

40 + Super Small Businesses Under \$2,000!

Plus: Pro Tips for Super Small Business Owners

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How To Use This Book

Each business idea contains a description of what the business does, start-up costs, and average earning potential. I have also included proposed pricing, basic equipment needed, and how to find potential clients. Each business idea offers skills needed to perform the tasks to conduct that particular business, and how long it might take to start earning money at your chosen endeavor.

In addition, I have provided whether the business can be conducted in a home-based business model, and some of the potential cons to each business. Each idea also offers hidden costs or expenses that one may not necessarily think of, but can add up to serious money.

The most important elements of each business idea are the last three areas. These areas are What Sets Your Business Apart, Expansion/Expansion Services, and Pro Tip for Super Small Business Owners.

In each business idea, the What Sets Your Business Apart section consists of things to think about to get people to do business with YOU, as opposed to another person that provides the same product or service. Over and over, I will reiterate the importance of focus to the super small business.

The Expansion/Expansion Services section provides add-on or up-sell opportunities to your base service or products. Start by perfecting your service

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or product and collecting revenue for those things, then expand to other things that create more costs, employees, or expansion.

Finally, each business idea includes a Pro Tip for Super Small Business Owners. This is an additional tip for focusing efforts, streamlining processes, or keeping costs down. Super small businesses simply don't have the funds or manpower to create revenue in many different directions. And don't forget to look at the final page of the book for final words and direct contact information.

How To Start a Super Small Business

Technically speaking, you could get your business set-up today. All it takes is registering with your state (or city). If you want your business to be more established, you could register with the federal government (online), and establish a bank account with your state documents and your federal documents. While easy, it is not the best plan for establishing yourself as a long-term business owner.

There are many books on the market explaining how to start a business.. The process is fairly simple and basically the same in every U.S. locale. If you take the time to visit my website at: www.supersmallbizsuccess, you will find a link to each state's process for starting a business. On the following page, I've provided a basic checklist to determine if you are on the right path and have followed the steps to starting your own business. If you have missed a step or have gotten off track, please inquire as to the steps you need to take to accomplish that task.

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Each step in the checklist is important, however, some states or cities do not require all tasks be done to start doing business. Other locales have additional requirements. Also note that you must take into account your neighborhood or subdivision may have limitations. Be advised that some industries also require additional licensing and documentation. If your locale does not require some element, simply check it off and move to the next step. Even if a step is not needed, you will be more educated and understand why you do not need to complete a particular step.

For step-by-step guidance on each checklist point, visit www.supersmallbizsuccess.com to find articles and training on each of the topics.

HOW TO START A SUPER SMALL BUSINESS CHECKLIST

- ✓ RESEARCH YOUR BUSINESS IDEA AND COMPATIBILITY
- ✓ SELECT A BUSINESS NAME
- ✓ SELECT A BUSINESS STRUCTURE
- ✓ SET UP COMPANY PHONE NUMBER AND ADDRESS FOR CORRESPONDENCE
- ✓ REGISTER YOUR ORGANIZATION AS A BUSINESS
- ✓ SET UP TO PAY SALES TAX WITH YOUR CITY, STATE, AND COUNTY (AS NEEDED)
- ✓ SET UP TO PAY OTHER LOCAL TAXES (AS NEEDED)
- ✓ VISIT THE ZONING OFFICE AND OTHER AREA AGENCIES (AS NEEDED IN YOUR AREA)
- ✓ ESTABLISH A FEDERAL EIN NUMBER (EVEN IF YOU DO NOT PLAN TO HAVE EMPLOYEES)
- ✓ GET GENERAL LIABILITY INSURANCE, AND OTHER INSURANCE (AS NEEDED)
- ✓ CREATE BUSINESS CARDS, FLYERS, AND ADVERTISING
- ✓ (OPTIONAL) LEASE BUSINESS SPACE AND HIRE EMPLOYEES (AS NEEDED)
- ✓ COMPLETE A BUSINESS PLAN TAILORED TO YOUR TYPE OF BUSINESS

Arts and Crafts Show Promoter

What the Business Does: An arts and craft show promoter schedules venues and vendors to display their wares for potential customers. These shows range from health fairs to festivals and holiday expos.

Startup Costs: \$500 - \$1,000

Earning Potential: \$20,000 - \$40,000

What to Charge: Percentage of booth rental; percentage of ticket sales

Equipment Needed: Computer with desktop publishing software and printer, cell phone

How you find clients: direct mail; bulletin board; internet

Skills Needed: project management skills

Time to Start Earning: 6 to 8 weeks

Home-based business: yes

Cons: You have to get enough booth renters to fill your space as well as a lot of publicity for the event. You also have to be able to draw a big crowd for your vendors.

Additional Staff: No; possibly some volunteer staff

Other Costs: Insurance costs

Setting Yourself Apart: Focus on creating a one of a kind event and getting as many people to the event as possible

Expansion/Expansion Services: wedding shows; food shows, kids expos

Pro Tip for Super Small Business Owners: The name of the game is keeping costs low and not spreading yourself too thin. Set up your business model and collect booth renter fees to pay for outside advertising. Offer free or reduced price booths to important businesses, large sponsors, or businesses interested in trading services.

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Band Manager

What the Business Does: A band manager works for the band by booking gigs at restaurants, bars, and other venues that need entertainment. While the band is focusing on perfecting their craft, the band manager is setting up various dates for them to perform. A band manager can focus on developing one band or work with multiple bands. Depending on the type of band, a band manager can really help to create demand not only in band performances, but also merchandise and other opportunities.

Startup Costs: \$200 - \$1,000

Earning Potential: \$25,000 - \$75,000

What to Charge: 10% to 20% of each performance

Equipment Needed: Computer; printer; phone

How you find clients: Cold calling local establishments; flyers; bulletin boards

Skills Needed: Know good music; good communication and negotiating skills

Time to Start Earning: 2 to 4 weeks

Home-based business: Yes

Cons: Be sure to have a contract with the band and upcoming events; you want to make sure you get paid for gigs you set up for the band

Additional Staff: No

Other Costs: Possible travel expenses

Setting Yourself Apart: Have a good ear for great talent. Work hard to fill the calendar for your band or bands.

Expansion/Expansion Services: Manage several different bands for diversity and the ability to use different bands together at collective events; Wedding entertainment; business holiday parties

Pro Tip for Super Small Business Owners: At first, work with complimentary bands so you can book several bands for a single event. Additionally, connect with several venues to rotate your bands through and get them more exposure.

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Bartending Service

What the Business Does: A bartender serves alcoholic and non-alcoholic drinks to guests at events such as company meetings, parties, and weddings. Bartenders can provide a service to people that purchase the drink supplies or the bartender can provide the service together with all the alcohol, glasses, etc.

Startup Costs: \$200 - \$500

Earning Potential: \$7,000 - \$15,000

What to Charge: \$20 - \$35 per hour or a flat rate per event

Equipment Needed: None (client provides all beverages and serving equipment); acquire as you go

How you find clients: Newspaper ads, bulletin boards, network with wedding services

Skills Needed: You must be 21 to serve and obtain a Server's License in most states; knowledge of drinks; great customer service skills

Time to Start Earning: 2 to 4 weeks

Home-based business: Yes

Cons: You'll be standing on your feet for long periods of time and dealing with intoxicated individuals.

Additional Staff: Not necessary; additional servers for walk-around service or larger events

Other Costs: Uniform, dress shirt, mileage and travel expenses

Setting Yourself Apart: Offer great service, dress up or create a persona; expand to create additional crews

Expansion/Expansion Services: Event catering, Event cleaning, or extra hands for big events

Pro Tip for Super Small Business Owners: Connect with complementary businesses such as DJs, wedding planners, and photographers. Many people ask their other vendors who they recommend. You can benefit from their bookings and vice versa.

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Beauty Consultant

What the Business Does: A beauty consultant helps individuals with perfecting their image through the application of beauty products and makeup. This service entails applying cosmetics and establishing a beauty regimen. You take pictures of the process for the client to recreate for months to come.

Startup Costs: \$500 - \$2,000

Earning Potential: \$20,000 - \$40,000

What to Charge: \$25 - \$100 per hour

Equipment Needed: makeup samples; brushes, combs, etc.; digital camera

How you find clients: networking events; community bulletin boards

Skills Needed: great sense of beauty and makeup application; knowledge of up and coming trends

Time to Start Earning: 2 to 4 weeks

Home-based business: yes

Cons: You get only one chance to make a great impression; you must look good at all times because you never know when someone is looking at what you are wearing.

Additional Staff: no

Other Costs: insurance

Setting Yourself Apart: Great ideas and making people look and feel fabulous. Working with important people; great referrals

Expansion/Expansion Services: Hair stylist; wedding day makeup; image consulting

Pro Tip for Super Small Business Owners: Connect with other professionals like hairstylists and college dance and drama departments to provide your services. Between the dance recitals and the plays going on in the community you can be pretty busy.

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Bookkeeping

What the Business Does: Prepare the financial books for small businesses that do not have a dedicated staff or department for accounts receivable and payable functions.

Startup Costs: \$250 - \$1,000

Earning Potential: \$15,000 - \$40,000

What to Charge: \$20 - 50 per hour; more for financial reports; or flat monthly fee

Equipment Needed: computer; office equipment; desk; fax machine; printer; accounting software

How you find clients: local ads or internet based ads; business networking events; referrals from CPA's for accounts they don't want

Skills Needed: knowledge of basic bookkeeping; legal and tax knowledge; attention to detail

Time to Start Earning: 6 to 8 weeks

Home-based business: yes

Cons: be sure your software is compatible with client needs;

Additional Staff: no

Other Costs: additional software; liability insurance; organizational dues; errors and omission insurance

Setting Yourself Apart: provide great service; be on time; be ahead of schedule at tax time so clients are not waiting on you

Expansion/Expansion Services: office assistant; secretary, virtual assistant; web content provider

Pro Tip for Super Small Business Owners: Connect with accountants that don't want to do the bookkeeping services or with virtual assistants that want to offer bookkeeping services but don't know how. Also connect with super small business owners that are not familiar with accounting practices.

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Cake Baking/Decorating

What the Business Does: Everyone celebrates something! Whether it is an anniversary, birthday, baby shower, or wedding, people eat cake to celebrate the event. Provide specialty cakes or set up accounts with restaurants to provide their desserts.

Startup Costs: \$200 - \$400

Earning Potential: \$15,000 - \$45,000 per year

What to Charge: \$35 small cake up to \$100's for a wedding cake. Also you can charge on a per serving basis.

Equipment Needed: baking tins; frosting supplies, transportation, cake boxes; misc. cooking tools

How you find clients: Build a website or blog, facebook, craigslist, neighborhood bulletin boards

Skills Needed: cake decorating classes are available in most locales; creativity, organization; you can be a self-taught cake decorator

Time to Start Earning: 2 to 4 weeks

Home-based business: yes

Cons: You may need extra storage space as your business grows to keep supplies and cooked cakes as you fill orders. This business has a significant amount of weekend work with deliveries to parties and weddings

Additional Staff: as needed. As you grow you may need an assistant for cake prep, decorating, or deliveries.

Other Costs: insurance; additional storage, refrigerator, larger vehicle.

Setting Yourself Apart: great taste and decorating.

Expansion/Expansion Services: cupcakes; pies, personal chef; in-home meal prep

Pro Tip for Super Small Business Owners: Work with a few local bakeries and do their large cake decorating. Set up a table at a local bridal show and offer samples. You can usually book several weddings at a weekend bridal show if your prices are right and your cakes taste good.

Candle Making- Soaps

What the Business Does: Candlemaking is a really inexpensive business to start. With minimal supplies, you can make a variety of items, and most candles sell for double their cost to make. Stick to a few simple types and focus on keeping your labor costs down at the beginning. If you want to venture out into more expensive processes and procedures do so after you are making a profit.

Startup Costs: \$150 - \$500

Earning Potential: \$5,000 - \$10,000

What to Charge: \$5 - \$20 per candle

Equipment Needed: heat source, molds, dyes, scented oils, candle wax, wicks

How you find clients: local farmer's markets, craft shows, fairs and festivals, retail shops

Skills Needed: ability to learn a new skill

Time to Start Earning: 3 to 5 weeks

Home-based business: yes

Cons: Whether you choose to do beeswax, molded, decorative, or another kind of candle, you will need to do a variety of different candles. Most sellers do not sell one color or one scent. You will want to have multiple choices for your customers.

Additional Staff: Not necessary; potential for more staff as demand increases

Other Costs: insurance, fire safety

Setting Yourself Apart: Create candles that are unique and smell good. Use quality materials in your candles.

Expansion/Expansion Services: Add soaps, essential oils, and lotions.

Pro Tip for Super Small Business Owners:__Connect with vendors at different farmers markets, and offer to provide your candles and soaps to them for a percentage. Since they are manning the booth you will have more time to research other business opportunities.

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Caterer

What the Business Does: Provide lunches, dinners, or just desserts to banquets, parties, and weddings. As a caterer, you may be required to work in a commercial kitchen, but many people start out in their own kitchen or serving from the client's kitchen. You can partner with a party planning company for servers and/or bartenders to offer package deals. Be careful though, you don't want to partner with someone no one will work with.

Startup Costs: \$1,000 - \$2,000

Earning Potential: \$20,000 - \$65,000

What to Charge: \$500 - \$10,000 per event; \$12-20 per meal per person

Equipment Needed: kitchen, cooking utensils and transporting supplies, transportation (van)

How you find clients: brochures; wedding shows; direct mailings to businesses

Skills Needed: cooking; multitasking; time-management; ability to communicate with people

Time to Start Earning: 3 to 4 weeks

Home-based business: yes

Cons: lots of work on the weekends if you do parties and wedding events

Additional Staff: some; for serving, but can be provided by an on-call service provider

Other Costs: insurance; some states require a food handler's license and/or commercial kitchen

Setting Yourself Apart: great tasting food and presentation

Expansion/Expansion Services: you can focus on a niche market or diversity with other services; provide family meals to dual-income households; personal chef in the client's home

Pro Tip for Super Small Business Owners:_ It may be best to start with personal catering and smaller events. This allows you to hone your skills and provide great food while building an inventory of supplies. Doing a large wedding in the beginning may not be cost-effective because of all your inventory and supply needs.

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Chauffeur Service

What the Business Does: Think of this as a children's delivery service. As a low-cost chauffeur you would pick up and deliver children to and from their homes to recreational activities and school when their parents are unable to do so. A regular chauffeur would include the cost of a limo. This kind only needs a minivan.

Startup Costs: \$1,000 - \$2,000; provided you already have a reliable car or minivan

Earning Potential: \$20,000 - \$30,000

What to Charge: \$10 per delivery or a weekly fee to and from school

Equipment Needed: vehicle; cell phone; insurance

How you find clients: post a flyer at churches/ schools, and recreation centers; connect with sports coaches

Skills Needed: be a people person; good sense of direction; casual/professional appearance

Time to Start Earning: 2 to 4 weeks

Home-based business: yes

Cons: Bad driving can be the end of you. Make sure that you have the proper skills to do this job. You must be a safe driver, and dependable to pick up the children and get them where they are going in a timely manner.

Additional Staff: no; additional drivers as needed

Other Costs: Car maintenance; car cleaning

Setting Yourself Apart: Be friendly to the riders and provide safe service.

Expansion/Expansion Services: pet pickup and delivery; errand runner

Pro Tip for Super Small Business Owners: Daycare centers usually have their own transportation. Look for dance studios or gymnastics or even nearby fitness gyms that would like to put on a class, but can't get the children to the venue. Also look at large employers in your area that have employees that have to stay at work late. You may be able to get paid by the employer and the employee to transport their kids.

Commercial Cleaning

What the Business Does: Provides cleaning services to commercial customers on a one-time, weekly, or biweekly basis. Safety and security are of utmost importance. You will most likely be on location when no one else is. Customers are concerned about theft, so hire reputable individuals and get your business bonded. Possible clients include offices, warehouses, restaurants, daycare centers, churches, and retail establishments.

Startup Costs: \$600 - \$1,000

Earning Potential: \$25,000 - \$70,000

What to Charge: approx. \$35 - \$200 per cleaning

Equipment Needed: Cleaning supplies; vacuum, floor buffer (optional), phone, and automobile

How You Find Clients: flyers, signs, and newspaper. Distribute flyers by hand to businesses, apartment complexes, office buildings, and small business owners.

Skills Needed: attention to detail; find a book at the library that teaches you good, systematic cleaning techniques and perfect them

Time to Start Earning: four to six weeks; unlike residential house cleaning, commercial companies want to be invoiced and pay the bill in 30 days.

Home-Based Business: yes

Cons: This business takes a little longer to get your first income because you are relying on the business's accounting department. It is difficult to hire and keep staff.

Additional Staff: not necessary; as you grow add more cleaning people

Other Costs: insurance, bonding

Setting Yourself Apart: You can focus on a certain type of business, or a specific locale to keep the jobs close together. Pay attention to detail. Some services leave flowers, or mints when they complete a job.

Expansion/Expansion Services: Add errands, carpet cleaning, or grounds maintenance.

Pro Tip for Super Small Business Owners: In commercial cleaning you usually clean, and then bill the customer, to receive payment 30 - 60 days later. Start

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with smaller buildings that house local businesses. They tend to have less red tape so you can get started with a contract faster.

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Craft Maker

What the Business Does: This is another home-based business idea for people who work with their hands. You can use metal, plywood, or other multimedia to create your items. Have you ever driven down the road and seen flags and signs with a cowboy or greeting on them? Look through the latest home décor magazines or specialize in custom name signs. The possibilities are endless. Take a trip to Hobby Lobby and you will see that there are many different ideas. Pick a niche and build a name for yourself.

Startup Costs: \$200 - \$800; depending in what type of items you wish to start with. You can always start with low-cost items and work your way up.

Earning Potential: \$40,000 \$60,000

What to Charge: Prices vary; be sure you are accounting for all your expenses and time.

Equipment Needed: area to make your items and keep them clean until they sell; possibly a computer for online sales.

How you find clients: Etsy, Pinterest, local craft shows and bazaars

Skills Needed: Ability to make a quality product. Skills vary. But be sure the product is in good condition or it will be difficult to have return customers.

Time to Start Earning: 3 to 4 weeks

Home-based business: yes

Cons: Unhappy customers will want their money back; you may have to foot the bill for returned items.

Additional Staff: as you get busy or during holidays you may want to employ additional staff members

Other Costs: insurance; shipping, boxes; storage

Setting Yourself Apart: provide quality items similar to store bought things. If they are not identical, make sure you make custom items. People want consistency each time they purchase.

Expansion/Expansion Services: teach craft classes; provide different lines of crafts.

Pro Tip for Super Small Business Owners: Rather than having a booth at a farmers market or Expo, think about working with multiple vendors that are at

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these craft fairs and putting your crafts at multiple tables for a percentage of the profit. This allows you to get more exposure for your crafts while not having to be add multiple places at once.

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Dance/Gymnastics/Cheer Coach

What the Business Does: Provides dance and/or cheerleading instructions to groups of girls at schools, churches, camps, or parks. This line of work caters to children and requires a lot of evening work to accommodate for children being in school. A dance coach can teach a particular area of expertise or hire others to help with other forms of dance. It may be ideal to set up shop in various places throughout the town to give yourself a full-time schedule each week.

Startup Costs: \$300 - \$1,000

Earning Potential: \$10,000 - \$40,000

What to Charge: \$20 - 25 per student, per session; family or multiple dance genre discount

Equipment Needed: For the super low start-up option, teach classes at a local day care, boys and girls club, school or church, computer, radio, phone

How you find clients: local paper, community billboards, flyers, newspaper, yellow pages

Skills Needed: dance/gymnastics/cheerleading experience. You don't have to be a professional dancer to teach basic classes.

Time to Start Earning: 1 to 3 weeks

Home-based business: yes

Cons: When kids are out of school during the summer, many do not enroll in classes. Either take your vacation then or find another area like two-week summer day camp sessions. Parents do not want to commit to come for whole months when they know they will be taking vacations, etc.

Additional Staff: none needed; potential to add other individuals to teach areas of dance you don't want to.

Other Costs: liability insurance, ongoing advertising

Setting Yourself Apart: great technique, show your love of the children, offer ways for the children to show off the skills they have learned with community parades, recitals, fairs, etc.

Expansion/Expansion Services: Start with one area and expand to tumbling, cheerleading, modeling, make-up classes, and mommy and me classes to fill in the hours that kids are in school.

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Pro Tip for Super Small Business Owners: Connect with local schools and provide classes outdoors or after hours at the community center or daycare center. Depending on your goals you can focus on one local area around your home or expand to various elementary schools throughout the town or city.

Day Care Service- Adult or Children

What the Business Does: Provide and look after individuals in your home or theirs. You can even create a niche by providing child care for sick children or 1/2 day kindergarteners. Adults also have day care needs. Older citizens may require supervision while other family members are out of town or at work. Check local and state regulations for requirements. This business is great for part-time work as well.

Startup Costs: \$300 - \$600

Earning Potential: \$15,000 - \$30,000

What to Charge: \$15 - \$25 per adult per day; \$20-45 per child per day; \$35 - 50 per infant per day

Equipment Needed: entertainment, activities, phone

How You Find Clients: word of mouth; flyers; local paper; bulletin board at church, community center

Skills Needed: caregiving; activity planning; organization; food prep

Time to Start Earning: 2 to 3 weeks

Home-Based Business: yes

Cons: This is a high stress business and you will be tied to the house or location of your services most days. Taking care of other's parents and children takes a certain type of person. It may be hard to find and keep additional staff members.

Additional Staff: not necessary; as the business grows you can add additional staff

Other Costs: insurance and licensing; home safety; CPR and first aid training

Setting Yourself Apart: This business can cater to children or the elderly. You could also specialize in sick or ill children so parents can still go to work, just be sure you don't get sick easily. Some people only need 2-4 hours or 2 days a week and cannot find a center that will provide this kind of service.

Pro Tip for Super Small Business Owners: Find additional services such as transportation to summer care or educational programs. For adults, offer to pick up prescriptions or take them to medical appointments.

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Errand Service/ Delivery Service

What the Business Does: Provides services to help busy businesses or individuals. Whether you cater to homebound elderly, new moms, busy professionals, or small businesses, this business gets things where they need to go freeing up others to do other tasks. An errand service can focus provide delivery services for attorneys by filing court documents or get groceries for a dual-income household.

Startup Costs: \$500 - \$2,000

Earning Potential: \$20,000 - \$50,000

What to Charge: \$20 - \$30 per hour or a flat rate

Equipment Needed: mobile phone; transportation (car, van, bike, etc.) based on your business

How you find clients: newspaper, flyers, website, direct advertising to niche market or particular service area

Skills Needed: time-management skills, organization, personable to meet clients face-to-face

Time to Start Earning: 2 to 4 weeks

Home-based business: Yes

Cons: This type of business requires a lot of gas if you are using a car and time getting in and out of establishments. Be sure to keep errands and deliveries close together. Expanding into a wide geographic area can do more harm than good if you are constantly travelling long distances to get to the next job.

Additional Staff: None required; possibility to expand as demand increases

Other Costs: gas, insurance, bonding from theft

Setting Yourself Apart: provide quality service; be efficient, and show the customer that you are working to help them save money and time.

Expansion/Expansion Services: If you do personal services you could add housesitting, petsitting, or taking pets to appointments (check your insurance policy first). For professional services, you can cater to small businesses that have a lot of redundant tasks such as copying, placing, and restocking home sales flyers for real estate agents.

Pro Tip for Super Small Business Owners: Focus on a small geographic area at first. This will reduce your travel time and keep your advertising and

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marketing campaigns focused. Once you feel established in that area, you can expand to additional neighborhoods.

Fitness Instructor

What the Business Does: A fitness instructor provides physical fitness activities to individuals or groups on a regular basis. These activities can be done in a park or indoor facility. The groups can be people from the community or an entire workplace. A fitness instructor can focus on adults, children, or elderly individuals. This business can have one instructor that does a boot camp-based class or a 12 week program, or has various instructors to keep the activities changing. To start out low cost, try using a daycare center, church or community park for your classes.

Startup Costs: \$100 - \$600

Earning Potential: \$25,000 - \$45,000

What to Charge: \$50 - \$200 per workout or \$25 - \$50 per hour

Equipment Needed: fitness equipment; varies

How You Find Clients: flyers at their workplace; bulletin boards at church, child care, and hair salons

Skills Needed: fitness knowledge; CPR training; possible certification

Time to Start Earning: 4 to 6 weeks

Home-Based Business: yes

Cons: Be careful of liability if someone trips or becomes fatigued.

Additional Staff: not necessary; as business grows you may want to get other group leaders around town.

Other Costs: liability insurance; possible gym memberships; and possible space rental for a class or large group.

Setting Yourself Apart: Provide knowledge and motivation. Millions of people struggle to be active each year.

Expansion/Expansion Services: Provide weight loss contests, obstacle courses, and other fitness events. Charge a fee and offer prizes in your community. Offer outside workouts, family sessions, and worksite group programs.

Pro Tip for Super Small Business Owners: Create a niche workout that appeals to your potential customers. Focus your efforts to a neighborhood or community and offer services throughout the day. Provide early morning Mommy and Me classes, and after work sessions to create a full-time schedule.

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Flea Market/Garage Sale Business

What the Business Does: Sell new and used items to customers looking for a deal. Sell your own and other's items by setting up a place for customers to visit. Garage sales can be set up in the front yard or in a large parking lot. A permanent storefront flea market allows multiple vendors to display their wares while the flea market provides a cashier at the location.

Startup Costs: \$10 - \$400 yard sale; \$3,000 - \$5,000 storefront flea market

Earning Potential: \$5,000 - \$15,000 part-time; \$ 25,000 - \$50,000

What to Charge: Depending on the item; usually 50%-60% of new price for used items; for flea markets most vendors price their own items.

Equipment Needed: price tags, signs, room for the garage/yard sale or a store front for the permanent flea market

How you find clients: advertising in the newspaper, neighborhood website or blog

Skills Needed: customer service, ability to clean products properly and display them in a manner that customers will want to buy them.

Time to Start Earning: 1 to 3 weeks

Home-based business: yes

Cons: extra time is required to clean and move products in and out of the sales place. Permanent spaces need to continually renew their products.

Additional Staff: if necessary to move large items and day of sale (for temporary sales)

Other Costs: paint, fixing items for sale; extra display tables

Setting Yourself Apart: offer great items at good prices

Expansion/Expansion Services: conduct and organize garage sales for others for a set-up fee + 25% of what's sold; Ebay sales

Pro Tip for Super Small Business Owners: Advertise in the wealthier areas where you have more people that don't want to sit around on the weekend and do a garage sale. Create an event that draws a crowd. People will get to know your name and be excited to go to garage sales you host!

40 + Super Small Businesses Under \$2,000!

Fundraising

What the Business Does: This business gets people to contribute to your cause directly or indirectly. You can be a fundraiser for particular non-profit organizations or you can run various fundraising campaigns for local schools, associations, or churches.

Startup Costs: \$500 - \$2,000

Earning Potential: \$8,000 - \$40,000

What to Charge: flat fee or 10%-20% of total fundraising efforts

Equipment Needed: Desk, phone, computer, fulfillment/distribution (for fundraising using products for sale to the end user); delivery vehicle

How you find clients: direct mail; networking; organizational involvement

Skills Needed: people skills; speaking skills; sales experience

Time to Start Earning: 10-14 weeks

Home-based business: yes

Cons: Storing fundraiser products properly (for example, candy must not be melted)

Additional Staff: no; possibly for delivery days for quicker customer service

Other Costs: Internet; gas and car expenses

Setting Yourself Apart: As a high-end fundraiser you want to be able to put on a great event to attract donors. For more direct fundraising efforts, provide schools and churches with a variety of fundraising options to promote repeat clients and different products for the buyers.

Expansion/Expansion Services: Event Planning; School Reunions; Church Retreats

Pro Tip for Super Small Business Owners: Start with fundraising opportunities that offer items for lower costs so there is not as much start-up expense for you. It's a great way to get started in fundraising. Then, you can build a relationship with the people in the community and move on to larger organizations and higher donation requests.

Ghostwriter

What the Business Does: A ghostwriter writes material for another person to get the credit. People who have ideas and thoughts but cannot put them on paper or do not write well are good clients. Many people say they want to write a book, but simply cannot sit down and do it. A ghostwriter gets the ideas onto the paper to be published or taken to an agent for representation. A ghostwriter also writes content for websites and blogs for a fee. The person paying for the content gets credit for the work.

Startup Costs: \$200 - \$500

Earning Potential: \$10,000 - \$50,000

What to Charge: \$20 - 30 per page; flat fee for article, chapter, or book

Equipment Needed: computer, phone, printer, scanner, printer

How you find clients: internet billboards, networking, web advertisements

Skills Needed: excellent writing skills, excellent communication skills, organization

Time to Start Earning: 4 to 6 weeks

Home-based business: yes

Cons: Some people cannot communicate what they want. It is imperative to this type of business that you understand what the client is looking for to ensure you don't have to waste time on multiple revisions and/or not being paid by dissatisfied customers.

Additional Staff: not necessary

Other Costs: Internet, business cards, meeting with potential clients

Setting Yourself Apart: offer great material; research your topic and provide quality information

Expansion/Expansion Services: blog content writer, freelance writer; proofreading

Pro Tip for Super Small Business Owners: The name of the game in ghostwriting is to find your niche. Find an area that has a high demand and not enough writers. Four or five good size clients can create a successful business.

Handyman Network

What the Business Does: This is a network of local handymen. You take the incoming calls and then call around to your on-call repairmen with the expertise in the area needed. The customer pays you for the service and you keep a percentage as your finder's fee.

Startup Costs: \$500 - \$2,000

Earning Potential: \$15,000 - \$40,000

What to Charge: \$20 - \$60 per hour; repairman gets 30 - 50% of the repair cost

Equipment Needed: cell phone; list of area handymen

How you find clients: local newspaper; Yellow Pages

Skills Needed: Good communication skills

Time to Start Earning: 2 to 3 weeks

Home-based business: Yes

Cons: You can only service people if your handymen are available, and your reputation is only as good as your repair men.

Additional Staff: Yes; you will need reliable handy-men in the area, but not employees

Other Costs: insurance; possibly tool maintenance

Setting Yourself Apart: great service; ability to service fast and get the job done

Expansion/Expansion Services: Provide some of the services yourself if you are a handyman too.

Pro Tip for Super Small Business Owners: Create a network handyman that caters to different areas of town. This allows you to create a large list without stepping on anybody's toes. Call the local person first and then if they're not available reach out to the handyman that's further away.

Handyman Service

What the Business Does: A handyman provides minor repair services to residential homeowners, property managers, and small businesses.

Startup Costs: \$500 - \$2,000

Earning Potential: \$30,000 - \$50,000

What to Charge: \$30 - \$50 per hour

Equipment Needed: personal tools, automobile, computer, business cards

How you find clients:

Skills Needed: mechanical skills, specific repair specialty

Time to Start Earning: 2 weeks

Home-based business: yes

Cons: One must provide great service. The general public are tired of being ripped off you service providers. Potential customers will be skeptical.

Additional Staff: Possibly. You can start on your own, but expansion is easy to additional employees and then additional vehicles.

Other Costs: Liability Insurance, specialty tools.

Setting Yourself Apart: Provide exceptional service, arrive promptly, provide great customer service, charged reasonable rates.

Expansion/Expansion Services: Focus on a specialty or types of clients. Branch out to other types of services-house painting, lawn care, chimney sweep

Pro Tip for Super Small Business Owners: Start with your handyman skills and branch out to offer more services to existing clients. Keep a pretty small area and concentrate your marketing and building a customer base. This helps save on costs for promotional items and travel expenses to and from jobs.

40 + Super Small Businesses Under \$2,000!

Holiday Decorating

What the Business Does: Provide holiday lighting and decorating for individuals and businesses. Many organizations need holiday decorating for their entryway or building exterior for the holiday season and do not want to pay employees or have the expertise to do so on their own.

Startup Costs: \$100 - \$1,000; depending on whether you are providing the décor and lights

Earning Potential: \$10,000 - \$25,000 seasonal

What to Charge: \$30 - 50 per hour per worker; or by size/type of display

Equipment Needed: holiday decorations; ladders; hooks; ties; attachments

How you find clients: advertise in the local paper; put up flyers at local coffee shops

Skills Needed: creativity; organization; decorating ability; Must be able to set-up and take down multiple locations in a short period of time (three weeks before holiday and one week after holiday)

Time to Start Earning: 1 to 2 weeks

Home-based business: yes

Additional Staff: as needed for day of decorating; you can do most tasks the weeks leading up to set-up, but you may need help setting up location

Other Costs: insurance; additional storage space

Setting Yourself Apart: beautiful, creative displays

Expansion/Expansion Services: Party planning; wedding set-up and clean-up; event planning and staging; holiday party décor.

Pro Tip for Super Small Business Owners: Buy supplies during the off season or at garage sales, and include them in your services as rental items. You can quickly create various themes for multiple customers. Remember, this is seasonal, so you may want to think about an additional business division for other seasons.

40 + Super Small Businesses Under \$2,000!

Homemade Foods Business

What the Business Does: Create, prepare, and cook foods at home for busy professionals, families, or individuals with special diets. Use produce from your garden or locally purchased items. Make salsas, jellies and jams, or family meals for others. Provide your foods to people, restaurants, grocery stores, or organizations.

Startup Costs: \$100 - \$2,000

Earning Potential: \$10,000 - \$45,000

What to Charge: \$3 - \$5 per jar; \$15 -20 per 9X13 tray

Equipment Needed: refrigerator; oven/stove; cooking supplies; disposable delivery items

How you find clients: farm stands; flea markets; flyers on local bulletin boards

Skills Needed: cooking skills; ability to cater to customer needs;

Time to Start Earning: 2 to 4 weeks

Home-based business: yes

Cons: Be sure to prep and cook in a clean, safe environment. Prepare items that will stay good for a long time so you don't lose them if they don't sell.

Additional Staff: not necessary; can use additional people for farm stand or for delivery service

Other Costs: insurance; transportation for delivery services

Setting Yourself Apart: provide quality food at great prices

Expansion/Expansion Services: catering for large parties; lunch delivery to businesses; provide custom salsas for local restaurants

Pro Tip for Super Small Business Owners: Check with local Cottage Laws. You can start with items that do not require you to have additional licenses, or a commercial kitchen. Many states have reduced restrictions on what you can and can't make at home in recent years. Focus on created 2-3 items or 1 in various flavors then move into various different products as profits roll in.

40 + Super Small Businesses Under \$2,000!

Housesitter

What the Business Does: Looks after a residential home when the owners are away, or be available for a repairman to get in while the tenant is at work. Your services allow employees not to miss a whole day of work waiting on the cable guy. Note that this business caters to areas with a lot of disposable income to put toward your services, rather than waste their time or people that work careers that require they not miss work. Potential customers may be families going for summer vacation, retirees traveling, or busy dual-income households.

Startup Costs: \$100 - \$300

Earning Potential: \$10,000 - \$30,000

What to Charge: \$15 per day for one visit; \$5 additional for every additional visit per day

Equipment Needed: phone, automobile

How you find clients: flyers; local billboards at area restaurants, churches, hair salons; newspaper advertisement

Skills Needed: friendly, business casual demeanor

Time to Start Earning: 1 to 2 weeks

Home-based business: yes

Cons: Some people have to have their services perfect, especially when it deals with their home. Be aware that many homeowners will also have cameras and security systems for you to deal with.

Additional Staff: not necessary; as needed you can recruit local teens and college students to assist

Other Costs: liability insurance for possible injury or theft from employees

Setting Yourself Apart: Provide great service, be on time, provide references if possible

Expansion/Expansion Services: Along with housesitting you can also provide pet sitting, plant watering, or house cleaning services and errand services.

Pro Tip for Super Small Business Owners: Keep your focus to a specific local so you can couple visits together. This will allow you to save on travel expenses and concentrate your marketing efforts.

40 + Super Small Businesses Under \$2,000!

Image Consultant

What the Business Does: An image consultant helps individuals style their clothes and accessories for a particular look. This service may entail shopping with the client or going through their closet and putting together outfits. You can take pictures for the client to recreate for months to come.

Startup Costs: \$1,000 - \$2,000

Earning Potential: \$20,000 - \$40,000

What to Charge: \$50 - \$200 per session

Equipment Needed: fabric samples, makeup samples; digital camera

How you find clients: networking events; community bulletin boards

Skills Needed: great sense of style; knowledge of up and coming trends

Time to Start Earning: 2 to 4 weeks

Home-based business: yes

Cons: Your most important asset is happy customers; you must look good at all times because you never know when someone is looking at what you are wearing.

Additional Staff: no

Other Costs: gas; personal clothing and accessories

Setting Yourself Apart: Great ideas and making people look and feel fabulous.

Expansion/Expansion Services: Beauty consultant; weight management/personal training services

Pro Tip for Super Small Business Owners: Connect with makeup artists, hair stylists, and beauty consultants, so you can benefit from their clients and they can benefit from yours. Informally partner with complimentary services and work together on packaging together your services for potential customers.

40 + Super Small Businesses Under \$2,000!

Interior Decorating

What the Business Does: An interior designer or decorator assists people with making the most of their business or residential space. Not necessarily formally trained, an interior decorator helps to make a location look like the images in popular magazines.

Startup Costs: \$1,000 - \$2,000

Earning Potential: \$30,000 - \$75,000

What to Charge: \$55 - \$100 per hour or a flat rate per job.

Equipment Needed: fabric samples; magazines or sample pictures, cell phone, internet

How you find clients: yellow pages; community bulletin board

Skills Needed: interior design training (optional); eye for style and color

Time to Start Earning: 3 to 6 weeks

Home-based business: yes

Cons: Keep in mind, it may look good to you, but the customer must like it too.

Additional Staff: no

Other Costs: setting up with furniture/construction companies to get a percentage of the work you give them in designing new spaces

Setting Yourself Apart: create great spaces on a great budget. Clients will love you and they will send referrals for years to come.

Expansion/Expansion Services: home showing service (for sale homes); decorate lobbies; holiday decor

Pro Tip for Super Small Business Owners: Connect with furniture stores, flea markets, and consignment shops for potential customers. Many people need an interior decorator but really can't afford to do the whole house. Think about providing room-by-room services or a'la carte services.

40 + Super Small Businesses Under \$2,000!

Jewelry Maker

What the Business Does: This business makes various jewelry pieces for sale to the public or to tradeshow and department stores. A very creative business, the jewelry maker can make each piece unique and interesting. Learn a process that you find fun and perfect the product. People will pay for unique and necessary.

Startup Costs: \$300 - \$1,200

Earning Potential: \$20,000 - \$60,000

What to Charge: \$15 - \$100 per piece

Equipment Needed: depending on the type of jewelry- beads, gems, pliers, wire, etc.

How you find clients: craft shows, fairs and festivals, resale shops, retail establishments, Etsy, online website

Skills Needed: formal training can be helpful but not required; basic how-to books will show you technique

Time to Start Earning: 4 to 6 weeks

Home-based business: yes

Cons: depending on where you live, you may have to travel to many places to get your wares sold

Additional Staff: not necessary

Other Costs: travel, hotels, gas as needed

Setting Yourself Apart: Jewelry making is a trade with a low-cost start-up. Do quality work and make items that don't fall apart. Put some effort into display, it is half the battle.

Expansion/Expansion Services: Look at direct sales, trade show sales to wholesalers, and other retailers to get your goods selling in multiple locations.

Pro Tip for Super Small Business Owners: Remember the idea is to sell as many items as you can in as little time as possible. Connect with super small store owners or boutique shops, as these people don't have to ask others to carry your jewelry in their store. The more shops you can get that connect well with your products, the more people will see your items. Set up a website and don't forget to put the name of your site on the tags of your jewelry, so people can go by complimentary pieces.

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Lawn Care Service

What the Business Does: A lawn care business can be simply mowing neighborhood yards, to offering personalized advice and sprinkler system placement. The idea is to start super simple to keep costs to a minimum. If you are going to remove leaves and mulch flower beds, you will need more expensive equipment and a way to transport it. This business can be started with a push mower and some business cards.

Startup Costs: \$200 - \$2,000

Earning Potential: \$12,000 - \$45,000

What to Charge: \$15 - \$20 per hour, or \$60 - 200 flat rate for large jobs

Equipment Needed: Lawn mower, edger, rake, pick-up truck or a pull-behind wagon (depending on the community and type of work)

How you find clients: flyers, local newspaper, word-of-mouth, door-to-door sales

Skills Needed: knowledge of lawn care and enjoyment of the outdoors in various weather conditions

Time to Start Earning: 1 to 3 weeks

Home-based business: yes

Cons: Some lawn care services tend to underprice what the job is worth. Make sure and give your customers a price for good work and do good work. This way they feel they got what they paid for and the lawn care worker feels they were paid fairly. This leads to much better relationships and long-term jobs.

Additional Staff: not required; potential for great earnings with additional staff or teams working together

Other Costs: rental for equipment you don't need regularly; insurance, gas

Setting Yourself Apart: Provide good service, be willing to help people with one-time jobs, be neat and professional when on other people's property, it makes a difference.

Expansion/Expansion Services: add pool maintenance, garden sitting for vacationers, or house sitting. For other seasons try leaf raking, snow removal, or Christmas decorations.

Pro Tip for Super Small Business Owners: Focus on staying small at first. Look for small to medium-sized properties that are close to where you live. This

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reduces the need for a large trailers to transport your equipment. You can start with smaller push mowers and edgers, and expand as you get more jobs.

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Manuscript Typist

What the Business Does: Provide typing services to those that have information in notepads or on tape into written materials such as novels, booklets, or manuscripts. No editing or writing, simply turning the information into a typed document.

Startup Costs: \$100 - \$500

Earning Potential: \$5,000 - \$35,000

What to Charge: \$20 - \$30 per hour; flat fee per job or \$7 - 12 per page

Equipment Needed: computer, printer Internet, scanner, and phone

How you find clients: Internet bulletin boards like Craigslist; universities, Internet

Skills Needed: typing skills, organization, time-management

Time to Start Earning: 4 to 6 weeks

Home-based business: yes

Cons: Sometimes clients want more than just typing. Either make sure you are clear what you are providing the client, or offer additional services. You can also offer different package deals to meet the needs of the client. Make sure clients are realistic. You cannot write the book for them-unless you are a ghostwriter.

Additional Staff: not required

Other Costs: Website; looking at potential projects; meeting with clients

Setting Yourself Apart: Great turn-around time, accurate work

Expansion/Expansion Services: freelance writing; newsletter writing, copywriting

Pro Tip for Super Small Business Owners: Look for college professors, or individuals with large writing assignments. Check with business owners and writers that need a helping hand. Focus on a niche in the beginning to keep your advertising cost low. The more specialized your skill-set, the more money you'll be able to demand for your services.

40 + Super Small Businesses Under \$2,000!

Newsletter Writer

What the Business Does: Provides focused content in a weekly or monthly newsletter to a group of subscribers. From fishing to investments, people like newsletters that cater to their interests. You create a newsletter, charge a monthly fee and sent it to your subscribers. Some professional newsletter writers do multiple newsletters to increase their streams of income.

Startup Costs: \$1,000 - \$2,000

Earning Potential: \$20,000 - \$40,000+

What to Charge: subscriptions: \$25 - 45 per person, per month; create newsletters for other companies: \$150 - \$200 per page

Equipment Needed: computer, phone, software, scanner, printer

How you find clients: direct mail; website, networking

Skills Needed: desktop publishing skills; writing skills, meet deadlines

Time to Start Earning: 3 to 6 weeks

Home-based business: yes

Cons: As a newsletter writer you will constantly need to be lead generating and focusing on renewals.

Additional Staff: not necessary

Other Costs: calling on subscribers about to expire; Internet service; paper for hard copy newsletters, if needed

Setting Yourself Apart: offer info subscribers cannot get anywhere else.

Expansion/Expansion Services: personalized company newsletters for employees, or other company customers

Pro Tip for Super Small Business Owners: Focus on a niche market and connect with people in that market. Create a newsletter that is easily transferable. For example, a newsletter for a cleaning company can be reused and resold to multiple cleaning companies throughout the U.S.. Work a niche market and provide newsletters for their employees, their vendors, and their customers. It is easier to up-sell one customer than it is to obtain three separate customers.

Non-fiction Freelancer

What the Business Does: Write articles for various newspapers and magazines. Use your interests or expertise to create news stories, columns, and advice for others. Send inquiries to see if a magazine wants your article. You can specialize in small to mid-sized projects for companies, or stick with 500 word articles.

Startup Costs: \$100 - \$300

Earning Potential: \$10,000 - \$75,000

What to Charge: mostly set by magazine or newspaper; \$25 - 50 per hour

Equipment Needed: computer, phone, software

How you find clients: website, internet, contact those in need of blog content

Skills Needed: organization, writing skills; ability to make deadlines

Time to Start Earning: 7 to 10 weeks

Home-based business: Yes

Cons: Once you write the article, you have to wait weeks to get paid; be sure that the contract meets your needs; sometimes the article must be revised several times before it is accepted

Additional Staff: not needed; possible if you get a steady stream of clients

Other Costs: access to Internet, advertising; website; meetings

Setting Yourself Apart: Stick to a niche that needs good work and provide it.

Expansion/Expansion Services: editing other people's work; blogging

Pro Tip for Super Small Business Owners: Work on developing yourself as an expert in a niche market. Create a focus and do freelance jobs in specific areas. Use your knowledge or expertise of those areas to gain clients. As you gain more magazine and writing gigs, you'll be able to expand to other areas. Focus on creating content that can be altered to become two or three different articles. This allows you to increase revenue for a single job created.

Party / Event Planning

Are you organized? Are you décor-driven? Can you just look at a room and know what it needs to impress others? Party planning encompasses understanding what the client envisions for their event or celebration, getting the right products and services together for the special occasion, and make the event memorable for everyone. Event planners are like general contractors in the construction industry. They coordinate all the elements of a great event into a moment. For brides, the event planner helps conduct the wedding and reception. For parents, the party planner helps with a special birthday or anniversary.

What the Business Does: help people plan their upcoming celebrations. You can specialize in children's birthday parties, business functions, weddings, or do a variety of different parties. If you want to work certain months of the year, stick to parties that happen then. If you are looking for full-time work, keep your books full with different events. The party planner is in charge of everything from organizing the facility and scheduling musician to catering, activities, and invitations.

Startup Costs: \$300 - \$1,000

Earning Potential: \$15,000 - \$35,000

What to Charge: \$40 - 60 per hour or a flat fee based on the event

Equipment Needed: planning software or paper planner; computer, phone

How you find clients: direct mail, flyers, networking, local newspaper, community bulletin boards

Skills Needed: multitasking, good time management skills, and ability to organize and work to deadlines

Time to Start Earning: 4 to 6 weeks

Home-based business: yes

Cons: If someone is not happy with the results or has a bad time you will hear about it. This can be a high stress job when working with people that want things perfect. Some people are simply never satisfied.

Additional Staff: not necessary; may want additional assistance the day of the event

Other Costs: travel and attire depending on the types of parties you plan

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Setting Yourself Apart: Keep a quality website with great pictures of your work; make the event extra special by under promising and over providing great services.

Expansion/Expansion Services: you can also add additional divisions to your business with party supplies, rentals, DJ services, or bartending staff.

Pro Tip for Super Small Business Owners: It is essential to focus on doing one thing great before expanding to other areas and having to spread your resources too thin. Focus your advertising dollars and marketing efforts to get the most bang for your buck. Then find your second and third type of event or to different service for the same events.

40 + Super Small Businesses Under \$2,000!

Personal Chef

What the Business Does: Develop menus, shop for ingredients, and provide meals to individuals and families in their homes. Provide great food to busy professionals and dual-income households that want nutritious meals but don't have the time. Consider catering to specific dietary needs or working with a set budget. Remember, some clients will be super specific and very picky when paying for food prepared by a personal chef. You may prepare

Startup Costs: \$500 - \$1,000

Earning Potential: \$35,000 - \$50,000

What to Charge: \$200 per day plus the cost of groceries; or on a per serving basis

Equipment Needed: computer, printer, phone, automobile; cooking utensils or use theirs

How you find clients: local newspaper, website; flyers at workplace

Skills Needed: cooking, food safety, and organization skills

Time to Start Earning: 2 to 4 weeks

Home-Based Business: yes

Cons: Make sure your food is cooked well and you follow food safety guidelines. Also, you may be asked to cook food you don't like or don't know how.

Additional Staff: not necessary; acquire interns from the local college and expand as needed

Other Costs: disposable containers to leave at the customer's house

Setting Yourself Apart: Simply make really good tasting food. People will rave about your service and tell their friends. Provide flowers on the dinner table. Offer an additional dessert.

Expansion/Expansion Services: You can specialize in freeze-ahead meals or specialty low-fat diets. Niche markets include busy families, new moms, elderly that cannot travel to the grocery store, brides, family reunions, and children's birthday parties. Anyone that does not want to cook.

Pro Tip for Super Small Business Owners: Start with one or two niche customers so that you don't get overwhelmed with the different responsibilities. Brides are going to have a different expectation than the elderly or new moms. Think about who can afford to have you cook for them on a frequent basis. It is much

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easier to sell to a person who is already a customer, than to constantly have to prove yourself to new, potential clients. Think about connecting with established businesses where parents are after work or catering to their kids in sports and activities.

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Personal/Business Coach

What the Business Does: As a business or personal coach you help individuals overcome obstacles. You focus on a person's goals and put together step by step processes for them to achieve their goals.

Startup Costs: \$500 - \$2,000

Earning Potential: \$40,000 - \$75,000

What to Charge: \$75 - \$150 per hour; \$200 - \$300 for weekly sessions for 4-6 weeks

Equipment Needed: computer and printer, internet and cell phone service

How you find clients: networking; public speaking; website

Skills Needed: ability to listen; great communication skills; understand human behavior

Time to Start Earning: 4 to 6 weeks

Home-based business: yes

Cons: Stay focused; do not let the client get in your way of helping them. If they fail, they may say you didn't do your job.

Additional Staff: no

Other Costs: coaching training (optional)

Setting Yourself Apart: create a niche market (business women, moms, technology, writers, etc.)

Expansion/Expansion Services: offer seminars or public speaking for small organizations in the community

Pro Tip for Super Small Business Owners: Provide services in a niche market. Focus on particular types of individuals, and make a name for yourself in that arena. Other professionals will come to you through word-of-mouth.

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Pest Control

What the Business Does: (varies by region). This business chemically or organically treats homes and building for bugs. Additionally, a pest control technician may be asked to remove all sorts of animals from attics, swimming pools, or basements

Startup Costs: \$1,000 - \$2,000

Earning Potential: \$25,000 - \$40,000

What to Charge: \$55 - \$100 per quarter; flat fee for various additional pest controls such as mosquito repellent

Equipment Needed: Cell phone, computer, chemicals; spray equipment; animal traps

How you find clients: newspaper ad; bulletin board

Skills Needed: Sales Skills; knowledge of chemicals; knowledge of animals and their habits

Time to Start Earning: 4-6 weeks

Home-based business: yes

Cons: can be a dirty job; hot weather; cold weather;

Additional Staff: no; as needed as business grows

Other Costs: insurance; truck/van for larger operations

Setting Yourself Apart: provide good service; call quarterly customers before the quarter runs out; answer questions about pest, animals, and insects

Expansion/Expansion Services: lawn care service; garden treatments

Pro Tip for Super Small Business Owners: Remember to keep your advertising costs low. Go old-school and create some flyers to hang. Go door-to-door throughout the neighborhood to keep your business in a focus locale. Make sure your flyer has all your important information, and maybe a coupon or two.

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Pet Sitter

What the Business Does: Provides companionship to pets while their owners are out of town. Pet sitters cuddle, walk, groom, and/or feed the pets.

Startup Costs: \$100 - \$300

Earning Potential: \$10,000 - \$30,000

What to Charge: \$15 per day for one visit; \$5 additional for every additional pet or visit

Equipment Needed: phone, automobile

How you find clients: flyers; bulletin board at day care centers, churches, hair salons

Skills Needed: friendly and pet-loving

Time to Start Earning: one to two weeks

Home-based business: yes

Cons: Some dogs bite and others like to run, so this occupation could be dangerous.

Additional Staff: not necessary; as needed you can recruit local teens to assist

Other Costs: liability insurance for animal bites and possible injury

Setting Yourself Apart: Provide great service, be on time, and make friends with the pet and the owner. Bring the pet's favorite treat.

Expansion/Expansion Services: Along with visiting the pets while their owner is away, you can also provide pet walking, training, grooming and companionship to dogs. Additionally, pooper scooper businesses are popping up all around the country.

Pro Tip for Super Small Business Owners: Keep your focus to a neighborhood of individuals and Families that travel a lot. Focus your efforts on advertising in many different ways the same people. Providing services to 15 or 20 families can create a full-time job. As business flourishes, expand to neighboring communities.

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Private Tutor

What the Business Does: A private tutor helps individuals in skill areas they may be struggling in or a topic they want to improve their skills in. Typically, tutors will help school-aged students with the guidance on the child's parent. However, tutoring can include advanced test prep for the MCAT (med school), or LSAT (law school) for adults. Tutoring sessions can be booked to take place in the individual's home, your home, or even a coffee shop.

Startup Costs: \$100 - \$500

Earning Potential: \$12,000 - \$25,000

What to Charge: \$20 - \$50 per hour

Equipment Needed: possibly school supplies; computer, textbooks; in most circumstances the person being tutored will have specific materials to work on

How you find clients: flyers; bulletin boards; craigslist; connect with area schools

Skills Needed: degree in area tutoring; advanced skills in area tutoring

Time to Start Earning: 2 to 4 weeks

Home-based business: yes

Cons: make sure you have policies in place for no-shows; travel to and from locations

Additional Staff: no

Other Costs: possible textbooks for specialized tutoring

Setting Yourself Apart: Help students improve their skills and they will reward you with word-of-mouth referrals.

Expansion/Expansion Services: Preschool prep sessions; advanced test prep (in a specialized field)

Pro Tip for Super Small Business Owners: Provide services on a focused subject. Expand your tutoring services as the kids get older. Parents that see improvement will be your instant word-of-mouth advertisers. Connect with children's sports and activities associations in your areas to get the word out about your services.

Proofreading and Editing Service

What the Business Does: Provide editorial services to those that have written materials such as newsletters, booklets, or manuscripts. Offer to polish a written product for potential publishing. Most customers in this field come to you with a project they are working on that they simply haven't gotten done.

Startup Costs: \$100 - \$500

Earning Potential: \$7,000 - \$35,000

What to Charge: \$20 - \$40 per hour; flat fee per job

Equipment Needed: computer, Internet, scanner, copier, and phone

How you find clients: Internet bulletin boards like Craigslist; universities, Internet

Skills Needed: excellent grammar and spelling skills, organization, time-management

Time to Start Earning: 4 to 6 weeks

Home-based business: yes

Cons: Sometimes clients want more than proofreading and editing. If those are your services, make sure you are clear what you are providing the client. Don't spend too much time on customers that want the world for peanuts.

Additional Staff: not required

Other Costs: Website; looking at potential projects

Setting Yourself Apart: Great turn-around time, accurate work

Expansion/Expansion Services: freelance writing; newsletter writing, copywriting

Pro Tip for Super Small Business Owners: Create a niche for the types of work you're interested in proofreading and editing. Network and connect with individuals and businesses in need of your services. College communities, professors, and others in academia, as well as, other types of writers are always in need of these services. Reach out to other proofreaders and editors that may be overbooked. You may be able to take on their smaller jobs and relieve them to take on other larger jobs.

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Public Speaking Coach

What the Business Does: Provide public speaking training to individuals that are or are going to be speaking to groups publicly. Public speaking is one of the most common fears for humans in general. However, it is an important skill to have in a variety of occupations. Create training for groups or one-on-one public speaking with additional coping mechanisms for fear and nervousness when speaking to others.

Startup Costs: \$600 - \$900

Earning Potential: \$6,000 - \$80,000

What to Charge: \$50 - \$75 per hour or (\$500 - \$1500 per specific service)

Equipment Needed: phone; computer, video camera

How you find clients: place an ad in business magazines; business directories; college bulletin boards

Skills Needed: public speaking; degree in communication (optional); good writing skills; ability to coach others

Time to Start Earning: 10 to 12 weeks

Home-based business: yes

Cons: even with coaching some people will be poor speakers; provide good service

Additional Staff: no

Other Costs: travel expenses (if meeting client at their location); insurance; misc. equipment

Setting Yourself Apart: Always be prepared; talk to the people you want to help; create a niche you service-attorneys, CEOs, etc.

Expansion/Expansion Services: Image consulting; personal communication; relationships; negotiations

Pro Tip for Super Small Business Owners: Almost all people fear public speaking. focus on a type of speaker or type of business that a speaker is in. Send out postcards to those in need of your services. You can focus on recent grads with less experience and speaking or individuals changing to a career that requires more public speaking. Another area of interest may be middle managers moving up in a company.

Residential House Cleaning

What the Business Does: Provides cleaning services to customers on a one-time, weekly, or biweekly basis. Safety and security are of utmost importance. You will most likely be on location when no one else is. Be careful not to slip or damage owner's belongings. Customers are concerned about theft, so hire reputable individuals and get your business bonded.

Startup Costs: \$200 - \$600

Earning Potential: \$15,000 - \$60,000

What to Charge: approx. \$75 - \$200 per cleaning

Equipment Needed: Cleaning supplies; vacuum, phone, and automobile

How You Find Clients: flyers, signs, and newspaper. Distribute flyers by hand in affluent neighborhoods, call on businesses, apartment complexes, and real estate agents

Skills Needed: attention to detail; find a book at the library that teaches you good, systematic cleaning techniques and perfect them

Time to Start Earning: two to four weeks; although I know people that received their first call while still putting up their signs

Home-Based Business: yes

Cons: It is difficult to hire and keep staff. It's a dirty job, but in demand!

Additional Staff: not necessary; as you grow add more cleaning people

Other Costs: insurance, bonding

Setting Yourself Apart: You can focus on houses, apartments, or businesses, or do a combination of them all.

Expansion/Expansion Services: Add errands, food prep, laundry, painting, carpet cleaning and/or lawn care.

Pro Tip for Super Small Business Owners: Residential customers pay on the date of service where apartment complexes and businesses are billed and payment is not rendered for 30-45 days. Having a combination of customers helps pay weekly expenses while waiting for commercial payments. Pay attention to detail. Some services leave flowers or a monthly flyer with recipes.

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Resume Preparation

What the Business Does: You work with potential jobseekers and prepare their resume for employment. You can provide the printing on quality paper, or give the client the file and have them print as they desire.

Startup Costs: \$500 - \$2,000

Earning Potential: \$15,000 - \$50,000

What to Charge: \$50 - \$100 per hour or \$200 - \$300 per resume

Equipment Needed: Computer and printer; fax, internet, access to quality paper

How you find clients: yellow pages, community bulletin boards; university boards

Skills Needed: attention to detail; computer skills; the ability to communicate with people

Time to Start Earning: 2 to 4 weeks

Home-based business: yes

Cons: watch your time. Make sure that you understand what the client wants from the project.

Additional Staff: no

Other Costs: insurance

Setting Yourself Apart: provide quick, good-quality work

Expansion/Expansion Services: business writing service; employment service

Pro Tip for Super Small Business Owners: Remember the key to success for super small business is focus and lower costs. Focus on providing resume services based on the type of job someone is looking for. You can hone your skills to creating resumes that meet the needs of that type of job. Advertise to individuals seeking opportunities in your niche market.

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Screenprinting

What the Business Does: Designs and Prints t-shirts and sales items for children's groups, local organizations and businesses, and school sports teams. The screen printing is the process used on clothing, but a screen printer usually offers various ways to promote businesses and organizations. This person purchases wholesale t-shirts and then adds a logo or design the customer wants. You can sell direct to organizations and sports teams or set up a website or retail establishment to sell items.

Startup Costs: \$700 - \$1,000

Earning Potential: \$8,000 - \$25,000

What to Charge: by the piece for minimum orders; for example 1-10 shirts \$14.00 each; 11-20 shirts for \$12.00 each.

Equipment Needed: screen printing equipment; desk; cell phone; website; computer

How you find clients: ad in local papers; campus bulletin; meet with school and church officials

Skills Needed: attention to detail; ability to follow directions; good organizational skills

Time to Start Earning: 2 to 4 weeks

Home-based business: yes

Cons: making sure you have the right paint for the fabric; mess ups can be a big expense if you eat any products that do not meet customer standards.

Additional Staff: no; you may want a part-timer to help organize inventory, help lift and move boxes, and make deliveries.

Other Costs: insurance; shipping; delivery

Setting Yourself Apart: Provide unique designs or create a niche of products. Become the go-to person for that type of shirt or design.

Expansion/Expansion Services: Youth fundraising; business promotional items

Pro Tip for Super Small Business Owners: Keep your focus on 3 or 4 basic items or areas of expertise. When it comes to screen printing, you can really overextend yourself if you have to buy something in every color or every size. Stay focused so you can provide quality work and then expand inventory to

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other items as you grow. Keep your inventory low and produce items as they sell rather than buying 1000s of koozies, blankets, and t-shirts.

Specialized Business/Legal/Medical Writer

What the Business Does: Many experts or highly educated people want to write books and other professional material, but simply do not have the time. As a specialized writer, use your skills in business, law or the medical field to help others create their written product. These materials can be brochures, seminar materials, or highly technical books.

Startup Costs: \$500-\$1,000

Earning Potential: \$35,000 - \$100,000

What to Charge: \$40-100 per hour for research or writing on a specialized topic.

Equipment Needed: Desk; Computer; Internet Resources; Reference Books

How you find clients: Ads in Trade Magazines; build relationships with local business owners, and others in need of niche writing for books, articles, and ghostwriting.

Skills Needed: Understanding of niche topic; good communication skills; writing and grammar skills

Time to Start Earning: 4 to 6 weeks

Home-based business: yes

Cons: If your prices are too high, specialists will think twice about writing it themselves. Some specialists are also perfectionists and will never be happy. Set expectations from the beginning and let them know that they may still want to add to the material to make it their own.

Additional Staff: not necessary

Other Costs: web advertising; Website, meeting with potential clients

Setting Yourself Apart: Provide great material, let your customer know you have the expertise and knowledge to take on their project.

Expansion/Expansion Services: offer additional business marketing materials, specialized newsletters, or ghostwriting for the specialist. If they are happy with your work, they surely will have other business related needs they do not have time to do themselves.

Pro Tip for Super Small Business Owners: Use your area of expertise and build a name for your writing. Many individuals and businesses have a need for

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written materials and often need individuals with an understanding of their area of expertise in order to accomplish the task. Whether it's employee handbooks or medical terminology, focus your niche and connect with the people that need your services. Once you have a few customers, up sell them into other similar products you can provide them. It's easier to sell 3 things to 1 client that has created a relationship with you than it is to sell one thing to 3 different new customers.

Term Paper and Dissertation Service

What the Business Does: Many students need help with their term papers and dissertation writing for graduate work. If you possess the skills necessary to write about advanced topics or have experience writing one yourself, helping others with graduate level work. When it comes to ethics, writing a paper for another person gets into a gray area, however, helping someone complete the process may be a very rewarding business. Whether it is topic research or final editing, this service is in demand for those wishing to complete an advanced degree.

Startup Costs: \$300-\$700

Earning Potential: \$25,000 - \$50,000

What to Charge: \$30- \$50 per hour for research, document preparation or editing services; of flat per page rate of \$12-25 per page.

Equipment Needed: computer, access to research (internet, bookstore and library), printer, phone

How you find clients: university billboard, Internet website

Skills Needed: researching specific topics, advanced writing skills, organization, time-management; attention to detail and deadlines

Time to Start Earning: 4 to 6 weeks

Home-based business: yes

Cons: Even if you ethically do not want to write a whole paper for someone, you will get asked. Potential clients will also want things done yesterday!

Additional Staff: not necessary

Other Costs: web advertising, Website

Setting Yourself Apart: provide quality work; go above and beyond and you will get referrals for other people and other types of jobs

Expansion/Expansion Services: curriculum/ course material writing; ghostwriting; editing and proofreading

Pro Tip for Super Small Business Owners: Term paper and dissertation papers are a specialized or different way of writing. Connect with college professors and college students to provide your services. Most college atmospheres will have

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a need for your services. Focusing on one or two subject areas will allow you to create more papers or edit more dissertations in less time.

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Vacation Rental Agent

What the Business Does: A vacation rental agent connects potential renters with rentable properties. This business is good for individuals that live in destinations people want to go to if you plan to be a hands-on agent and focus on one locale. Additionally, one could set this business up as a virtual organization simply posting available vacation rentals on a website for owners to subscribe to and for renters to place deposits on the homes. Remember, many of your customers are going to schedule a rental sight unseen. Be sure that the photos you are using for advertising represent what they are going to see when they arrive at their destination. You create the business contract between the property owner and the renter.

Startup Costs: \$250-\$1,500

Earning Potential: \$35,000-\$65,000

What to Charge: 10%-20% of rental contract

Equipment Needed: computer, phone

How you find clients: online ads, vacation booklets

Skills Needed: organizational skills, ability to negotiate if necessary

Time to Start Earning: 2 to 4 weeks

Home-based business: yes

Cons: Customers will come to you if the rental is not what they were expecting.

Additional Staff: not needed until you have several clients weekly to keep track of

Other Costs: insurance; website management and hosting services

Setting Yourself Apart: Create a user-friendly website for renters to look at possible properties. Make it easy for people to vacation and they will return year after year.

Expansion/Expansion Services: Rental Cleaning Service, Tour Guide

Pro Tip for Super Small Business Owners: Connect with several homeowners that have vacation homes in your community. Provide additional security services, cleaning services, and maintenance services turning this business into a full-time opportunity.

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Virtual Assistant

What the Business Does: Help small business owners who cannot justify a part-time or full-time employee with their administrative tasks. Ideal customers can be physicians, financial planners, real estate brokers that need help with routine contact with customers, setting appointments, travel arrangements, researching a specific topic. Flexibility allows you to work from your office on your own schedule and take on as many clients as you want.

Startup Costs: \$800-\$2,000

Earning Potential: \$24,000-\$50,000

What to Charge: \$25-\$60 per hour

Equipment Needed: computer and internet access, printer, phone, website, and linking to software and docs on various computers

How you find clients: web advertisements, flyers, local college, web and local directories, direct marketing

Skills Needed: great organization skills, ability to work with minimal instruction; executive assistant experience a plus, ability to multitask

Time to Start Earning: 2-4 weeks

Home-based business: Yes

Cons: Some clients may expect that if they are in the office so are you.

Additional Staff: not needed, if you want to expand and employ others you can easily add additional staff working at your home or theirs

Other Costs: business insurance, office furniture if you are going to allow people in your office

Setting Yourself Apart: Do great work and people will refer you; pick a niche market and focus on it so you don't have a lot of time switching between different types of tasks

Expansion/Expansion Services: Possible add-on services may include website design, online promoting, or taking calls when someone is out of the office for vacation.

Pro Tip for Super Small Business Owners: Many super small business owners still have a need for an assistant but don't have the budget for a full-time person. Reach out to super small businesses that can provide you with a few hours of work. Working with 10 to 15 small business owners can create a full-time busy

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workload. When you're ready to expand, you can bring on additional part-time workers and offer more services.

Final Words and Contact Information

My Philosophy: I believe that everyone should own a super small business. One that is successful, fulfilling, and enjoyable. This book of business ideas is just the tip of the iceberg. I hope that if you did not find the business you are looking for that the book at least got you thinking about the business for you.

Today's Environment: Company loyalty that existed decades ago is all but non-existent anymore. Individuals need to take the reigns, work for themselves, and provide products and services they are proud of.

On the technical side, the Internet can be a great tool for guidance, but it can also be a huge negative to an aspiring super small business owner. With all the different approaches to social media, marketing, and internet business, it is not surprising that one can get swept away in the various things they should or should not do. This results in additional super small business failure because you've spent your limited start-up funds on tech and stuff you didn't need. This takes us full circle to the important concept that super small businesses (0-10 employees) must make focus an essential process in their decision making.

SuperSmallBizSuccess.com: We created the website as a portal to resources and educational tools for super small business owner simply because nobody is focusing on the needs of super small businesses. Generally speaking, a small business is still categorized by definition as one with up to 500 employees. (Please note that there are more technical and financial specification included by industry amongst the various definitions).

The resources and information designed to guide a business with 200 or 300 people simply can't apply to a business with two or three. The companies don't have the same resources, capabilities, or mission for that matter.

Business Success: With regards to business success, I also feel that most if not all individuals can be extremely successful in super small business. While some people require more training, gaining skills, or learning more about business in general, I feel that a super small business can change a person's life.

I believe that the reported failure rate of businesses in the United States is incorrect. Many studies fail to include home-based businesses and super small businesses when calculating their numbers.

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