

★ *Home Schooling Consultant*
CONCEPT: In the year 2005-2006, 1.9-2.4 million American children were home-schooled. However, parents considering this option for their children usually don't know how it all works - especially in relation to assessments and exams. As a well-qualified, knowledgeable Home Schooling Consultant can advise them. Home tutoring is a natural spinoff business - see the entries on page 10 and 11 for more details.
STRENGTHS: Driving market segment in education; possible long-term client relationships rather than one-off transactions; very flexible; can work from home.
WEAKNESSES: If expanding the business, finding and keeping quality staff would be an issue - as it is for any business; constant research needed to keep up with examination requirements and ever-changing university admissions policies.
REAL WORLD BIZ: www.home-school-central.com

400

Latest & Greatest

SMALL

BUSINESS

IDEAS

FROM AROUND THE WORLD

★ ★ ★ ★ ★
REAL WORLD BIZ: www.bjornagain.com;
www.pinkfraud.com

★ *Cover Band/tribute Band*
CONCEPT: The Australian cover band, Bjorn Again, an Abba tribute band, generate millions of dollars each year mainly from touring. Other tribute bands, some of which are quite famous in their own right, do similarly well. Tim Owens, the singer in a well-known Judas Priest tribute band actually became the real band's lead singer in 1990. The Irish rock band, The Cloninger Clonidine, have performed with The Iron Maidens. In short, a very good living can be made by a quality tribute band.
STRENGTHS: Great fun to perform; the Irish boys like the real rock stars; musicianship is essential; repertoire need to be high as same repertoire is constantly performed; quick to establish if like-minded.
WEAKNESSES: The musicians involved have to give up their desire to 'make it' as an original act; possibility of competing with other bands on the same local circuit; though the world live band circuit is huge.
REAL WORLD BIZ: www.bjornagain.com;
www.pinkfraud.com

2008/09 Edition

★ *Indoor Bungee Jumping*
CONCEPT: In an effort to minimize the bungee jumping experience, The UK Bungee Club in Sheffield have adapted bungee jumping for indoor exhilaration (150 feet fall), complete

The following new small business ideas – real businesses making real money are typical of the content in the above book.

Recent Article - Small Business Ideas? Are These The Best Of The Year So Far?

by Terry Kyle
Writer/Publisher

[400 Latest and Greatest Small Business Ideas From Around The World](#)

Small Business Idea #1:

During a credit crisis, the number of unpaid debts inevitably soars. The inventive solution of one Spanish debt collection business has resulted in a much higher debt repayment rate than conventional agencies (around 70%).

Their solution?

The 'El Cobrador del Frac' ("The Debt Collector in Top Hat and Tails") - dresses its collectors as Hollywood villains, complete with a large black briefcase and his/her job title ('Debt Collector') emblazoned on it.

The idea is that the neighbours will notice and few debtors like that.

Small Business Idea #2:

For travellers on long-haul flights, jet-lag is a constant problem. However, light therapy is a proven antidote to jet-lag and that's why Aéroports de Paris has introduced popular light therapy booths at Paris-Orly and Paris-Charles de Gaulle airports. How many long-haul passengers suffer from jet-lag every year? Franchise anyone?

Small Business Idea #3:

The funeral business is known for its sombre conservatism. But that doesn't suit everyone's taste. For that reason, the Tombstone Hearse Company, offers the transportation of funeral caskets (or urns) in motorcycle-drawn nineteenth-century style hearses. Prices start at US\$650. The Black Velvet Motorcycle Hearse company, instead uses a Harley Davidson Road King Classic and attached hearse with a sidecar for the widow/widower to enjoy the ride too.

Small Business Idea #4:

While we are on the topic of new small business ideas challenging commercial conservatism in the funeral business, some of the latest coffin and urn options include a casket shaped like a 1967 Ford Mustang, Star Trek themed coffins and urns and Major League Baseball variations. One company, Eternal Image, already turns over in excess of 600k annually in this niche business.

Small Business Idea #5:

If a woman is bored with conventional hats, the new range of LED-based hats from Enlightened Designs could be the answer. Think "Blade Runner" meets "Queer Eye" and you're getting close. If any woman wants to upstage the competition at a public event, a luminescent LED hat will definitely do the trick.

400 other small business ideas from around the world featured in [400 Latest and Greatest Small Business Ideas From Around The World](#).

★ **Here is a sample of 20 of these 400 real new businesses from the downloadable book (or paperback) making real money today:**

★ *Pick-up Artist & Mentor to Single Men/Women*

CONCEPT: Following on from the success of television shows like VH1's *The Pick-Up Artist*, books such as Neil Strauss' *The Game* and work in the field of dating by David DeAngelo, single men all over the world are rapidly discovering that being alone has nothing to do with looks, money or social status - in fact, it *all* hinges on social skills. While the aforementioned are doing well, the fact that over 50% of the population over 30 are now single and have been for some time indicates that a *lot* of lonely people are desperate to change their lives - just look at the phenomenal number of members on sites like Match.com. To this end, a small business entrepreneur could undertake an intense period of study - David DeAngelo (website below) is a fantastic starting point; David Shade is highly recommended too - and begin to personally mentor singles one-on-one in the local area on improving their social skills with women/men. 'Winging' with clients on nights out is also recommended. This is also an excellent business for women tutoring men in social attraction as proven by the success of www.thewinggirlmethod.com

STRENGTHS: Big potential client base in your area given the appalling rate of singlehood in our society and the fact that singles are now spending serious money on dating websites, and even cosmetic surgery to break out of their lonely lives; you can work from home so no office rental required.

WEAKNESSES: No income during research and skill development stage and expense of undertaking other singles social development programs and 'boot camps' of www.puatraining.com, <http://realsocialdynamics.com>.

REAL WORLD BIZ: See above websites plus <http://doubleyourdating.com/0/Catalog/www.davidshade.com>

★ *Aqua Billboards*

CONCEPT: Billboards on buildings and beside busy roads are very old-hat now (hence rotating signs and trick special effects like those in London's Piccadilly Circus). Even billboard advertising on trucks - clever optical illusions mentioned on Page 72 notwithstanding - are also jaded. So how about big billboards in the water towed behind speedboats? See the pictures on the website below.

STRENGTHS: Novel; mobile; outdoor work; get a tan while you work.

WEAKNESSES: Cost of boat; building up profile with advertising clients and outdoor media placement firms; sea-sickness?

REAL WORLD BIZ: www.bbdisplays.com

★ *Home Schooling Consultant*

CONCEPT: In the year 2005-2006, 1.9-2.4 million American children were home-schooled. However, parents considering this option for their children usually don't know how it all works - especially in relation to assessment and exams. As such, a local, knowledgeable Home Schooling Consultant can advise them. Home tutoring seems a natural spinoff business too - see the entries on Page 155 and 192 for more details.

STRENGTHS: Thriving market segment in education; possible long-term client relationships rather than one-off transaction; very low start-up costs; can work from home.

WEAKNESSES: If expanding the business, finding and keeping quality staff would be an issue - as it is for any business; constant research needed to keep up with examination requirements and ever-changing university admissions policies.

REAL WORLD BIZ: www.home-school.com; www.homeschoolcentral.com

★ *Cover Band Musician/Tribute Band*

CONCEPT: The Australian cover-band, Bjorn Again, an Abba tribute band, gross over 8 million dollars each year, mainly from touring. Other tribute bands, some of whom become fairly famous in their own right, do similarly well. Tim Owens, the singer in a well-known Judas Priest tribute band actually became the real band's lead singer in 1996. Other such tribute acts include Clouded House, the Pretend Pretenders, Pink Fraud and The Iron Maidens. In short, a very good living can be made by a quality tribute band.

STRENGTHS: Great fun; still get the girls/boys like the real rock stars; musicianship does not necessarily need to be high as same repertoire is constantly performed; quick to establish if like-minded musician-entrepreneurs found.

WEAKNESSES: The musicians involved have to give up their desire to 'make it' as an original act; possibility of competing with other bands copying the same original outfit - though the world live band circuit is huge.

REAL WORLD BIZ: www.bjornagain.com; www.pinkfraud.co.uk

★ *'Green' Lawnmowing*

CONCEPT: Lawn care is big business. Countless franchises exist in the area and it is a tried-and-true small business. However, as our societal focus shifts to the environmental impact of our lifestyles, the demand for less ecologically-harmful products and services will continue. For example, Toyota sold over 180,000 Prisuses in 2006 globally and sales volumes continue to soar. Did you also know that 60% of water usage in the Western US states is expended on watering lawns? And that the EPA is planning harsh emission restrictions on conventional lawn mowers in the future? Therefore, a logical extension of this trend is the provision of 'green' lawn care services where non-polluting methods of lawn care are offered. One easy way to achieve this is through the latest versions of 'unmotorised' lawn cutting machines. Push/reel mowers are now relatively sophisticated and cheap compared to their counterparts of yesteryear and provide plenty of environmental 'feelgood factor' about the environment and even nostalgia for the past.

STRENGTHS: Outdoor lifestyle; exercise; suits environmental focus of our times; low equipment and marketing cost to start; could be initiated as a part time business parallel to existing employment during start-up phase.

WEAKNESSES: Eventual proliferation of similar businesses.

REAL WORLD BIZ: www.planetnatural.com; www.peoplepoweredmachines.com; (these are sources of latest push mowers)

★ *'Green' Home Consultant*

CONCEPT: A knowledgeable consultant advises homeowners (renovating) or homebuilders on the latest and best environmentally friendly devices, materials and approaches to make their house 'greener' e.g. solar power, recycled/recyclable insulation materials. Homes actually emit more pollution over their lives than cars.

STRENGTHS: Few experts = high consultancy rates (supply/demand law).

WEAKNESSES: Advertising costs and time until critical mass established.

REAL WORLD BIZ: www.greenbuilding.com; www.sustainabledesignforum.com; www.buildinggreen.com; www.greenhomebuilding.com

★ *Grant Application Writer*

CONCEPT: Specialist writers of grant applications possess 'inside knowledge', research and copies of past winning applications (through Freedom of Information legislation) to assist new applicants, probably on a success fee basis. For example, in the UK, over £20 billion has been awarded to some 280,000 projects since 1994 (see www.lotterygoodcauses.org.uk). In short, writing grant application can be very lucrative.

STRENGTHS: A small percentage of a large grant can be a sizeable amount of money as remuneration; hardly any resources are needed apart from the ability to research and write in a professional manner; this is a vastly under-utilised field of writing and clients can use your services for life if your strike rate is sound (anything over 20% is fantastic); your fee could be a tax-deductible expense for your clients depending on local laws.

WEAKNESSES: Need solid writing skills; need to work on a success fee basis (no win, no pay)

so have plenty of projects running at once; make *sure* that all arrangements are fully contracted and not simply verbal agreements.

USEFUL WEBSITES: www.grantsnet.org; www.lotterygoodcauses.org.uk;
www.nsf.gov/funding/; www.srainternational.org/sra03/grantsweb/index.cfm;
www.grantslink.gov.au

★ *Tender Writer*

CONCEPT: A tender writer is a specialist writer of tender/bid applications on behalf of small companies or businesses seeking to win contracts with government organisations or larger companies.

STRENGTHS: A small percentage of a large tender contract can be a substantial amount of money as remuneration; hardly any resources are needed apart from the ability to research and write in a professional manner; past winning and losing bids for government contracts can usually be viewed under Freedom of Information laws - this will be a guide on what makes a successful pitch and what fails; business can be operated from home.

WEAKNESSES: Like grant application writing above (why not do both and ghost writing from Page 198?), solid writing skills are essential; initially you will probably need to work on a success fee basis (no win, no pay) until you are established though this can be offset by a higher than usual fee if the tender wins; as above, make sure that such arrangements are fully contracted and not simply verbal agreements.

REAL WORLD BIZ: www.tenderwriting.com; www.writingbids.co.uk;
<http://tenderconsulting.com.au/index.htm>; www.technicalwriter.com.au

★ *Niche Caterer*

CONCEPT: Catering is a boom sector in small business. Find a form of catering that is not well...catered for and is interesting (e.g. Japanese, Vegan, Brazilian, Kosher) and establish a catering business *specialising* in that field.

STRENGTHS: Not easy for competitors to suddenly switch to another type of catering; raw materials can be purchased on a 'just-in-time' basis for specific jobs thus avoiding inventory expenses; good word-of-mouth builds fantastic catering business; can be run from home.

WEAKNESSES: Start-up period when clients are being acquired; building a reputation takes time - presence on CraigsList.org and in the Yellow Pages should help; vital to find and keep good staff through whom a reputation will grow or diminish.

REAL WORLD BIZ: www.sanilsell.co.uk; www.organikiss.biz; www.ramcaterers.com;
www.easterncatering.co.uk

★ *Vineyard Tours*

CONCEPT: The hit independent film, *Sideways* illustrated the unique appeal of vineyards and the love of wine. If you live in or near an area populated by vineyards, consider offering tours of them including tastings.

STRENGTHS: Suits wine lovers; outdoor lifestyle; enjoyment of social interaction with clients; integrating with the wine-loving community; can pick up clients from central transit points and therefore may be able to run the business from home; senior-friendly small business.

WEAKNESSES: Requires living in or near a wine region; cost of vehicle/s; the need to establish relationships with existing vineyards; possibly competition from other vineyards already offering tours.

REAL WORLD BIZ: www.vineyardpartners.com; www.burdicktours.com;
<http://livineyardtours.com>; www.sharpham.com/vineyard_tours.htm; www.corkd.com

★ *Gay Wedding Planner/Services*

CONCEPT: With laws across the Western world becoming more progressive in terms of same-sex legal unions, the demand for specialist gay wedding services grows. This small business type specializes in planning and staging weddings/civil services for gay couples.

STRENGTHS: Booming market as society becomes more tolerant; enjoyable social experiences sharing in couples' special day; good word-of-mouth and advance bookings can mean higher fees for services; can be run from home.

WEAKNESSES: Must suit owner's own moral views on same-sex marriage; excellent organisational and social skills needed.

REAL WORLD BIZ: www.pridebride.com; www.gayweddingsinscotland.co.uk; www.hudsonnuptials.com; www.alohamaugayweddings.com

★ *Online Background Checks*

CONCEPT: Companies are now emerging online that run various levels of background checks on individuals for different prices. In this way, companies can check on potential or existing employees, parents on their children's dates, landlords on potential tenants or anyone on anyone else. Given the increased desire for personal and commercial security, this is a booming field of business.

STRENGTHS: Can be run from home; low set-up costs such as subscriptions to database services; doesn't require an extensive education/qualification process in a new area of knowledge (which many new small businesses do); senior-friendly small business.

WEAKNESSES: As the sector grows, more competitors will appear (though canvassing of local businesses should yield solid returns).

REAL WORLD BIZ: www.whoisshe.com; www.bestbackgroundchecks.com; www.backgroundchecks.com; www.quickbackgroundchecks.com

★ *Low-Cost Conveyancing/Property Title Transfer*

CONCEPT: Recognising that solicitors and attorneys had been charging excessive fees for decades for the legal transfer of property titles, savvy small business operators have set up their own (often online) one-price, low-cost alternative service. Depending on your territory's laws, law degrees may not be required and the business can be run online.

STRENGTHS: Online business should not require an office though canvassing of local real estate community will still be necessary; very low overheads.

WEAKNESSES: There may be competitors in your local area already which will lower profit margins; may require certain licenses and qualifications in your region; demands thorough knowledge and understanding of the property title transfer/conveyancing process; repeat business rare given the average purchase cycle of real estate buyers.

REAL WORLD BIZ: www.eliteconveyancing.co.uk; www.homelawdirect.ie; www.conveyancing-warehouse.com; www.cheapcheapconveyancing.co.uk

★ *Qualified Drug Tester*

CONCEPT: Increasingly, companies and organizations of all sizes are implementing random drug testing programs for their employees, especially as one means of avoiding litigation if an employee or worker harms a member of the public. To this end, small, highly-skilled drug testing businesses thus facilitate this growing trend.

STRENGTHS: Low overheads – the investment is in the qualifications and people; potentially very lucrative when ongoing relationships are established with large interstate/international businesses and organizations.

WEAKNESSES: Qualifications necessary; intense canvassing may be required at first.

REAL WORLD BIZ: www.drugstest.uk.com; www.avitarinc.com; www.employmentdrugtesting.com

★ *Personalized Printed Roses*

CONCEPT: PrintaPetal is a trademarked system for personalizing roses with specific, targeted messages printed on the flowers to add a special touch to celebrations. See the pictures on the website below.

STRENGTHS: Unique dealerships in each location; home-based; novelty for jaded consumers; senior-friendly small business.

WEAKNESSES: Check through contract with PrintaPetal thoroughly (like any business agreement); seasonal fluctuations like florists; repeat business cycle infrequent.

REAL WORLD BIZ: www.printapetal.com

★ *Green Courier – Toyota Prius Fleet*

CONCEPT: Green Express, a clever courier company from Atlanta, has implemented a Toyota Prius fleet whereby carbon emissions are greatly reduced and clients feel like they are making a small contribution to the green movement. While some pedants argue that diesel cars are more economical than the Toyota Prius, which they are overall, in congested, crawling, inner-city traffic, the Prius, and other new hybrids like it, use electric power almost *all* of the time and achieve around 40 mpg – something that no diesel can get near in those conditions in terms of emissions or economy.

STRENGTHS: Green power; positive free media attention; feelgood factor; point-of-difference from competitors; the vehicle can act as a moving billboard via magnetic signs.

WEAKNESSES: Eventually all courier companies will probably go hybrid or even lease fuel cell vehicles (a great option for a courier business too!); start-up costs of hybrid cars (leasing recommended for tax reasons).

REAL WORLD BIZ: www.greendelivers.com

★ *Self-Published Non-fiction Writer/Virtual Bookseller*

CONCEPT: Write and print – or use Lightning Source's excellent 'Print-On-Demand' (POD) Service at www.lightningsource.com - your own non-fiction books. Generally, the main inhibitor to publication and profits are large publishers, so cut out the publisher and retailers and go direct to the Internet – Amazon and Lightning Source (LSI) offers the greatest democratisation of book retailing ever. Must-read: *Aiming at Amazon: The NEW Business of Self Publishing* by Aaron Shepard. By scanning bestseller lists in your area/s of expertise, possible 'gaps' in the market should appear to you. Trivia: the book you are holding now and reading was created through Lightning Source's excellent 'Print-On-Demand' service.

STRENGTHS: No publisher to take majority of sales income; creative; satisfying; senior-friendly small business.

WEAKNESSES: Need for basic writing skills; you must edit and make sure your publication is as polished as possible; need to find a reliable printer – or use LSI's POD - for your books and ship books ASAP; you have to do most/all the things a publisher does - writing, editing, production, sales, marketing, distribution.

REAL WORLD BIZ: www.aaronshep.com (Self-Published Non-fiction/Fiction Writer); www.caiman.com (Virtual bookseller)

★ *Personal Counselling in Clients' Homes*

CONCEPT: After completing a necessary course for counselling accreditation, offer a counselling service in your area in clients' homes, where they feel more relaxed and talkative.

STRENGTHS: Offers major point-of-difference from all other types of office/clinic-based counselling; virtually no major start-up costs apart from study, targeted Craigslist.org, Gumtree.com classified advertising and Yellow Pages; satisfaction of helping your clients; intellectually interesting field of work; senior-friendly small business.

WEAKNESSES: Study and accreditation required; time needed to build business; may require some form of government licence in your area.

REAL WORLD BIZ: www.allpsychologyschools.com/faqs/become_counselor.php; www.instituteofcounselling.org.uk

★ *Provider of 'Butler/Maid-For-A-Day' Service*

CONCEPT: As a fun gift alternative, hiring a butler or maid for a day can be a thoughtful and surprising way to reward someone whose home duties are normally fairly demanding.

STRENGTHS: Very low overheads; mainly marketing and staffing; staff paid on a per-job basis; novel; fun.

WEAKNESSES: Making sure that staff perform to highest expectations; no other major concerns.

REAL WORLD BIZ: www.butlerforyou.com; www.personalbutlerservices.co.uk; www.amaidforaday.ca

★ *Last-Minute Child Care /Emergency Babysitting*

CONCEPT: Parents are occasionally or even *often* let down by babysitters who fail to turn up or call in sick. Rather than cancelling their plans, parents can instead turn to a small business that specializes in providing babysitting at the last minute – for a *higher* hourly fee.

STRENGTHS: Unique selling point; last minute = higher fees; huge client catchment; home-based means low overheads apart from marketing; staff paid on a per-job basis; senior-friendly small business.

WEAKNESSES: Making sure that your own sitters are reliable as it is your unique selling point; finding and keeping good reliable sitters.

REAL WORLD BIZ: <http://lastminutebabysitting.com>;

www.news.com.au/dailytelegraph/story/0,22049,22988430-5014717,00.html (don't you love how 'easy' some web archive addresses are?)



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WEAKNESSES: If expanding the business, finding and keeping quality staff would be an issue - as it is for any business; constant research needed to keep up with examination requirements and ever-changing university admissions policies.

REAL WORLD BIZ: www.home-schooling.com
www.homeschoolconsultant.com

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STRENGTHS: Great fun; still the first choice for many rock stars; musicianship essential; success may need to be high as same repertoire is constantly performed; quick to establish if like-minded.

WEAKNESSES: The musicians involved have to give up their desire to 'make it' as an original act; possibility of competing with other bands on the same circuit.

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