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Enter the Entrepreneur



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Blast Off Your Business Blog

Has your blog begun to stall or are you trying to figure out what to do to get it going again? Have you been trying to get your blog started but do not know how to get started? Then this article will provide you with ways to blast off your blog to grow your business.

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Basic steps

- Make sure your blog has a niche topic so you can make a concerted effort to reach specific blog visitors. For example, if you have a hobby such as collecting rare books, then your main topic should be concentrated on reaching web visitors who need a rare book.
- Use categories/tags that are sub-topics of your main topic. Going with the previous niche topic, then good sub-topics would be: authors, genre, illustrated, modern, historic, etc.
- Content is key to building traffic to your website. Make sure that your content includes the keywords that you want associated to your niche blog.

Next steps

- Create a way for your web visitors to contribute to your blog. This can be done by allowing them to comment on your blog posts or by allowing them to submit content to be considered for posting to your blog.
- Ask your web visitors to submit a link for consideration to be added to your “blogroll” in exchange for them putting a link back to your blog from theirs.
- Visit article websites such as www.EzineArticles.com and find articles that are in your niche. You would have to give credit to the author of the article but it is a great way to add content to your website.

Final step

- Give-away freebies to your blog visitors.
- Create a way for them to tell-a-friend about your blog.
- Have a contest for guest authors in your niche topic to be guest authors on your blog and ask them to share a link to the article on your blog from theirs.

Be The Concierge And Work At Home

Most people want to be independent and work at home so they can be their own boss. How would you like to stop having to listen to the boss and get up when you are ready each day and still have a great income to show for it? You can work from home and make a good living at it if you are willing to make a choice on what type of job suits you best. For many people, the choice of being a concierge works for them. If it is interesting to you, then please read on.

Not just a Hotel

Concierge services are not often thought of as a work at home choice but rather more for the finer hotels to offer. They usually greet the guests as they come and go and offer them the advice on where to eat or what places to visit. You can take this same idea and use it to your advantage and make a good living with it. You need to decide what type of concierge service to offer and then go all out offering it to those whom you know.

House-sitting

Many individuals go on yearly vacations and do not like to leave their house unoccupied for fear of being robbed or vandalized while they are gone. Concierge house sitters stay with the home while the owners are away and provide a safe and secure feeling for the owners that someone is there to watch over things. Most thieves will avoid houses that have an occupant in them and this is the main idea behind this type of work at home service.

Pet Sitting Services

This is the same idea as the house sitting except the work at home concept here is to take care of the pets for the owners while they are away on vacation or at work during the day. You can choose how many animals you prefer to take at a time and how much to charge. Those pet owners who love their pets will pay more than you think to have them taken care of and attend to during the time they are away. Fees charged need to be less than those of the local boarding kennels and you can advertise through bulletin boards at the local vet's offices. You can choose to watch them at your own home or at their home. If you have more than one animal from different owners, your home would be best and the animals would feel better about it.

Work for the Other Businesses in the Area

The popularity of the concierge services is becoming more popular and now has moved into a work at home opportunity even the smaller businesses are using. You can begin to take on this role by simply making a call to the local businesses in your area and offering to help them with their staff needs in the way of convenience. It might be picking lunch up everyday for the employees or making appointments for them when they are working. You could also offer to pick up their dry cleaning or run errands for them during business hours.

Franchise Financing Options

You have decided it is time to be self-employed and that franchising is the best route for you. Most business start-ups are financed. If you are planning on using financing, it is best to start looking at your finance options right away. Finding the right source, going through the application and approval process usually takes longer than expected.

Home Equity Loan:

This is the quickest and usually the least expensive of the commercial-type loan options. If you have owned your home for awhile and have some equity getting a home loan is about a 30-day process. If you choose the line of credit loan, you can write checks as you need to pay for items. One thing you need to remember is to include your loan payment as part of your business expenses when figuring your projected financial statements.

Your Retirement Account:

This form of financing is not widely known. There are companies that will legally convert those funds that are locked in a retirement account into an account to use for your new business. This option is not for those who are intolerant to risk since you are using funds allocated for your retirement and there is no guarantee that you will be successful and able to refund your account.

SBA Loan:

The Small Business Administration has loans for financing new businesses. The SBA does not actually provide the funds, they provide the guarantee to the banks. They also create the loan programs and the criteria for the loan approval.

Keeping It In The Family:

What if you do not own a home but you have great credit? How about using the home of a family member as collateral for your SBA loan? Of course, now you not only need to convince the SBA that you're a good risk, you also need to convince your family member that you are going to be successful.

Asset-Based Lenders:

If your business will include purchasing equipment and fixtures, an asset-based lender is an option. You probably will not be able to finance all your business expenses, like the franchise fee, but this is a way to reduce the amount of cash you have to invest at start-up. The assets of your business are the collateral for the loan. Be aware the interest rate and costs for this option will be higher than a loan with real estate as collateral.

Sell Stock In Your Corporation:

This option takes some extra effort because you need to convince potential investors that your business

will be a big success. You will also have to hire an attorney to incorporate your business and make sure you are following the law in your sale of stock. Your business plan and projected financial should be very compelling, yet realistic, so that your potential investors will be excited to invest. These are many of the common options for financing your franchise. It is important to include your choice of financing in your decision to purchase a franchise or any business.

How To Set Up Your Own Office Anywhere

Modern technology makes it simple to set up an office almost anywhere. Cell phones, email, laptops and updated office situations offer unlimited opportunities to start your own business. Whether you want a full-time enterprise or a part-time income, you need the right setup to be successful. Take advantage of advanced technology to have a convenient, functional office on your own terms.

Home Offices

Renovate your garage, family room or even a large closet into your own office space. Create a corner in the house just for your work. Have a designated area for files, your computer and other business essentials. Stay organized so you know where everything is and don't have to waste time looking for it. Scattering your work around the house makes it difficult to run a successful enterprise no matter how large or small.

Go Mobile

Sometimes occurrences at home make it impossible to focus on the business at hand. Have a laptop and cell phone ready so you can work at your favorite park, coffee shop or library. If peace and quiet are impossible to attain in one spot, take your work elsewhere for awhile. Often the change of scenery helps you regain focus so you can get back to business more effectively.

Virtual Offices

Virtual offices provide a designated business address, telephone number and fax number along with an answering service and receptionist. For a monthly fee, you can set up a virtual office in almost any major city in the world. Virtual offices also create a presence in a metropolitan area and give your business image a boost. If you need a professional space to meet with clients, most virtual offices have conference rooms available on short notice. Having a virtual office also makes it easier to work at home. You have someone else receiving packages, telephone calls, faxes and mail so you can work without interruption. A virtual office also maintains the privacy of your home address and phone number.

Managed Offices

Managed offices are run by a management company that rents out rooms and suites to various

businesses. Everyone has a shared receptionist, answering service, security and common areas such as lobbies, restrooms and conference rooms. You can rent an impressive single office or suite in a local business area without a long term lease or buying office space. This gives businesses more freedom to expand, downsize and relocate.

Outsourcing

As businesses expand, they often seek virtual offices and managed offices for the access to receptionists and clerical staff. Another option for small enterprises is outsourcing. Use a freelancer to handle writing, research and public relations as you work on other aspects of your business. Hire a virtual assistant to manage appointments, telephone calls and client data. Get help to make your business more profitable and productive.

Start your own business, gain credibility and build profits by customizing your offices to suit

your unique needs. Whether you want to quit your day job or supplement your current income, you can create your own perfect office anywhere and anytime.

Tips For Interviewing Experts FPR Product Creation

Interviewing experts and compiling the information is a credible and fast way to create an information product which can then be sold or used for lead generation.

Of course, for the product to be completed, one must conduct the interview, an activity many have not previously engaged in. Being the case, here are some tips for conducting interviews so that they proceed smoothly and produce the desired results.

To begin with, research your subject before hand and use your newly acquired knowledge to formulate a list of in depth questions so you can dictate the direction you want the interview to go. They will share more with you if you demonstrate you've done research and talk their language.

Another worthwhile practice is to send your basic line of questions in advance so the expert can take the proper time to craft a comprehensive response. This will raise any potential issues or quell any apprehension they might have beforehand. Also, this gives them insight into the direction of the interview and what you hope to accomplish with it. As an added benefit they will be more collected and prepared.

Before commencing with the interview, develop a friendly rapport with your interviewee to ensure a amenable, comfortable atmosphere. During the interview always remember to give them your undivided attention and generate positive feedback so they will remain at ease and feeling comfortable.

But don't shy away from asking probing questions. The interview will be much more interesting if you can ascertain the reasons the expert has pursued their passion. Frame your questions to focus not only on facts but also on their motivations and inspirations. Even though this may extend the interview longer, this is not usually an issue. Most folks like to talk about themselves and they always appreciate the positive publicity, so it's mutually beneficial.

As you ask questions, voice your interview with your prospects in mind. In other words, use the proper vocabulary and tone as it will differ for different subject matter and readers. This is also an area where preliminary research will go a long way. A specific trade or technical specialty may require exacting detail whereas a consumer oriented subject may be more of a review style or conversational in nature.

If the conversation becomes overly vague or jargon filled, ask for clarification. And always formulate open-ended questions that require thought so as to avoid simple, non- captivating yes and no answers. Don't be afraid to deviate from your original line of questioning and improvise where you see fit. If you pay close attention to their tone and emotion you may discover new story lines or paths of knowledge you can traverse.

Also, keep in mind the difference between faceless facts and personal information borne out of actual

experience such as with personal anecdotes and stories. This type of shared emotion can add great value to the overall results. At the same time, exercise control over the interview to guard against unforeseen agendas, inappropriate references or drifting off topic. Be courteous but swing the discussion back to your relevant priorities.

Finally, end the interview by asking what they would like readers or listeners to know about them and offer them the chance to add anything not covered or clarify earlier statements or impressions.

And always follow up with a note thanking them for their time and offer to collaborate on future projects so as to keep opportunities open.

Using Google Apps For Your Business

In the modern day of technology Google has become the leading figure in search engine tools, but the thing that most people are unaware of are the valuable business tools that Google has available for free. I'm not talking about Google Earth or Google Maps, I am talking about Google Apps. This free tool offers users the ability to create free email accounts, share files, create schedules, and communicate with people in real time. Although most of these tools are used for personal use, businesses should look into Google Apps. The price is right and it is one valuable piece of software.

Gmail: With Gmail businesses are able to create email accounts free of charge. Sure the email address will have "@gmail.com" attached to it, but nobody wants to pay big bucks for a custom email address when Google offers a solution for free. Gmail also has enough storage for your email needs, and the user friendly interface makes this tool a valuable resource.

Google Docs: Google Docs allows individuals to share files and store data on the internet free of charge. In today's world of technology businesses require files to be shared over the internet and Google Docs is an excellent way to do that. Businesses can create files, make changes to them, and republish them online.

Google Calendar: With Google Calendar people can manage their time better than ever. People can schedule tasks, set due dates, and use time more efficiently. This tool also lets individuals share schedules with others making it

easier for people to collaborate with each other. This again comes at the amazing price of free.

Google Webtalk: Webtalk is perhaps the most valuable tool that businesses should use to elevate their business. This tool allows individuals to converse with one another from anywhere in the world in real time. Employees and business owners can conduct meetings from a computer anywhere in the world. This means more business can be done with more flexibility. Webtalk will allow businesses to conduct company meetings, allow employees to collaborate, or do anything else that helps businesses grow.

All of these tools combined will prove to be beneficial to any business. Put all of these resources together, and a business can be run from anywhere in the world. The best way to get started with Google Apps is to create an account with Google and download this powerful application.

What's Your Headline's Purpose InLife?

Entrepreneurs and business owners know by intuition, or find out by necessity, that their marketing materials are essential for attracting prospects and converting them into buyers.

This much is clear. What they often don't realize is that simple changes in a promotion can have a profound impact on results.

And one of the quickest and easiest elements to adjust and test is the headline of the sales letter or brochure or web page. By simply trying different headlines one can elevate their response rates by double, triple or much much more.

Of course, every part of the marketing message is critical - the lead, the body, the theme, the features, the benefits, the emotional appeal, the proof elements, the close. But other than the offer itself, they often stand in line behind the headline in terms of conversion.

The reason is elementary. The headline comes before everything else. Right there, splashed across the top of the first page. It is the initial attention-getter, the first element read. It is the bridge to everything else in your copy. The headline is the appealing copy element that persuades the prospect to read the rest of the marketing material.

It achieves this lofty status because it is what grabs your prospect attention, their eyeballs, so they'll eventually grab their pen

to sign open their wallets to buy. It's a sales letter for the sales letter.

It can take the form of a subtle allure, a back slapping howdy do, a shouting alarm, a topical news story, or anything in between. The sole requirement is that it works to grab attention and converts that instantaneous moment in time into further readership.

Devising new or multiple headlines is essentially a research and brainstorming task. To keep on the right track, here are some questions one can ask as ideas are being developed.

Does the headline offer a reward? Is there a benefit described or alluded to? Like, "Cut your pay per click costs in half and still stay in the top five results?" or "How to repair your credit score and save yourself from knee-capping interest costs"

Does it have specifics that add credibility and address skepticism? "Nutrition expert, who trains world-class athletes, can help you lose 20 pounds fast" or "customers say green thumb's expert lawn care lets them have a greener weed free lawn all year round"

Is there an advocate speaking to their needs and coming to their defense? Do they come across as an ally and not just a salesman? "We warned our readers of the market collapse and helped them keep their gains with our well-timed action alerts".

Does it garner a emotive response or deep concern that your already has permeating their mind? Are they already agitated to the point that they're not going to take it anymore and seek a solution? For instance, "Who's really making the money here, me, or my broker? Or "If I get one more pimple, I'm gonna tear my face off!"

Does it offer a proposition or transaction that gets your prospect nodding in agreement or excited about the thought of going further? "See results in 30 days or it's free" or "Once you have that fuller head of hair and a renewed confidence, well watch out ladies".

Does it have an element of intrigue or curiosity that simply compels the prospect to find out more? Like "how to burn disease out of your body by simply using the palm of your hand" or "can you write a letter like this one?"

This is merely a hand full of many possible techniques and examples one can use when creating different types of headlines.

Brainstorming ideas and trying different approaches is vital when creating truly big winners that can grow your business by 756% overnight, help you lose 57 and one-half pounds without breaking a sweat, and attract spell-bound buyers like a desk-drawer magnet gathers up stray paper clips. Uhhh....more brainstorming needed.

Why Imagination Is Key To Business Success

The average person thinks of a business person as either some kind of poker-faced accountant or some cherubic extroverted sales person.

You rarely read an article in the popular medium about an imaginative business person or often hear of one who is highly creative, artistic, and imaginative.

The popular concept of a business person espoused by the media is someone who is rather dull and linear in their thinking. They are referred to more often as “hard-nosed” and “practical.” In fact, many business people themselves buy into this erroneous stereotype.

Yet imagination is the heart of business success. While corporations themselves may appear to be based on buttoned-down rules and regulations, the entrepreneurs who started them have all, without exception, been highly creative and imaginative. Those corporations that remain innovative and progressive still retain some themes of imaginative expression.

Napoleon Hill, in his

perennially popular book, *Think And Grow Rich*, goes into great detail about the seminal role of imagination in business success. He talks about two types of imaginative faculties: “synthetic” imagination and “creative” imagination. Through synthetic imagination, a person arranges old concepts, ideas, plans, and business models into new combinations. Now while nothing new is created, the new pattern yields surprising results.

For example, the self-help grocery store where customers do all the work of shopping is now very familiar to us, and we can’t even remember when things were different.

However, the original business model was to have people come up to the counter of a shop and present their list to the sales clerk who would then run around the store and fetch it for them.

Now, with the use of aisles, clear directional signing, and shopping carts, the job of a store is to keep it stocked and check people out.

In fact, even this idea of checking people out is becoming obsolete, with many stores now offering people the option to check themselves out. Thus, the customer does all the work. Pulling out and wheeling the shopping cart, selecting products, and checking themselves out, and carrying their own bags to their cars. The result of this arrangement is that everyone is happier. The customer gets to be in control of their shopping experience and the retailer can handle many more customers.

The creative imagination borders on the mystical. Here is how Napoleon Hill describes it: “Through the faculty of creative imagination, the finite mind of man had direct communication with Infinite Intelligence. It is the faculty through which ‘hunches’ and ‘inspirations’ are received. It is

by this faculty that all basic, or new ideas are handed over to man. It is through this faculty that individuals may “tune in,” or communicate with the subconscious mind of other men.”

An example of creative imagination is the invention of the original recipe of Coca Cola, which went on to spawn the entire soft drink industry.

Business, then, is far from being a game of conservative rule-playing. It is humming with imaginative ideas on how to serve the marketplace. This aspect of business is seldom mentioned in the media and we are often misled to believe that creative and synthetic imagination is only the domain of the artist.

The business person, especially the entrepreneur, who starts to exercise more imagination, will notice many more ways to make money, creating new channels of supply and demand for the marketplace.

I really hope you’ve enjoyed this book!