to do is enter them correctly in sage accounting, this will automatically generate professional monthly accounts, profit and loss sheet, balance sheet, as well as quarterly and yearly figures, which I can email back to the clients, and charge a monthly fee of £60.00. This will take less than an hour, so if I have to go to see a client, I am still able to exceed the daily target figure of £300.

You can use this method of analysing your business model even if you are buying and selling stock. Remember to include all expenses associated with you particular business model.

[Article by Vic Farron : staff writer for RFT Express](#)