

## Micro-business Startup Guide

A micro-business might just be the very solution you have been looking for. Unlike a typical small business, which requires tens of thousands of dollars and has all kinds of barriers to entry and hoops and hurdles to jump through – a micro-business has no such requirements in most cases. It also can be started with a very small amount of money, often next to nothing and in other cases a few hundred dollars is all it takes to launch your business.

In almost most cases a micro-business is a home based business and in reality it can often be ran from a backpack virtually anywhere in the world. All you need for most is a laptop computer and a cell phone with a hot spot to get started. Some may require a small shop, usually in your own yard such as a converted storage shed or a garage.

Others may require a small relatively inexpensive office and or shop away from your home depending on specifically what you choose and how you choose to go about launching your business. The following are just some of the micro-businesses you can consider;

**Online Instructor** – Teach your own courses on-line on one or multiple platforms. You record your lectures one at a time and upload them to complete your courses. Once your course goes live, every time a student takes your course you get paid. Money is automatically deposited into your bank account each month!

**Writer/Author** – Write and publish your own nonfiction or fiction books, ebooks and even record (or have them recorded for you) your own audio books too. You may even decide to write both fiction and nonfiction. Writing a book does take work and dedication – but it is not nearly as hard as most people believe it is, especially when you follow a simple progressive system to do it all. Its just a matter of completing a series of small steps every day and then before you know it you will have your first book. How long? How about three months for a nonfiction book, and only thirty days for your first ebook!

**E-Commerce Retailer** – Open and run your very own on-line store – or stores on multiple platforms from amazon, eBay, Etsy and Shopify to your very own store on your own platform. Choose any one, of these – or all of them if you are seriously motivated. It costs a lot less than you may think to start your own store or stores. You can get products to sell in multiple different ways from multiple different suppliers. In some cases you may even be able to make some or all of your own product too – depending on the route you choose to take.

**Independent Sales/Affiliate Programs** – If you would rather not create courses, write books, find or make other products to sell then you may want to consider becoming an independent sales rep or affiliate and selling other peoples and companies products for them in return for a commission on each sale. Affiliate programs are offered by some of the biggest companies in the world (Amazon for example) all the way to independent entrepreneurs (like me!) and small companies. Each has its own compensation plans and requirements so check the program carefully and find those that are a good fit for you and get started. You can literally be an affiliate TODAY representing several products.

**Physical Product Retailer** – Think about eBay, flea markets and craft fairs and you get the idea. You may be able to make things – such as decorative signs, woodcraft products, jewelry, framed art or anything else people want that you can learn how to make. You may also buy things wholesale from China and other places as well as find items in yard sales, Craig's list, auctions and many other places which you can then turn around and sell yourself for a nice profit. You may sell the things face to face in person and or on-line too depending on what it is, the market and your own preferences.

**Handmade Items and Craft Products** – All things you can learn to make and sell. It does take a little time and practice before you will be good enough at it to begin selling products. But it doesn't take that long, it isn't hard – not when you have a great instructor and besides it is FUN! But back to the business part – you can sell your products a number of ways including craft shows, personal accounts with small stores in your area, consignment shops that feature handmade products, on-line on several platforms – and in your very own on-line store. After you have some experience and sales under your belt you may even decide to teach local workshops and classes and on-line live workshops too.

**Trucking As A Career And As A Business** – Trucking isn't for everyone. But it does offer huge opportunities for the right people. You can get started as a driver and learn to drive big rigs safely and efficiently then grow from there. You can become a trainer, a rolling recruiter and even an independent owner operator. From there you can become a fleet owner and operate multiple trucks. Of course there are other ways to start a fleet faster – but those are not micro-business – and they take lots of money and expertise to launch properly. This route takes nothing more than serious determination, effort, a plan and some specialized training. Then you can grow it from a micro-business, to small business to as large a business after that as you can conceive and handle.

**Freight Broker** – this one has an unlimited profit potential and is an amazing business to be in that can lead you to many other opportunities. It does however require a surety bond which is a bit expensive and along with other fees and requirements may take a few thousand dollars to get it off the ground. Otherwise you just need a fast Internet connection, a good computer, some software, and basic office stuff more or less – along with a bit of specialized training and some good old fashioned hard work. As a freight broker you act as an intermediary between shippers and motor carriers (trucking companies). Some of these shippers are huge and others are small little shops and factories all over the country. The trucking companies you will work most with will be single truck owner operators and small to midsized fleet with just a few trucks. You may work with larger fleets too that have hundreds or even thousands of trucks. Every time you arrange for a load to be hauled you get paid once its completed. Most of the money you take in goes to the trucking company for hauling the loads – but you keep part of every single one. Keep in mind the trucking company had have the equipment, the fuel, the insurance, and all associated costs along with the drivers pay and expenses – you have none of those expenses. You can also broker multiple loads per day – the more you move the more you get paid. Consider freight brokerage, it may be the near perfect business for you.

**Maintenance and Related Services** – Start a lawn service, get several regular customers, also offer gutter cleaning, exterior window washing, pressure washing, brush removal, mailbox installation etc. There are plenty of people willing to pay you to do these task that they may not be physically able to do anymore – or they just do not want to do them and would rather pay you to do it for them.

**Real Estate Investing** – If you are willing to put in the time and effort to learn how to do it right, real estate investing can be lucrative. One technique that can work well is lease option, improve and sell. You will need some money to do this, mostly for cosmetic repairs and improvements, and a few hundred dollars upfront to the seller. It is not that simple as some would have you believe though, and there are very real risks and huge potentials loses and liabilities if you don't know what you are doing. Having said that – if you take the time and learn what to do, it really is possible to start out with very modest funds, determination and serious effort and become a successful real estate investor. It will take work, consistent effort and some time, but it is certainly worth investigating further if you think it might be right for you.

**Other Business Opportunities** – What we have mentioned here is a drop in the bucket of what is available to you right now. You can probably find something that will work well for you from the list above but if not, there are plenty of other options to choose from. Do some searches on home based business, low cost businesses, and related terms on Amazon and on Google. See what you can find. Then go to Udemy and do the same thing. Browse what is available. Try SkillShare too and see what you can find. Make your own list and then choose something you think may work for you and research it further. Buy some ebooks, books, and take a few courses on whatever you choose. Then pick something and pull the trigger.

I hope this has at least given you some things to think about, and perhaps some encouragement to start your own business soon. The beauty of micro-businesses and some other small businesses is that they can be started part time and run from home while you continue to work your current job or do whatever you do now. Gradually you can learn and grow your new business and when you are consistently getting the results you want, and your part time income consistently exceeds your full-time work then you may decide to leave that other job all together and put all your working time into a business you own and control. Or not. You may decide to keep doing both – and use your excess income to get ahead instead of just getting by in life. Maybe use it to more easily invest in real estate and/or other business and investment opportunities – all without risking a single dollar of your primary income.

If you would like more information on micro-business and small businesses then check out our Additional Resources pages. We are adding more reports, ebooks, books, courses, workshops and other resources now.

You can find information about them all as they become available in Additional Resources and if you like sign up for email notifications while you are visiting and we will let you know as each new resource becomes available.