

**\$250 Million In Non-Medical Home Care...see pg. 28**

# **O Small Business OPPORTUNITIES**

**MONEY-MAKING IDEAS FOR ENTREPRENEURS**

**20<sup>TH</sup> Anniversary Issue!**

JANUARY 2008

***There's A Fortune In Your Future!***

# **GET RICH IN 2008**

## **20 NEW BIZ MONEYMAKERS**

**25 Proven Ways To Make Your First Million**

**To Get Into Now!**

- Kids' Fitness
- Pet Sitting
- Plant Care
- Gelato Biz
- Day Spa

### **HOME-BASED RICHES**

**Cable Wire Gadget Clears \$11 Million From \$30 Startup**



### **AMAZING PROFITS**

**\$100 Million Selling Only Lumber**



# GET RICH IN 2008

*20 boom moneymakers to start now!*

**T**here has never been a better time to start a small business. Find what you love to do and figure out how to get paid for doing it. The rewards can be endless. As you get into this roundup feature of twenty great businesses to consider now, bear in mind these suggestions from Bryan Howe, business plan professional. Bryan Howe is the founder of MasterPlans.com, a Portland-based professional business plan writing firm. He founded MasterPlans.com to provide affordable business plan writing services to the "small guy" in 2002 and has been developing the business with his partners ever since.

Putting together a business plan for your new business will help you answer all of the questions you might have about starting that particular enterprise. According to Howe, right this minute, thousands of hopeful entrepreneurs and small business owners are hard at work writing business plans they hope will help them start or grow their companies. Sadly, most of their great ideas will never be funded because the plans failed to attract investors. Here are Howe's tips on avoiding costly pitfalls. Learn from these common mistakes compiled by Howe.

**Mistake One: Outdated Approach--** "One of the biggest mistakes is presenting a plan that's boring and out-of-date," says Bryan Howe, a business plan professional. "In the late 80s, we saw business plans that were short, bullet point charts that focused on projected sales. That's not the case anymore. Today, CD-Rom and interactive DVD presentations are becoming the industry standard."

**Mistake Two: Inadequate Preparation--** A partner and consultant at Masterplans, a fast-growing business plan writing service, Howe explains that even the most savvy business owners simply aren't prepared to write today's complex business plans. "It's not a skill set you need often in your life," he says. "Most people know what they want the business to look like but they have no idea how to get that on paper in a thorough, professional manner. Simply conducting the market analysis correctly, for example, can be overwhelming."

A business plan is often a company's first marketing piece. As the initial point of contact with investors, it has to be done right," says Howe. "In the investment arena, you must focus on what's important, such as the management team's experience. Investors want a concise executive summary, and a clear description of how the deal will be structured."

**Mistake Three: Missing Information--** Howe says that small business owners often contact Masterplans after spending several hundred frustrating hours trying to do it themselves. "Many have even tried using specialized software," says Howe. "But without a solid grasp of how financial formulas interact or how to properly convey marketing strategy, they waste time and may miss important financing opportunities."

Because of the intricacies of writing a modern business plan, Howe explains that a team approach is the most realistic. "It is next to impossible to find one person with the right combination of skills," he acknowledges. "Masterplans assigns an in-house team of credentialed professionals to each project including a writer, a researcher and a financial professional." The researcher is responsible for completing a thorough market analysis including target demographics and market size. "The researcher must be able to understand and analyze industry trends, and account for what's happening within competing companies. A good researcher can delve into a lot of different areas, follow informational leads, then mold the raw data into something readable," says Howe.

A financial professional must be well versed in more than just accounting. "We need to present what's going to happen, not what's already happened," says Howe. "The best financial professional for business plan writing is someone who can think



creatively. They should know where to apply future labor, and determine the sales volumes necessary to meet projections."

**Mistake Four:** Neglecting Standards and Appearance--Since 1998, the Masterplans team has kept up with the changing business plan standards. The company guarantees that its plans will meet Small Business Administration and bank lending requirements. It also offers in-house graphic designers to assist with logos and other design elements. "If you submit a business plan with the company name in Arial font on the cover, it won't look professional and may be thrown away," Howe comments. "Some people don't believe us on this point, but they are back six months later to buy a logo design."

Approximately 30 to 40 percent of Masterplans' clients need their business plans completed quickly to act on immediate funding opportunities. A fast turnaround may also be needed to lease prime business space. "We can complete an accurate and professional plan in 10 days," says Howe. The company applies tiered-pricing based on several factors including the complexity of the industry, the market size, and the team's experience with that industry.

"Nowadays, it takes a team to craft a business plan properly. We're very aware

that we're working with someone's ambitions, goals and passions," Howe says. "What we do affects their home life, family and friends. So we do our best to get their thoughts and ideas on paper while holding true to their dreams." For additional information, visit [www.masterplans.com](http://www.masterplans.com).

### Resource Expands To Help Small Biz

Busines.gov continues to expand its offerings of resources and tools to help small businesses comply with federal gov-

ernment regulations.

Responding to feedback from its business community users, Business.gov has developed a tool that helps businesses determine their license and permit requirements. The site, at [www.business.gov](http://www.business.gov), also has expanded the content and context of the information contained in its Compliance Guides and developed relationships with other government and non-governmental organizations to provide more in-depth compliance resources.

Business.gov's new "Permit Me" fea-

## BEAUTIFUL STYLE & FUNCTION FOR YOUR BIZ

Ridgefield Glass, a local glass designer and retailer in Ridgefield, CT.

According to the company, "From the boardroom to the bar room, creative uses of glass can enhance any business environment! Glass countertops offer a smooth, glossy contemporary finish with a huge choice of available imbedded textures and tones. Single seamless pieces made up to 7' x 10' offer the ability to fit any vanity size or style. Textured finishes, including bubble glass and rain glass, make dust and fingerprints nearly invisible. Since glass is the least porous material, glass countertops are the most hygienic on the market and extremely easy to clean!"



**Suggested Retail Price:**  
\$200 to \$250 per square foot  
Offered exclusively at:  
Ridgefield Glass,  
4 Danbury Road,  
Ridgefield, CT 203.438.3105  
[www.ridgefieldglass.com](http://www.ridgefieldglass.com).



"Client satisfaction is great!"  
Holly Woolsey, VBC Distributor

## ARE YOU LOOKING...

### For The Next Big Thing?

**A Video Business Card Distributorship may be your answer.** Our proprietary, 21st Century Video Business Card is *the* hottest new marketing tool for small business owners and professionals. It features their personal video message about the benefits of doing business with them. It also includes direct links to their web site and e-mail, and a printable document such as a brochure. This biz-card size disk will auto-start in any computer. Our clients are raving about the results they're getting from using their Video Business Cards!

### DISTRIBUTORSHIP BENEFITS

High Profit Margins • First-To-Market • Low Investment \$17,900  
Protected Territories • Complete Training • Turn-Key Opportunity

TERRITORIES ARE GOING FAST - CALL OR CLICK TODAY  
FOR DISTRIBUTORSHIP INFORMATION  
(Master Distributorships Also Available)



888-596-7353 • [www.infinitemarketing.com/info](http://www.infinitemarketing.com/info)

# "RED HOT" MAILING LISTS

Mail Order Names That Fills Your Mail Box With  
**"CASH ORDERS" ORDER NOW AND GET  
 "3 FOR THE PRICE OF 1"**

**Under 30 Days Old...New Names Added Daily!  
 Computerized On Peel & Stick Labels Or Diskettes**

**WE WILL MEET & BEAT ANY COMPETITORS PRICE BY 5%**

**ANY LIST... ANY TIME... ANYWHERE... Proven repeat buyers of all mail order offers.** If these money-hungry, big spenders don't respond to your offer... no one will. Our names (over 100 million plus) are derived from weekly and monthly advertisements placed in many national publications. In addition we have access to commercial and residential names throughout the entire United States. **These Hot-List Names** will respond to your mail order offers or MLM program. Most orders are shipped within 24 hours and guaranteed deliverable or will be replaced with 5 fresh names for any one returned to us within 60 days from date of shipment. **SPECIAL OFFER... "YOU GET 3 FOR 1"** order 500 names... you'll receive 1,500 HOT-LIST NAMES - order 1,000 and you'll receive 3,000 - order 5,000 and receive 15,000. **3 FOR 1** is available in all categories see our quantity and price list below. **We're #1 in Customer Service!**  
**NAMES ARE RED HOT AND GUARANTEED UNDER 30 DAYS OLD!**

<b>100 Hot-List Names (you get 300)</b>	<b>----- \$29</b>
<b>200 Hot-List Names (you get 600)</b>	<b>----- \$49</b>
<b>500 Hot-List Names (you get 1,500)</b>	<b>----- \$79</b>
<b>1,000 Hot-List Names (you get 3,000)</b>	<b>----- \$119</b>
<b>2,000 Hot-List Names (you get 6,000)</b>	<b>----- \$159</b>
<b>5,000 Hot-List Names (you get 15,000)</b>	<b>----- \$229</b>
<b>10,000 Hot-List Names (you get 30,000)</b>	<b>----- \$399</b>
<b>20,000 Hot-List Names (you get 60,000)</b>	<b>----- \$599</b>

**-----Mailing List Categories-----**

- |                           |                             |                                |
|---------------------------|-----------------------------|--------------------------------|
| • Opportunity Seekers     | • Work at Home Prospects    | • Lottery Players              |
| • Multi-Level Marketers   | • Merchandise Buyers        | • Sweepstakes Players          |
| • Extra Income Seekers    | • Catalog Buyers            | • Cosmetic Buyers              |
| • Business Seekers        | • Home Business Prospects   | • Vacation Buyers              |
| • Credit Card Seekers     | • Self Employment Prospects | • Car Owners                   |
| • Mail Order Enthusiasts  | • Money Making Prospects    | • Low Income Prospects         |
| • Mail Order Buyers       | • Spare Time Prospects      | • Mid Income Prospects         |
| • Mailing List Buyers     | • Jewelry Buyers            | • High Income Prospects        |
| • Get Rich Quick Buyers   | • Homeowners                | <b>Call For Special Orders</b> |
| • Advertisers             | • Gift Buyers               | • More Categories              |
| • Gamblers                | • Book Buyers               | • By State                     |
| • Residential Lists       | • CD and Tape Buyers        | • Select Area's                |
| • Home Businesses         | • Video Buyers              | • Zip Plus 4/ Zip Sorted       |
| • Health & Fitness Buyers | • Diet Program Buyers       | • Cass-Certified               |
| • Specialty Food Buyers   | • Cooking Enthusiasts       | • On Floppy Disk               |
| • Sports Enthusiasts      | • Recipe Buyers             | • Order Sent Via Email         |

Most orders are shipped within 24 hours. Overnight or 2 Day shipping is available.

Payment can be made by Check, Money Order, Amex, Discover, Visa or MasterCard. You may place your order through the mail or by phone.

**Our office hours are 9:00 A.M. to 7:00 P.M. Mon. thru Fri.**

**Toll Free Number .....1-800-788-0995**

**Customer Service Number.....1-610-837-3106**



**We Accept CHECKS-BY-FAX**

**24 Hour Fax Line 1-610-837-2868**

**www.listprovider.com**

**Mail Order To:  
 E.M. Tech Mailing Lists  
 PO Box 185 - Dept.16  
 Bath, PA 18014**

**We're #1 in Customer Service!**

ture provides a single source for obtaining federal, state, and local permits and professional licenses for businesses. While every business in the United States is required to obtain a permit, professional license, or identification number to operate, finding the right license can be a major challenge for potential business owners. Although some states offer assistance to help individuals understand their local permit and license requirements, not all provide federal information.

This information gap results in an additional burden to business owners as they must locate, research and understand federal, state, and local government resources separately and then compile the information to gain a comprehensive understanding of their regulatory requirements. "Permit Me" allows businesses to navigate to a single destination and presents a list of licensing and permit resources across all the federal, state and local domains.

Business.gov has also added "Feature Topics" that focus on common business concerns and that will be continually updated on a timely basis. Featured Topics provide context to the compliance information provided on the site and help business owners understand in plain language the regulatory requirements their businesses face. Regulatory information is typically written from the individual agency's perspective and can fail to adequately explain the impact of the requirement on business operations or the steps required to comply. The failure to develop compliance assistance information that addresses the practical concerns of the business community adds to business' owners compliance problems.

The Content Partners Program has been established to formalize relationships with government agencies, trade associations and professional organizations to develop compliance assistance tools and resources for small and medium-sized businesses. Content Partners will provide domain specific compliance information to Business.gov ultimately to develop compliance resources that will be featured on the site's Featured Topics and Compliance Guides pages.

Business.gov is managed by the U.S. Small Business Administration in partnership with 21 other federal agencies and is part of the President's Management Agenda. Originally launched in 2004, the Web site provided information on starting, growing, and managing a small business. The re-launched compliance site is designed to better meet the needs of the business community, based on feedback from test groups.

Now, onto our Top 20 businesses to consider now:

