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# Franchises, Start-Ups and Home Business Options

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# Franchises, Start-Ups and Home Business Options

## **Benefits of Having Your Own Franchise Business**

There are many advantages of having your own franchise. This is an independent operation under the same name of a large corporation, yet is one that uses the same practices for success as does the parent corporation.

When you purchase a franchise of a business, you will have all the supplies that make that business successful available to you. For instance, you could profit from advertisements, which you do not have to plan or create.

For instance, if you are an owner of a location of a well-known fast food restaurant, you will reap the benefits of television ads that the parent corporation which bears your business name. When customers view ads of a popular restaurant they will be learning about you. Likewise, a franchise in Wisconsin, for example, could benefit from a corporate advertising campaign that originated in California.

The more well known a franchise name is, then the better success you will have of making money through that business. This is especially true if you have what you need to be successful to run that business. You would not be able to exist on national or international promotions alone. You will need to advertise locally as well. This will be easier, however, if you own a franchise.

If you are a franchise owner, you will be allowed to use the name of the original corporation and take it on as your own. This is a benefit to you because you will not have to create a new name. The name will be chosen for you. This is a great asset to you, especially if the franchise you choose to be a part of has a sparkling reputation.

The only disadvantage of owning a franchise is that the startup costs may be higher than if you start a business from the ground up. However, you are more likely to generate higher sales in a short period of time because people will have already heard of you before you owned the business. Many people have made millions using someone else's name, and using it legally.

If you do not have the funds to invest in a business franchise, you can find many financing options open to you. Some of these options would include commercial loans. Some people have received commercial loans for hundreds-even millions of dollars.

If you have excellent or perfect credit, your chances of receiving funding to invest in a franchise is high. You also will usually receive lower lending interest rates as well. Not only that, but they know you will pay them back. This will further help your reputation.

You can also find lenders who will still work with you if you have less than perfect credit as well. These lenders will look for evident that your financial situation is in a better state than before

you blew your credit. If it is there is a good chance that they will accept you. You can also find non-profit and government grants to start your business if it meets certain criteria as well.

If you are ready to realize the dream of owning your own business, you may want to consider all the above-mentioned benefits of purchasing a franchise. Many times, you can even make money immediately when you invest in one. The reason why is because you do not need to invent a new product or service in order to run it You will just be selling an existing one that people will want anyway.

If you already own a franchise, especially if you just purchased one, you may want to connect with other successful business owners in your field. This type of networking will help increase your overall chance of success. You need this networking, because the success of your business is not automatically guaranteed. You need to still work at it, even though the name is a familiar name.

Another option for those who are interested in purchasing a franchise is to buy a smaller growing business franchise rather than a large corporate franchise. These smaller businesses may not receive as much revenue, but there is greater chance of growth within the company as it establishes and expands. This is something to consider, because you could find a niche market with little or no customer competition, or a market without a backlog of franchise owners.

Those who want to learn more about the success of each franchise they would consider purchasing they may want to view present and past stock reports and company annual reviews. The more a person does to analyze a company before making an investment in that particular name the better.

If you want to learn more about the benefits of owning a franchise, you will want to read more articles such as this or contact a professional. You can even contact an expert online who specializes in helping people who want to invest in a franchise.

## **Franchise Fun: Tips for Choosing the Right One for You**

Franchises are a great opportunity for those who do not want to start a business from scratch. Purchasing a franchise erases the need for you to establish a brand or a reputation. Instead, you can spend your time and energy promoting an existing product or service. All it takes is finding the franchising package that is right for you.

In order to choose a franchise it helps if you have an interest in the products or services provided by the parent company of that franchise. If you are not sure of all the aspects of a particular company you may want to research it further before making your choice. Likewise, you may need to learn about a company's products or services before purchasing a franchise from it. If you have done some research and still cannot decide on a business opportunity you may want to consider other reasons for purchasing a business franchise.

One reason many people will purchase a franchise of an existing company is because they offer quite a bit of money making potential, and a steady income. Others will treat franchising as a form of investing, or to help create more jobs in a particular location. No matter what your reason is for becoming an extension of an existing business you will find franchising to be a rewarding opportunity. You should watch out for some things, however. For example, you may run across "business opportunities" that are really nothing more than expensive scams.

Many investors, especially on line investors will make the mistake of not researching a business proposal presented to them. Later on they will find that they have spent hundreds-if not thousands or millions-of dollars on products and services, or companies that don't even exist. Often these fly-by-night operations will present to you a website that looks legitimate and then they take your money and discontinue that site. Then, they will start up a whole new site.

If you are considering purchasing a franchise, or "membership" of a business in order to obtain the license to promote it, you will want to check that particular company out first. One of the most well known organizations that help people research businesses is the Better Business Bureau. You also have other e-commerce bureaus that you can check out. You can find these by searching with "e-commerce bureaus" or similar phrase on the Internet.

Another aspect of choosing the right franchise for you is to make sure you pick a business that is marketable in your area. If you do not choose a business that you can promote locally, you will need to be open to travel, or even to move to a new location. The easiest way to learn about the market of the area in which you live is to view statistics from local governing bodies or the local chamber of commerce.

Not only that, but you can look in your local phone directory or contact a non-profit business organization. Many websites dedicated to helping those who want to start their own business are available on the Internet as well.

If you have done a fair amount of research and still have no idea what kind of existing business you want to become licensed to promote you may want to contact a franchise broker. They may be able to advise you in ways that you never thought you could imagine. For example, you may be introduced to lesser-known financial opportunities of rapidly growing institutions.

One other aspect of choosing a business opportunity is to purchase the rights to a company name you respect, and whose business practices are ethical. You would not want to get yourself caught up in a legal battle, even if you did nothing wrong, just because you ended up choosing the wrong company.

You would want to choose a company with a track record of as many satisfied customers as possible. Not only that, but you should morally agree with the content of each product or service. You do not want to sell something you wouldn't agree with, no matter how much money you could make (for example, you may not want to sell adult movies).

You can find more information about choosing the right business opportunity for you if you read other articles such as these. Many home business websites also offer forums in which you can answer your questions as well.

## **Whatever Happened to the Total Quality Management Style?**

Lou Holtz, a Notre Dame football coach, once said, "When all is said and done, a lot more is said than done". This can definitely be applied to a lot of organizations in the current climate. Quality and especially total quality has taken a nosedive and sometimes can't even be described as even minimum. Good intentions aren't cutting it in this environment and many efforts to improve are not up to par.

When the Conference Board of Canada executed a study they found that seven out of ten North American companies failed in trying a total quality strategy. Of course most North American companies haven't even tried it and have instead opted for only partial quality management.

To start with, what exactly is total quality management? It is a style or strategy that business can implement to improve the company as a whole. It is a strategy that involves every part of the business, all the way from the top down. It strives to make all departments in the corporation aware of the quality of work or service they are providing and what they can do to improve overall quality.

Most companies that use it are service oriented but manufacturers, government, education and even NASA are using it. So how can you make it work for you and your company? There are definitely some key ingredients in making total quality management style work for your company or for any company for that matter. Let's look at some of them.

One of these includes senior management involvement. All the encouragement in the world will not make up for actual involvement from the top. Usually top people don't want to be bothered with the mundane stuff such as total quality management. Yet if the common employee doesn't see the people at the top working hard to implement the program they are less likely to work hard in achieving it as well. On the contrary when the top is completely trained first and even help train other employees it is so much easier to get everyone on the same page.

Another important step is knowing exactly when and how to implement teams in setting up a system of total quality management. If a company isn't ready to fully support the teams they are creating it can have consequences that are ruinous for all involved. A good idea is to have trial teams of only one or two to start with and try any new ideas out on them before investing more manpower and time into it. This can help to avoid also the pitfall of not having enough senior management involvement, by avoiding too many people spitting out ideas and overwhelming the senior management to the point of giving up.

Planning is a huge step in the success of implementing total management quality strategies in the workplace. Enough time, money and effort needs to be put into it in order for the strategy to be successful. Planning for this strategy is just as important as good business planning. Reporting the progress, especially to the common employee helps to keep them involved in what is going on and helps keep everyone together.

One very key element in approaching quality management as a total strategy rather than a partial one is making sure that there is a broad and balanced approach. Focusing on certain areas and techniques, which may improve some things but not others, will certainly not achieve

the goal of total quality management. Getting all employees involved and all departments involved and improving each one can help bring about a total change instead of just partial.

The last thing that will help in total quality management is making sure that you go beyond just training sessions with endless presentations. Following through on these training sessions with practice and lots of it, can form habits that will lead to total quality improvement much easier than if what is learned at a training session is seen once and never used again.

The bottom line in total quality management strategies versus only partial quality management strategies is to get everyone or as many people in the company involved as possible. This will help ensure a much better chance at not just part of the company improving quality, but allow the company as a whole to move forward through total quality management.

### **A Glimpse Into the Open Book Management Style in Business**

Management styles have changed significantly since the "Booming '80s". They've even changed enough in just the last eight to ten years and open book management is perhaps an anecdote to these older management styles. This style of management can greatly improve morale among employees and bring back the passion and vision they once felt towards the company.

You see, when employees don't or can't know what is going on behind the scenes, they can sometimes feel frustrated and alienated from their work. With the advent of the Internet and lightning fast electronic communication, it is becoming harder and harder for employees to grasp what is needed or wanted from their employers. Employers are trying to communicate their needs faster and hoping the employee can fill in the gaps themselves, when just the opposite is needed, more communication and information. Millions of business owners and corporations are having this same problem.

What exactly is open book management? It is the concept of being completely open with all employees about the company for which they are working. Each employee is encouraged to review the company's books and participate in financial planning and business strategies. It's a process that involves each employee as an integral part of the business, almost as an equal business partner in the enterprise.

It is also a management style that benefits those who wish to learn the business end of the details and is great on the job training in business. A lot of female-based organizations have been doing this for years. This could be because open book management style is a natural inclination in this gender and involves actually building relationships with fellow employees. However, lately it knows no boundaries.

It was mentioned earlier that this style of management greatly improves employee morale. It has been shown that this type of management makes employees more willing to help each other even if it involves something they are not usually assigned to do. It increases the mentality of we are all in this together so let's get the job done. It has also been shown to reduce the numbers of employees who call in sick, because it holds the employees more accountable. All this can greatly benefit the corporation overall by increasing the profits through

harder working, more accountable employees who are willing to do whatever it takes to get it done.

Because of many new things in the workplace this open management technique is actually very useful in today's business world. Individual employees are more likely to be making their own decisions regarding matters because of the faster pace of office environments these days. Computers make work more efficient and therefore more can get done by each individual employee, having open book management helps each employee know exactly what is going on overall and assist them in making the most efficient use of their time.

Another phenomena that has occurred is less managers in businesses now than there used to be. With fewer managers and less time to divide over more tasks, individual employees must make split second decisions and do not always have time to consult with a manager. Open book management style helps the employee have more confidence in any decision he or she may make.

Building relationships within the company can help immensely when it comes to profitability. With strong internal relationships it is easier and more likely a business will be able to build quality and strong relationships with its customers. Open book management encourages this type of relationship building.

Here are a few tips on making this management style work the best for you and your company. First of all remember to have real conversations with employees, build relationships, not the typical boss giving the employee a speech. Second be prepared for miscommunication, it can still happen to the best of us. If you are prepared than it is easier to get back on track and find solutions. Third ask questions, lots of them, ask ones that you don't know the answer to. It will make the employee feel more valuable when he or she is able to help you. Employee boards are also a great idea.

Strategic communication is a good idea also; managers need to be willing to take responsibility for 60% of the conversations. Lastly empower your employees, make sure they feel responsible for part of the company whether it fails or succeeds, accountability and some authority will make each employee feel valued and therefore work harder to reach the common goal. In the end open book management can definitely improve the overall quality of the business. By making everyone feel equally involved, each employee can take pride in the success of the business. When they feel pride their passion will increase and the possibilities are endless.

### **A Crash Course in Strategic Planning Important Things You Should Know**

Planning for a business can make or break your success in that business. This article is a quick crash course that will help you place for high profits and low losses. This article can also help you brainstorm aspects of your business that require careful strategizing.

There are quite a few aspects of strategizing in order to make money from with your business. You need to plan effective advertising campaigns, have your networking in place, and know

how much capital you need to continue your business. You will also need to know how to manage your business cash flow. If you need help with any of this professionals can asst you.

The types of professionals that can assist you with business planning and budgeting are financial advisors, management consultants, and business counselors. You can find these people who work for hire, and you can also find some of these people offering their services voluntarily through non-profit business organizations.

Financial advisors are ones who play a role in helping you plan your immediate and long-term financial future. They will help you project profits and losses based on previous years in business, and will help you design a budget if you are a new business owner.

One type of financial advisor is called a Certified Public Assistant (CPA). CPAs are licensed to help you with your taxes. Business taxes should be done quarterly in most cases. However, many very small companies just starting out only file one a year. An accountant who does your taxes can also help you plan to save for tax payouts in case you will owe the government.

Management consultants are a team or an individual that can help you with the organizational strategy of your business. They will assist you in such areas as how to develop and improve on existing communication within your office, how to delegate tasks to the right people, and how to solve problems between co-workers. They can also teach you how to motivate your team for increased profit and optimal success.

Other aspects of business that require a great deal of strategy are in the area of advertisement. Most companies will hire a whole team, which designs all of the ad campaigns for that organization and helps. Some companies will hire outside agencies to help create effective ad campaigns. This is how important advertising is and quite a bit needs to be considered when designing ads.

Ads need to be designed in a way that the colors of the ad blend well together, and work well with the company logo. Not only that, but it is necessary for the logo of an ad to represent exactly what a company does. Likewise, the name of a particular business, as well as the slogan, needs to be short and sweet, and easy to remember, also representing what the purpose of a company is.

Advertisement can be created in many forms. Once an advertising team creates an ad campaign the campaign will then be publicized. After an ad campaign is created, it will be time to publicize the ad. This also requires major strategy as well, which a company will leave up to its public relations or promotions departments to decide.

The strategy of each individual company or large corporation varies, depending on the size of the staff available. Not only that, but the amount of money that a company has plays a part on deciding how much money a company will spend on advertising campaigns and otherwise.

Another area that requires quite a bit of strategy is planning for future business needs. This is a part of cost and profit analysis, but also it is a part of creating a list of all that you plan to purchase in order to make your business successful. It is more than just about how much each item costs. It is about what exactly your business needs to be successful.

The actual structure of a company also varies depending upon the needs of that individual company. For instance, larger companies require a larger staff size for them to run successfully. The challenge for these bigger companies is for everyone to be able to cooperate, despite their differences. Experts can help in this area as well.

No matter what area your business needs help in, you have ways you can strategize. The first bit of strategy that would be helpful to you is to consult experts to help you plan and run every aspect of your company.

## **A Look at Affiliate Marketing: How You Can Profit from this Internet Business Trend**

Affiliate marketing is one of the hottest trends on the market lately. This is the act of placing a company's advertisements on your site in exchange for commission. You can also make money when people click on ads in some cases, as well.

You can find many different affiliate programs and they all have a slightly different function. However, they are all designed for one purpose-for making money, and to advertise the vendors who sponsor the ads that will be placed on your site.

One of the most popular affiliate programs is Google AdSense. When you sign up for Google AdSense and are accepted into Google's program you are allowed to place their ads on your site for free. In turn, Google pays gives you a small compensation for any revenue they earn by people clicking on those ads.

If you are a person who places Google Ads on your site you are considered the Publisher, and the person who sponsors those ads places on your site are called the Advertiser. If you also want to advertise in order to draw more people to your site you can also advertise with Google as well.

Those who want to advertise with Google will place pay per click ads, which land on certain pages of search engine results. The way people find these ads is by typing in certain key words. These would be key words that you would pay a price for to have your ad placed in a certain position.

You have a few ways to ensure that your ads show up on the first page of search engine results. One way is to purchase a particular key word for the maximum bid. If you do this, your ad will make it onto the first page, and may even be number one on the list of ads on that page. This could get costly though, especially if you have a very low advertising budget.

If you desire to increase the amount of people you reach with an ad without spending large amounts of money you can bid on niche key words which lead to listings of very few website addresses. You would want to do this in order to reach a smaller market that is guaranteed to make you money, and in doing so, you have little or no competition.

In order to find out which key words are the best to bid on, you will need to read books by experts regarding affiliate marketing and how to create effective pay per click marketing campaigns. Not only that, but you will want to familiarize with Google AdSense to help you make money.

Google AdSense is not the only affiliate program out there. Numerous companies that advertise on the Internet offer affiliate programs listed on websites, which assist both advertisers and publishers in making money.

One place that you can find very lucrative affiliate program listings is on Commission Junction.com. Other sites that offer great affiliate incentives include ClickBank, PayDotCom, and eBay. Just like Commission Junction, ClickBank and PayDotcom have listings of several vendors that you can work with in order to make money. eBay is a huge auction site which has its very own company program, which will also make you money.

The best way to find information about how to set up each affiliate program is to visit the site of each advertiser, or the site where these advertisers have listed their program offers. You will also want to apply to the various programs, which you would like to promote on your site. Once you receive permission from advertisers, which you sometimes receive immediately, you can begin your money making venture.

You will want to be aware that each advertiser has its own set of terms and conditions for being a part of their particular program. For instance, many will not allow you to bid on certain key words, especially the ones that contact their business name. Also, usually you are not allowed to modify any of the advertising links or logos that you have access to.

In order to be successful with each advertiser, you need to make sure that you follow each advertiser's set of marketing rules. You will receive a copy of terms and conditions for each affiliate program that you join. You will also be given contact information for the advertiser in case you have any questions about the terms of using each program's ads.

If you are ready to make money using affiliate programs you will want to read more informative articles such as this one, and others which will teach you the what's, why's, and how's, of affiliate marketing. You can also read articles which will help lead you in the direction of the right people to help you launch a successful affiliate market campaign.

### **When Using Credit Cards Can Be Useful for a Start-up Business**

Though using credit cards to start a business is one of the most popular ways to do so, it can also be risky, yet there are still many rewards available. Besides the obvious reward of a temporary means of capital until profits can cover costs, there are several other pluses to using a credit card for this purpose.

A very important aspect of using a credit card for a start-up business is that it can be used to buy immediate items that are needed to get the business on it's feet. For example, fax machines, printers, paper and pens. Just ask Sergey Brin and Larry Page the founders of

Google, who frugally bought only second hand computers. Which, by the way, is another useful tip to maximize the benefits of using a credit card. Look for deals wherever you can in purchasing items for your small business. In this way you will keep your balance as low as possible and hopefully easier to pay off.

Those who benefit the best from using credit cards to start up their businesses are those who keep their day jobs. By doing this they have at their disposal a steady income to keep up with credit card payments.

Another advantage of using a credit card to start a business is the fact that it will save you time as opposed to applying for a loan and the whole process of getting approved. In the long run it is usually a lot easier and less time consuming to apply and be accepted for a credit card.

A lot of people find a huge benefit in keeping their personal and business finances separate through the use of credit cards. This gives those who would otherwise have to take out a second mortgage on their houses a better option that doesn't affect their personal assets quite as directly.

In order to keep the usefulness of the credit card, you must always remember to keep on top of payments. Minimum payments of course should be easily attainable, with a goal of paying even more. The best option with regards to repayment is to go above and beyond the minimum payments.

Another way to maximize usefulness is to shop around for the best offers. Key details that you should research in finding a business credit card are interest rates or their annual APR. Remember to check to see if the APR is only an introductory rate and if so how soon and how much does it go up? You will also want to find about any annual fees that may be required of you. How much are they? What kind of credit limit do they offer?

Is there a grace period, and if so how long and what kind of penalties are applied? Are you able to take out cash withdrawals on the credit line? Can you transfer balances? Some also like to know if there are any rewards offered, and if so what are they? By using these questions in finding an appropriate credit card for your business you can greatly increase the usefulness of this approach.

There are also lots of companies that will offer extra benefits if you sign up with their credit card. You may or may not find that this makes it more useful for you to use a credit card to start your small business versus a conventional loan. Some of these benefits include unorthodox payment plans that sometimes can extend your payments on the card for up to three months. Of course there are also those nifty email alerts available with almost all plans.

Aside from all the bells and whistles it is important you minimize the risks involved in using credit cards to finance your small business. Researching the benefits is also a good way to do just that. Besides that you need to read the user's terms involved in the agreement, yes that means the fine print, too many have skipped over this to find themselves in a situation that could have otherwise been avoided.

Protect your personal assets as well as possible, have any business partners who sign on accept part of the responsibility of the businesses debt.

In the end, credit cards to start up a new business may be the only option for some. Remember to research each credit offer and follow the above steps in order to minimize your risks and maximize your benefits, therefore making the overall usefulness of a credit card to finance a business increase.

## **eBay Basics a Quickie Guide to Starting Your Own eBay Business**

Starting a business on eBay is easier than you may think. Millions of people are earning both a part-time and full-time income through this selling venue. Not only that, but it is one of the safest ways to complete online transactions.

If you want to make money on eBay, you need to take a few steps in order to set up shop. You have a variety of choices when working with eBay as well. You can either sell items in eBay's online auctions or you can promote your items in your own eBay store. The following is some of the steps you have to take in order to become a part of eBay, one of the largest online selling communities:

- **Visit the official eBay site and register for a user name and password.** You will also want to examine the site to give yourself an idea of what other sellers do to promote themselves through the eBay system. When you register for eBay you will have to submit your name, address, phone number, e-mail, birth date, credit or debit card number (for processing selling fees) and other personal information onto one of eBay's secure signup forms.

You will also have to create a username and password to use to access your own personal eBay account, and accept eBay's membership terms. Once you have completed the signup process you will be sent a confirmation e-mail that indicates you are not a member of the eBay community.

- **Set up a Paypal account.** Paypal is one of the easiest ways to accept payment from buyers, which is processed into your account immediately. This is an online payment service that is connected to your bank account, and is a company that is affiliated with eBay. Your Paypal account is then integrated with your eBay account. You can also accept credit card payments through the eBay system as well.

- **Set up your seller's profile.** There is a special section within your eBay account, which helps you indicate your eBay seller's preferences so that you can establish your terms as a seller on eBay. In order to access your seller's preferences page you first need to go to eBay's website and then click on "My eBay". After you click on my eBay then you will be led to your personal profile summary page. To the left of the page, about two-thirds of the way down you will see a heading that says "My Account" with several links under it.

You will need to click on the one that says "Preferences". This will lead you to a page where you can indicate your shipping discounts, buyer requirements, add a customized e-mail logo,

and more. This is one place where you will maximize your potential to earn as well as make it clear to buyers exactly what your selling preferences are.

- **Familiarize yourself with eBay's marketplace.** The eBay marketplace is where all the buying and selling takes place. You can start participating in both buying and selling almost immediately after you have signed up. The longer you are a seller on eBay, and the better track record that you have, the more chance you will have of making great sales on eBay.

You can view what the top eBay sellers are doing and learn from their techniques just by scrolling through listings of auctions. Not only that, but you can make a few purchases, so you can familiarize yourself with the bidding process. You can also view eBay's tutorials about buying and selling on eBay. These tutorials can help you benefit the most from your experience on eBay.

- **List some auction items or build your eBay store.** Once you have become familiarized with eBay's buying and selling procedures, you can begin listing your own auction items. When you list items in an eBay auction you have a variety of options open to you. For example, you can add photos to your listing so people can see what exactly you are selling. Not only that, but you can decide if you want your auction to run for 1, 3, 5, 7, or 10 days.

Also, if you go through eBay's buyer verification process you can sell items, which people can buy now and not have to wait until the end of the auction to buy these items. These items are called fixed price items, which are sold for a flat rate, rather than for the highest bid.

To learn all the steps in order to create the most profitable eBay experience possible you will want to visit the official eBay website. Then have countless supplies of auction and storefront tools that you can use. The storefronts that you can buy on eBay cost a monthly fee, and the auction fees that you pay are per listing.

eBay has been proven to be a lucrative venture for many people. Perhaps it's your turn to try out the eBay system.

## **Clean Up With These Winning Tips to Start a Janitorial Service**

Janitorial service is a very competitive industry that offers businesses a service that is in high demand. In other words, though starting a cleaning business seems to be a very popular business to start, there is the need for it. You will never run out of customers in this industry if you set your business up right.

It does not cost very much to start a janitorial service and the return on your investment is very high. You can start out small with just a high quality industrial mop bucket, broom, duster, vacuum cleaner professional grade cleaning equipment, portable trash cans, and other necessary equipment. You may also decide to store additional equipment in a janitor's closet on site of each building you clean so you always have supplies to use.

With this equipment, you can start out cleaning small one or two room offices, or moderately small complexes. You can clean these offices in one to four hours just by yourself. In fact, if you were in business for yourself just to provide for yourself, chances are you could make enough money with just one or two four-hour accounts.

If you are planning on starting a larger scale janitorial service, you will need to purchase enough cleaning supplies and equipment to adequately cover each floor of each building, and every bathroom. You will also have to hire enough employees who you trust to be responsible enough to finish the job for you the right way. The key is to take on the size accounts that you know you and your team can handle.

The highest cost for starting any janitorial business is the insurance that you need. You will need to purchase liability insurance if you are working by yourself, and if you have employees, you will need to be bonded as well. This is to protect you from possible damage or theft. Of course, no one wants these unfortunate circumstances to occur, but most successful cleaning businesses will not operate unless they are insured. Not only that, but many companies who call upon cleaning services will not hire you if you are a company who does not have insurance.

Not only can your janitorial service clean offices, but you can also clean houses. Generally the hourly or per job rate is lower for house cleaning than it is for businesses. The average hourly rate for cleaning a house is between 15 to 20 dollars an hour.

Sometimes first time house cleaners will charge a rate of 10 to 13 dollars an hour to build up new clientele. This differs slightly from the hourly rate of a professional office cleaner, otherwise known as a janitor, who makes usually 20 to 30 dollars an hour. Sometimes this rate is less, and sometimes the rate is more.

Most successful janitorial services will make sure not to take too many spending risks but instead plan their budget accordingly. Ideally, a person who wants to start a business should have as much money in the bank as possible in order to keep the business going. Either that, or they may need to have a job or other source of income to pay for expenses while they start their business. If you need starting capital and money for operating costs you might also be eligible for small business loans. These small business loans are generally given out to people with the best credit.

Some business opportunities also exist for people with less than perfect credit. It may take longer to find financing if you do not have as good of credit, or you may have to partner up with someone who believes in you and has the money to invest in your business. If you have a will there is a way for you to invest in a business. Sometimes you can find grants for certain types of business, especially if it is something that will benefit the public at large.

Those who would be most successful at starting and running a janitorial business are those who have janitorial cleaning experience. Managerial experience would be helpful as well, and experience dealing with people would be beneficial. If you think starting a janitorial service would be right for you it may be time for you to take initiative to do so.

## **Don't Be a Babe in the Woods: Research Your Market Before Starting a Daycare**

Starting a day care business in your home takes time and dedication, which you need to be prepared to handle. You also should be aware of the legal aspects of running this type of operation, and you should research the potential for marketing a day care in a specified location.

The procedure for becoming a licensed home day care provider in your home usually starts with mandatory enrollment in childcare classes. These classes are usually offered at a local technical school or college. These classes will teach you all the aspects of teaching children in your home. For instance, you will learn different teaching methods and how to set up a well balance curriculum for your students. Along with that, you will learn all the legal aspects of setting up your day care as well.

Legal aspects involved in running a day care include making sure the building or home in which you will provide day care services is constructed according to safety and sanitation codes in your area. The reason why is because the children who come to your establishment will be spending at least 8 hours day there.

They will be eating, sleeping, taking a nap, and playing at your day care, and they need to be able to do so without getting injured or sick. No day care is one hundred percent accident and sickness proof. However, the guidelines set by your state can help assure maximum safety for all of your clients' children who are enrolled.

Aside from the legal aspect of running your day care, and the educational requirements, researching your market is one of the most important aspects involved in the decision to start a day care. You will need to do research of the demographics (age, sex, income, and other qualifying factors of a person or group) in your neighborhood to determine whether a day care is even needed in your area. You will also need to determine what income level of people are likely to purchase day care services. If the demographics of your neighborhood do not lend themselves to a successful day care operation you may want to consider your alternatives.

If you have a love for kids and not many of them live in your neighborhood you may want to consider starting your day care elsewhere. If you know many kids live in your neighborhood but none the parents can afford day care, you may want to consider applying for funds to help you offer care at a reduced rate.

The more you research your market the better off you will be when starting a day care. Do not make the mistake of waiting until after you have built or rented a new building, or spent large amounts of money advertising your service. You would me better off making sure you complete this research before you even start. That way you will know that you will have to either seek other options in regards to fulfilling your love for working with children or find a neighborhood that is filled with children needing good care and instruction.

You may also have the option of starting an after school activity program with older children instead of taking care of younger children who would typically be in an all day program. If it doesn't matter to you which age of children you work with you may be able to create such a

program. Often the rules and regulations of such are less strict than for a day care. Again, however, if you have your heart set on starting a day care for children aged zero to kindergarten age, you may have to start your business in a place where they have a greater need.

For more information regarding the research of marketing a day care or learning about the legal aspects of running a day care you can consult a variety of sources. For instance, you call your local state governmental office, talk to an existing day care owner, or read magazines and books dedicated to the subject of starting a school for early childhood-aged students. You can also visit the website of non-profit associations for day care educators, or consult a childcare business expert. Not only that but you can read more informative articles such as this one.

### **Going Virtual Winning Ideas for Becoming a Virtual Assistant**

One of the most cost effective ways to offer your expertise is by servicing clients is by way of the Internet. Serving clients in this way allows you to reach people from all over the world in just a few minutes of your time, and theirs. A person who offers their services by way of the Internet is called a virtual assistant, or online assistant.

The type of support that is often given by a virtual assistant is usually administrative, technical, or creative support. Usually other independent contractors or even large companies with an overload of temporary work will higher an online assistant.

The advantage of a company hiring an assistant who they can communicate with online is that it is less costly. They only pay that assistant by the job, and they do not have to accumulate all the administrative costs associated with hiring office assistants directly on to their company.

You can very easily become a virtual assistant. You have many tools available to you by way of the Internet to spread the word about your specific services. One of the most popular marketing tools that independent contractors use is posting their profiles at job bidding sites. This is a site where buyers will post listings of projects that need to be completed, and providers will indicate their interest in one of these projects and name the price for which they will complete the project.

If you are truly interested in working as an independent online secretary, you can also take advantage of another tool of promotion. You can expand your online service territory by creating your own website which tells your viewers and potential customers who you are and exactly what you are about. On this website you will also place your completed project samples and contact information for those who desire to get a hold of you.

It is so easy to become a virtual assistant. For most projects you will just need a desktop publishing program, word processing program, or other office program. In fact, many projects that you would complete as a virtual assistant online can be produced using a Microsoft Word or Microsoft excel program.

If you want you can also place ads in your local area advertising your services. You can advertise in the newspaper, on fliers, business cards, bulletin boards, and anywhere else your services may be of use.

Virtual assistants are often hired to a specific type of project. For instance, usually those who want to design a website will hire people who can write website articles, and people who can create artistic business logos. Other clients may even have the need for a person who can design an entire website in html format, with CSS and PHP and other website scripts.

Other needs for online assistants would be for companies looking for extra online support. For instance, some businesses will need extra customer service support, but they do not have the office space to add new people to their customer service team.

Therefore, they will hire online customer service personnel. Those who offer customer service to clients usually do by way of online chat or e-mail. Other businesses will provide a customer service phone number that clients can call.

You have a world of opportunity open to you if you have any technical, creative, or administrative skills at all. More and more companies are hiring virtual assistants. Occasionally, you can even find assistant jobs working full time for a company, straight from your home.

The requirements to become a virtual assistant vary from company to company. For instance, some technical support jobs may require a four-year degree or at least a working knowledge of the Internet. Other virtual assistant jobs require that you have some creative experience in designing or writing.

If you want to display documentation of your previous assisting experience you may want to add any writing, administrative, technical, or designing experience you may have on a resume. Furthermore, you may also want to add a list of references of people that you have completed projects for.

The more information you give about yourself when trying to break into the world of working as a virtual assistant the better. Not only that, but the more experience you gain as a virtual assistant the better chance you will have at making enough money to keep you working full time.

Working as an assistant online could be an exciting opportunity for you. You can check out all the opportunities [posted at various project bidding sites and local career agencies.

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