

B u s i n e s s   O p p o r t u n i t y

By Liz Folger

# Business Opportunity



## How

To Find The Perfect Business  
Opportunity For

## You

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## This Book is for those who are...

- Are a little hesitant about starting a business on their own and would like to buy into some sort of business opportunity.
- Don't know what business they should go into.
- Have an idea of what they'd like to do, but are unsure of the different businesses out there and if they are legitimate or not.
- Who have a specific talent and would like to match it with a business opportunity that will complement their interests.
- Who are confused about all the business opportunity options out there.
- For those who simply want to make money.

## Introduction

Are you looking to make money with a business opportunity? Then purchasing this ebook is a very smart move. There's a good chance you've already read a bazillion ads regarding business opportunities and multi-level marketing. There's also a good chance you've already sunk money into a few business opportunities that just never quite worked out, much to the chagrin of you're significant other and or your disbelieving friends.

My very first home business was a business opportunity, personalized children's books. I knew before the first year was up that this business wasn't for me. I of course learned this after spending thousands dollars, that I did not have, a costly mistake to say the least. I'm hoping the information you find in this book will help you skip the mistakes I've made along the way so you can get right on the road to growing your successful business.

It's reported that in 2005 there will be 40 million people working from home? That could very well be you! Don't wait to make your dreams come true any longer. My hope is that as you start reading this ebook, you'll realize that there is a perfect business opportunity out there that matches your personality, talents and interests! Sure there are a lot of business opportunities that promise you lots of money, but don't go at it from that angle, go at it from – matching your talents and interests with the way you make your \$\$\$ Remember, you can make your home business dreams come true today!

Here's to your success!!

# Business Opportunities

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Make serious money part time from home and have free time to enjoy yourself. Start today. Own your own business & territory. Put your money to work for you. 800-555-XXXX

“You only lose energy when life becomes dull in your mind. Your mind gets bored and therefore tired of doing nothing. Get interested in something! Get absolutely enthralled in something! Get out of yourself! Be somebody! Do something. The more you lose yourself in something bigger than yourself, the more energy you will have.”

~ Norman Vincent Peale ~

## Chapter 1

### ***Finding the Right Business Opportunity for You***

I was so confused and overwhelmed when I first started to look for that perfect home business. I knew I wanted to start some type of home business, but I had no idea which one to pick. This is where I found myself many years ago and it might describe how you feel right now. If you do any research at all you'll find a barrage of business opportunities to pick from. You see them in your e-mail, on the Internet, in magazines, in your mail... So many choices, so little time, and who really knows if you can make as much as money as they promise.

To top it all off, you read about these people who've joined a business opportunity and to put it bluntly, are stink'en rich. How did they get to that point? How did they decide to pick the business they did and what made them so successful? Was it the pay plan, the products they were selling, or was it something else?

This book was written to answer these questions and more. I hear from many people every day who want to work-at-home, don't want to start a business themselves and are looking for a business opportunity to join. It's my pleasure to help you find that one business that could make you very proud to run, and bring in the income that you desire.

### ***Find the Right Opportunity – Despite How Much Money You're Told You Can Make***

If you've read any business opportunity ads or talked with someone who is in some type of business opportunity, they may hype up the fact of how much money you can make. Sometimes that's all that's even mentioned. You really have no clue what you'll be selling, but WOW, could you be making the big bucks. Do yourself a favor and never start a business because you're told you can make a ton of money from it.

I will not deny there are women out there, who are a part of a business opportunity, who are making millions of dollars a year. It's happening, and it's very possible you could do the very same thing. The question is, what are your goals for your home business. Is it to make a million dollars; is it to make a few hundred a week? Are you doing it just to bring in some extra cash and boost your confidence? Let me tell you something – it doesn't matter what your goals are for your business...if you want it, and believe in yourself...you can accomplish whatever it is you want.

In reading lots of business opportunity success stories and talking to women for this ebook there is one underlining reason why they are so successful. It's not because they were told they could make millions of dollars a year, or because they could win nice vacations if they sold a certain amount of products. The #1 reason these women are making so much money, (drum roll please) They simply have a passion for what they are selling. They love the products and believe in them. Now, just because you love the products from a company doesn't mean instant millionaire status. Starting and running a successful business opportunity is a slow process. Most of the successful women start by using the products themselves or give them to one of their family members and see such a change, can't wait to start selling to other people and get into the business this

way, and stick with that business for *many* years. They don't give up after a few weeks because they haven't made any money.

### ***They Love What They Do***

It doesn't matter if you're starting a business on your own or if you're going the route of a business opportunity. You've got to love what you do.

#### **Great Example # 1**

Theresa Lacey was working as a professional woman in the software industry easily putting in 50+ hours a week. However, when she wasn't working, or busy in her life roles of wife and mother, she had a passion – scrapbooking. Theresa started scrapbooking with Creative Memories and was a customer for 2+years before she got into the biz. She explains, "I enjoyed getting my friends started [in scrapbooking] by having classes at my house." Theresa's husband finally said to her that since she loved scrapbooking so much, why didn't she do this as a business, "I know we can figure out how to do it." Theresa has now been a Creative Memories consultant for 2 years now and still loves it. "The mission is so important to me - helping people preserve their memories! And, I love getting my supplies at cost!"

#### **Great Example #2**

Carol Pisano was introduced to Melaleuca Inc. by a friend who was concerned about household toxins Carol was exposing to her young daughter. "What really convinced me to join was one afternoon after washing the dishes, I felt I had something on my hands. It was the skin peeling off my hands." Says

Carol who figured it was a first time experience, maybe the water was too hot. Only problem, the same thing happened a few days later. Carol explains, "It was then I knew I was having a reaction to the dish soap." Needless to say, Carol signed up the next day. Not only do I love their dish soap, but all the cleaning products are wonderful. But mostly I have the confidence that I'm not inadvertently poisoning my family in the name of cleanliness. These are products that work for me better than ones I've used before."

### Great Example # 3

Kim Alberts first bought Usborne Books for her children, but when she saw how much they were drawn to the Usborne Books in comparison with the other books they had, "I was sold on them!" Explains Kim. Who soon went to a friend's Usborne Home Show and learned that she had signed up. Kim signed up to be a Consultant 3 weeks later! Kim Says, "Since having the books in our home, I have seen a vast improvement in my children's retention and imaginations. My oldest, Jordan had been diagnosed as a "slow learner " when he was in the public school system. Since we started reading Usborne Books to him he has caught on quicker and is learning how to read at a fast pace! We are home schooling using Usborne Books now."

### ***Nice Stories, But I Want To Make Money Now!***

Granted, this type of opportunity may not suddenly fall in your lap. I know, you want to start making money from home today. You don't have time to wait for something wonderful to happen like this. However, this is still a very important area to consider. You

aren't going to make a whole lot of money selling a product if you don't believe in it and what it can do for you and your customer. Telling them they have to buy the products just so you can make a ton of money probably isn't the best approach.

If you have no idea what type of business opportunity to go with, start looking at all the possibilities. If a few catch your eye, contact the company, look at their products catalog and buy a few items and see what you think. This is also a good time to start telling people you're interested in starting a business opportunity, what do they recommend?

I guess what I'm trying to say here is this. Starting and running a business opportunity is not one fatal swoop. It takes time to find the right one, it takes time to start and grow your business. I hear from women all the time who go with a business opportunity and give up on it in just a few weeks. They say to me, "I didn't make any money with it, it must have been a scam." No, they just didn't put any time or money into their business. They started the business because of the money they could make, not because they fell in love with the products.

### ***Don't Confuse A Work-at-Home Scam with Hard Work***

I received an email from an acquaintance this last week. They wanted me to check out a particular company to see if it was a scam or not. So I clicked on over and saw the site, looked at their ad. It looked to me like it was a legitimate opportunity. You didn't have to pay anything to start the business you didn't have to buy anything to get started either. Basically anyone starting the business would just need to put in some work to make money at this business.

We've been reading these crazy work-at-home scams for years now, and I'm afraid we are starting to believe them. It's been said, that if you read or hear something enough, you start to think it's the truth, and this could very well be the case. All these scams tout the fact that a home business is EASY, the products simply sell themselves. I don't ever remember any product just walking up to me, all by itself, and saying, "Hey Liz, buy me, I'm irresistible." Course, I'm not dead yet, but I just don't see it happening.

Any business or venture you start is going to take some work, maybe even a little sweat on your part. It doesn't matter if you're selling a product or your service; you are going to have to sell. Don't think a business is a scam if you don't sell things overnight. Every business no matter how wonderful it is takes time to grow.

You talk to any full-time salesperson and they are going to tell you this, "You've got to keep at it, hearing a no can't slow your pace." They say (whoever they is) that you might need to contact 10 or more people before you get that one magical YES. This past week I was reading a book called, "The Sales Bible," By Jeffrey Gitomer. He gave an example of how to deal with all those no's. He says, "If you hear a no, thank the person and ask them if they know anyone else who might want to say no, because that means you are just that much closer to getting a yes."

I also think that as a woman we are at a disadvantage. I might ruffle some feathers here, but I work with a LOT of women and I work with men. When women hear a no, they take it VERY personally. Remember it's the product they are saying no to, not you. For some reason men don't seem to take it so close to heart. However, women are much

prettier than men so I think everything equals out in the end.

When you're selling your product or service, keep a positive attitude. This is where really believing in what you are selling comes in handy. If you're just selling a product because you think you are going to make a ton of money, then you aren't going to last very long in that business. But, if you are in a business because it's your passion, and you would basically do the business for free because you love it so much, then you're much more apt to trudge ahead and work even harder on making your business a success even when the money isn't rolling in.

I read a great quote the other day by Ray Kroc and I'd like to share it with you as I wrap this up. It said, "Luck is a dividend of sweat. The more you sweat, the luckier you get." When you're on your path to finding that perfect part or full time home business, first look at what you already enjoy doing. Sometimes we don't even think about starting a business using our talents, interests and hobbies. You already "work" at these interests, so why not get paid for it? The less your business feels like work, the more work you're going to put into it, and the luckier you'll be in your home business endeavors.



Know Your Personality

## Chapter 2

### *Know Your Personality*

There are many types of business opportunities out there. They range from teaching music lessons, selling vitamins and skin products, to cleaning carpets. To find out what business opportunity is going to work best with your personality start taking a hard look at what you enjoy doing. Be honest with yourself here. Sometimes when we become mom's, we forget about the days when we did things, just for us, because we enjoyed it so much.

- ♦ Do you like solitude or working around people.
- ♦ Do you enjoy working with your hands or does computer work more up your ally?
- ♦ Do you like work that involves lots of details or do you enjoy using your creativity?

Next you'll have the opportunity to write out at least 30 interests, talents, loves... that you have and look for a trend. You might think 30 is a bit much! I don't want to hear it. Make sure you are in a quiet room when you do this (Kids in bed or in school would be a perfect time) Make sure your pencil stays on that paper until you have all 30 interests listed. You'll be amazed as you go through your lists. It's very likely you'll see one or two areas that are very similar to each other.

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## ***Get Your Friends to Help You Find That Perfect Home Biz Opportunity***

### **Assignment # 2**

You may want to skip this assignment all together. All I can say is please don't; I don't care how bad you want to. This is such a wonderful way to see how people perceive you. Other people aren't carrying the same baggage around as you, and they have no problem telling you where your talents and interests lie.

So here's what I'd like to see you do. Get as many of your friends together as you can. Go out to coffee, have them over to your house, go out to dinner, wherever you feel the most comfortable.

Ask them if they mind helping you out a little. You will have to go out on a limb here a little, but it's the new you. You are tired of the same old way of making money...you want something new for yourself.

Explain to them that you're looking to start a home business opportunity and you'd like their help. I've found when you get your friends and family involved in your home business, the more they are apart of this new venture of yours and the more they want you to succeed.

Here are some sample questions to ask your friends to help unlock the secrets to what business opportunity they think you should start.

- 1) I'm thinking of starting a home business, and I'm trying to figure out what type of home business I should start. You all know me the best, what business do you see me running?
- 2) Is there something you see me doing now, that could be turned into a home business?
- 3) What do you think my Talents/Interest/Hobbies are?

These are just a few questions to get you on your way. I have a feeling your friends will be able to figure this project pretty quickly. Remember to keep an open mind through this and don't put yourself down. You're going to have complements flung at you from left and right. Be gracious and thankful!



FIGURE OUT WHAT YOU WANT OUT OF YOUR HOME BIZ

## Chapter 3

### **WHAT DO YOU WANT OUT OF YOUR HOME BIZ?**

This is the #1 reason I get so excited about working at home, at a business you love. From here on out, you have the opportunity to create for yourself your perfect lifestyle. I want you to spend as much time on this project as you possibly can. Include as many intricate details as possible. Where you want to live, the car you want to drive, the house you want to live in, how much money you want to make, the time you want to spend with your kids, even get crazy here and write down how you'd like to make money. The crazier idea the better. How would you really like to make money? What sounds like the funniest thing imaginable to you?

- ♦ What are your interests?

What types of things do you enjoy doing? Yes, you can love your job!! Everyone is born with a special talent that sets them apart from others. Your job is to figure out what that talent is and find out a way to turn it into a business. One lady I profiled in my book, "The Stay-at-Home Mom's Guide to Making Money from Home", had always loved horses. When she was younger she didn't have a horse of her own. So she would groom and feed other people's just for the chance to ride. Now that she is an adult she has turned that interest into a pet sitting business. While she takes care of the smaller critters, she has niched herself in the area of horse care.

\* Take some time right now and write down as many of your interests that you can think of. Be as specific as possible and include them ALL. Even if you think they could NEVER be turned into a home business.

- ◆ What are your hobbies?

Is your hobby candle making, painting portraits, herb gardening...? These are all great home businesses just waiting to happen. And you don't necessarily have to produce these items to make money. Maybe you could start a newsletter on the subject of your hobby for others just like you. Or maybe you could start to sell supplies for other hobbyists or businesses. Maybe you could write a book on the subject. Once you start brainstorming, you'll be surprised at all the ideas you will come up with.

\* Take some time right now and write down your hobbies.

- ◆ You're producing a service or product for your friends and family for free already.

I talk with moms all the time who say their family or friends are always coming to them because they are great at creating a resume or they can really put a nice bouquet of flowers together for special events (floral designer). These are all great ideas for a home business.

\* What are you doing right now, for your family and friends that you could turn into a home business? You may not have even thought of turning it into a home business. Sometimes, the best home business, is the one you don't even consider a job, but just do it because you enjoy it so much! Well, that's a home business just waiting to happen.

- ♦ Go with what you already know a lot about.

Maybe you enjoyed your work outside the home but still want to be home with your kids. Use your previous skills to get your business started. Teachers become tutors, secretaries become word processors, and graphic artists become -- graphic artists. The same can go for architects, photographers, and transcriptionists -- both legal and medical.

\* Take some time right now and write down all your past jobs and what you did. Circle the ones you REALLY loved doing.

What would you do, whether you got paid for it or not, you'd simply do it because you loved it? Include the hours you would work, and what your perfect schedule for the day would be.

Get Your Friends To Help You Find That Perfect Home Biz!

### Assignment # 3

Take Your Interests and Match Them With a Business Opportunity

Now that you have a good idea of what you enjoy doing, it's going to be easier to look at the second part of this book. On each business profile I have a section that mentions the skills and interests needed to run this business successfully. There's a good chance you'll be able to match the trends in your list with this section to find the business of your dreams.



WORK-AT-HOME SCAMS – DON'T BECOME A VICTIM

## Chapter 4

### *Work-at-Home Scams – Don't Become a Victim*

The ads are so tempting, and just think -- what if you could make hundreds of dollars a day working from home? Unfortunately, people are losing money every day to work at home scams. Don't become a victim. Here are some ways to make sure you don't become scammed!

You know you're just about to get scammed by a work-at-home ad when...

- ◆ The very first line states you can make hundreds of dollars a week working from home.
- ◆ There is no experience needed.
- ◆ You can work just a few hours a week and still make a bundle of money.
- ◆ There is lots of CAPITALIZATION AND !!!!! used in the ad.
- ◆ You read an extremely vague ad. You haven't a clue what the business is about; but boy, could you be making the bucks.
- ◆ You're asked to call a 900 # for more information.
- ◆ For a fee, a company will send you a list of businesses that are looking for home workers.
- ◆ You are forced to make a decision immediately and are made to feel stupid if you say no to their offer.

## ***How to Check a Company Out***

Whether you have those funny feelings about the claims of a company or not, do some background research on them.

- ♦ Hire a lawyer. This may seem like a waste of money, but in the long run it could really save you some financial heartache.
- ♦ Call the Better Business Bureau (in the state the company resides in) to see if there have been any complaints against the company.
- ♦ Ask the company if you can talk to any of their happy customers. Please be aware that companies can and will give you false customers to talk to. If these people sound way too happy, I would be a little leery.

## ***Questions You Should Ask If You Are Thinking About Buying a Business Opportunity***

Find out from your sponsor, in writing, what is involved with this business; such as: Are you able to return merchandise if it doesn't sell? Is there a money back guarantee? How long have they been in business for? (if it's under a year, I would again be very leery). What is your total cost of this business opportunity, including fees, supplies, and equipment? Will you be paid on salary or commission and how often and who will pay you? Ask the program sponsor to write down every step of the business.

## ***What to Do If You Become the Victim of a Scam***

First you need to write to the company that you feel has ripped you off telling them you would like your

money back. If they don't agree with you, then you need to let them know you plan to notify officials. The following people should be notified:

- ◆ If you read about this work-at-home scheme in a magazine, let the editor know you've been ripped off by these people and you're not happy about it.
- ◆ The Attorney General's Office in your state or in the state where the company is located.
- ◆ National Fraud Information Center. Call them if you feel you are a victim of a "get-rich-quick" or an "easy money" scheme. Check out their web site for daily alerts or new scams. 1-800-876-7060
- ◆ Your local Consumer Protection Offices.
- ◆ Your local Better Business Bureau (BBB) and the BBB in the state of the scammer.
- ◆ Postmaster. Notify if you received the information through the mail.
- ◆ The Federal Trade Commission. While the FTC cannot resolve individual disputes, the agency can take action if there is evidence of a pattern of deceptive or unfair practices. To register a complaint, write to:  
Correspondence Branch, Federal Trade Commission, Washington, DC 20580.

Be it unsupportive spouse, scams and low self-confidence – I will find, start and run my perfect business opportunity!!

They say it's all in the attitude. If you believe with all your heart and soul that you will find the home business of your dreams, nothing is going to stand in your way.

I hope I've given you a little help in focusing on what type of business opportunity would be best for your

particular personality. We are all different, and what might work for your best friend, might not work so well for you. Take the time you need to rediscover your interests and passion.



Possible Business Ideas

## Chapter 5

### **POSSIBLE BUSINESS IDEAS**

In the next section I'm going to share with you a few business kits that Bizymoms.com is currently offering. If one of our kits doesn't completely fit your particular personality we sincerely hope you use the information in this ebook to find one elsewhere.

Bizymoms.com has been around since 1997, and it wasn't until September of 2005 we were finally able to offer our own business opportunities. For years we've tried to find legitimate opportunities that we could recommend, Now, we've created our own business kits that we can stand behind 110%. We know they work and feel very confident that with the information we are going to give you, you can grow your own successful home business.

Right now we offer two business opportunities:

**Bizyletters** – Start Your Own Santa Letter Business. This business can actually be run throughout the year with letters from the Easter Bunny and the Great Pumpkin to name a few.

This business might be for you if you...

- ◆ Are looking to make money for the holidays...or throughout the year for that matter
- ◆ Want to make money by putting huge smiles on children's faces

- ◆ Are looking for a business that will work around your busy schedule
- ◆ Want a little creative license in your business
- ◆ Like to make as much or as little money as you want
- ◆ Like to start your business completely online\*\*

If you'd like more information click here:

[http://www.bizymoms.com/bizyletters\\_join1.html](http://www.bizymoms.com/bizyletters_join1.html)

**Kindersigns** – Teach parents, nannies and daycare providers' sign language to hearing babies. This is an incredibly rewarding field where you can teach adults to sign to their hearing babies, and these babies will sign back – before they learn to talk.

- ◆ Imagine the joy on a parent's face the first time their baby signs to them. Talk about a thrill!
- ◆ Do you love the idea of starting a business where you can help parents and babies?
- ◆ Help provide parents and babies more peace and less frustration.
- ◆ Cash in on a very untapped market
- ◆ Due to the recent media attention – teaching hearing babies to sign before they talk has increased parents interests.
- ◆ Imagine actually communicating with your baby...before they talk?

Want more information? Click here:


<http://bizymoms.com/ksbo.html>

[Welcome Service Career Kit](#) - It's estimated that 40 million Americans will be making a move in 2006. Military families, those who have a job transfer, California residents who are tired of the high cost of living, students attending colleges and universities, families moving due to health reasons...they are all going to have something in common. They're moving to an area they know nothing about and they need your help.

Remember back to the last time you moved to a new town. Do you remember how lost you felt? Where were the best schools for your kids? Who were the good doctors? What market had the hard to find items? Where were you going to have your daughters take dance at? Having more questions than answers can be so frustrating, and the time you have to spend learning everything can take months.

Thanks to a new business career kit targeted at women who want to own a home-based business – new movers don't have to feel so lost and uninformed in their new town.

"If a woman loves to talk and make new people feel welcome. This type of home business is perfect for them." explains Liz Folger, founder of Bizymoms.com. The Welcome Service career kit is a unique opportunity that allows women who don't have a business, marketing or web design background, to



start their own successful welcome service business  
in just a matter of weeks.

For more information visit:

[http://www.bizymoms.com/cart/wb\\_kit.html](http://www.bizymoms.com/cart/wb_kit.html)