

Finding Your Business Niche

By Jeff Casmer

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When some folks begin to think about a business of their own, they know in that very moment what kind they are going to start. Then, there are the rest of us...

Knowing that we want to have a business of our own is not enough. Many of us have struggled with the important question of what type of enterprise we would like to start.

Franchises offer a simple pre-packaged money making idea, but the cost of a franchise often makes it a prohibitive option to most folks who contemplate going out on their own.

For those who do not have a million dollars to buy a McDonalds franchise, we must look to other ideas for our own business.

There are literally hundreds of lucrative home business ideas for you to choose from, which will suit every type of personality and all levels of financing. From selling information on the Internet as a infopreneur, to growing delicious gourmet mushrooms for sale to restaurants and catering companies; there is a pile of money to be made by filling a need, for these and a host of other necessary services.

Of course, actually liking what you do, will have a lot to do with the success of your new venture, so be sure to pick a home business that you'll enjoy running and that will keep you motivated.

For example, if you're a math whiz, an accounting or income tax service might be the ideal home business for you to start. Perhaps writing is your forte and you'd like to start your own home based copywriting service or advertising agency. Each of

these businesses can be run successfully--and profitably from the comfort of your own home.

Academia might not be your cup of tea, but maybe you are good with your hands --- having a creative genius where crafts are concerned. Craft items are red-hot sellers at swap meets, country fairs and world wide over the Internet, and they can provide you with solid profits. If crafts don't interest you, then why not start a laundry service with pick-up and delivery, or a shopping service for shut-in's--even a companion service or granny sitter or a doctor shuttle service; any of which, could be much in demand, in and around your neighborhood or community.

When brainstorming new ideas for your future home business, keep in mind the soul of any successful endeavor is providing a product or service that others will actually purchase in quantities. Satisfy the needs of your target market, and your target market will keep you and your home based business healthy, happy and profitable.

Below are some suggestions for home business ideas that might help you decide on a suitable venture in which to invest.

Multi-level-marketing (mlm), floral/plant service for offices and hospitals, pooper-scooper service, dog walking service, answering service, vending machine service, gift basket service, homemade soap maker, mobile windshield repair service, mobile tire repair service, income tax specialist, researcher, freelance writer, business card and letterhead designer, courier, shut-in/shuttle service, landscaping service, tree trimming service, wood crafter, carpenter, crafts and crafting supplies, pool cleaning service, plants/nursery starts, growing herbs, growing mushrooms, garage sale and swap meet vendor, proofreader, private investigator, typing service, interior decorator/designer, website design, wedding consultant, hot lunch/snack vendor at local courthouses, pet sitting service, pet grooming service, Internet entrepreneur, paralegal, gourmet catering service, new media production, mobile cosmetic technician, mobile nail technician, mobile hair stylist, aerobics instructor, personal fitness trainer, advertising consultant, companion service, small printing service.

Ideas, ideas; hopefully the above ideas will give you some fresh ideas of your own to mull over. A spring board if you will, on which to dive into your own chosen home business.

When you work from home, any business you start has the potential to explode into a perpetual gold mine! It just depends on how much your home business is in demand around your community or on the Internet. Your home business might start slow and steady, regularly picking up clients as you become more established. On the other hand, your chosen home business may take off like wildfire, quickly becoming too hot for you to

handle by yourself (well done!). This is the time to enlist the help of willing family members to help you out in your time of need, which will make your business into a friendly, family concern. This will also help family members better understand your business and get a grasp on the mechanics of profit.

Good luck in all your decisions and have fun with your home business, whichever one you choose, and don't forget to enjoy your newfound freedom!

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