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## Contents

<b>Please Read This First.....</b>	<b>2</b>
<i>Terms of Use .....</i>	<i>2</i>
<i>Disclaimer.....</i>	<i>2</i>
<b>Contents .....</b>	<b>3</b>
<b>About the Author .....</b>	<b>5</b>
<b>Introduction .....</b>	<b>6</b>
<b>Getting Started .....</b>	<b>8</b>
Start where you are .....	8
<b>Would You Hire Yourself?.....</b>	<b>10</b>
<b>People Power .....</b>	<b>11</b>
<i>Buy Local? .....</i>	<i>11</i>
<i>Competitors.....</i>	<i>12</i>
<b>Dealing with Children .....</b>	<b>14</b>
<b>Rules and Regulations .....</b>	<b>15</b>
<b>Planning Parties and other Events.....</b>	<b>17</b>
<b>Be a Star Kids' Performer! .....</b>	<b>19</b>
<i>Be an Agent.....</i>	<i>20</i>
<b>Product Development and Production.....</b>	<b>22</b>
<b>Kits for Kids.....</b>	<b>23</b>
<i>Please Check.....</i>	<i>24</i>
<b>Promoting Your Business .....</b>	<b>25</b>
<b>Cooking Up Dollars! .....</b>	<b>28</b>
<i>Cooking and Decorating Cakes .....</i>	<i>28</i>
<i>Supplying Retailers .....</i>	<i>28</i>
The Kid Angle.....	29
<i>Teaching Kids .....</i>	<i>29</i>

*Food Baskets* .....30

**You Must Have the Right Insurance** ..... 31

*Insure Yourself*.....32

*Backup Insurance*.....32

**Maintain Yourself** ..... 33

*Get a Regular Check-up*.....33

*Keep Your Family in the Picture* .....33

**Your Kids can Help Too!** ..... 34

**Join a Program**..... 35

**Monica Says Welcome Aboard!**.....36

## About the Author

Monica Evatt has always enjoyed being around children.

Monica wrote this ebook after she had been looking for a way to earn extra income to help with her family's expenses and which could help to reduce their dependence on one paycheck.

Monica said, "I found it very hard to get a job in the current shrinking and highly competitive market. So, I started to look for a business which I might be able to start and build myself. I really wanted one which involved children in some way, if possible."

In this book, Monica has shared some great possibilities which almost anyone that wants to build a part-time business, mostly without the need for any special qualifications or training.

"I was very surprised to get as much help as I did from successful people who had made their ventures work. They shared a lot of good ideas which will give my readers a great boost in getting their own business under way while avoiding a lot of the risks and disappointments so many encounter."

"I cannot guarantee success will come quickly or at all – no-one can! But reading my book and adapting it to their own circumstances and abilities should give them a good start."

I've written the book as if I was sharing my knowledge and experience with a close friend. I've made everything as easy to follow as possible so that this book will encourage more people to give their dreams a chance."

"I've included a lot of information based on experience of myself as well as the experiences of people around the world. I want to help people get the best out of their own venture."

"Take action and make your tomorrow more exciting, profitable and successful in your kid-related business."

This area is one where the market continues to grow and people will always spend money if you give good value."

## Introduction

I have always enjoyed the company of children.

When our daughter arrived, we decided that I would stay home with her. At the time, that was a fairly easy decision. And, I greatly enjoyed being at home in those years.



I got used to being told by friends that I was lucky to be able to share so many of the events as she grew.

After a while, I started to look for ways to make some extra money. Like many people, we were finding costs going up faster than our income.

We were lucky because we did not have to make a real quick decision about what I would do.

I wanted to continue to stay home because I really enjoyed it, but I needed to find some way to make enough income to cover some of our ever-rising costs.

I was ready to take almost anything I could get if I had to, but it would have to also pay enough to cover some child-care costs which would be added to our budget.

We also realized that finding a job in a very tight market when I had been out of the workforce for a few years would not be easy.

I had done some writing years before and I started to do that again.

At the same time, I thought of starting my own home-based business. So, I looked at a lot of possibilities. I was particularly interested in businesses which involved children in some way.

I knew there were a lot of people making a good living from these types of businesses. I looked at everything in this area to find out whether I could do it well enough to be successful.

I had no special skills.

I thought that finding a job would be particularly hard with these limitations.

But, I met several people that had their own businesses which involved children in some way.



And, I was surprised (and pleased) to find that many of them worked from home. Others had started that way, often part-time, but had grown their business to a full-time operation!

I decided to put what I had found out about some of the best of these businesses into this ebook.

I know that many people are looking for alternative ways to earn some extra income, whether part-time or full-time.

When I talked with people who have these sorts of businesses, I was given a lot of help and advice. I am very grateful for the amount and depth of information which they gave me.

I hope that my ebook will be a handy guide for you, and many like you, who want to start their own profitable venture in some sort of kid-related business.

I believe that almost anyone will get a lot of satisfaction and also really enjoy working in this area, It is very enjoyable and fulfilling and one where people will always be willing, even anxious, to put money in your pocket if you provide a good product or service!

My ebook will give you a lot of help for doing just that!

***Monica Evatt***

## Getting Started

This section is where you need to start.

It will give you basic information which will be useful for any type of business.

Even if you already have some idea of the sort of venture you have suitable skills and mindset for, you can get into trouble fairly quickly if you don't make sure that you go through these basic steps.

### Start where you are

The first step should be to get a clear idea of all aspects of your current situation.

You might want to use the terms: Strengths, Weaknesses or Limits, Opportunities and Threats for your outline. They come from a popular and effective form of business analysis.



**Strengths** might seem obvious but please don't limit yourself to those things which you use regularly in your current work situation.

Your **Limitations** may be physical or financial or related to the time which you can put into your new

venture. Some of them may be the result of other commitments you made previously and which you will have to still fulfill even after you start your new venture.

You should consult all members of your immediate family and anyone else that would be directly affected by the demands on you because of your new venture. Even if some of them may not have your enthusiasm and confidence in the new project, consulting them and getting their views is essential to give you the best chance of their cooperation and support.



Your **Opportunities** are the benefits which you expect to get from your new activity. They could be more than the extra income, even if that is the main reason for deciding to do it.

You should put improved skill levels or even learning new skills, meeting new people and greater enthusiasm into your list of possible benefits. All these things will benefit you in many ways outside of the work you do, and form part of the reward for taking up the new venture.

**Threats** are factors which may restrict or even prevent you from benefiting from your new venture. This might include having a limited market of people that are able and prepared to pay the sort of money you would need to make a suitable return on the money, time and effort you invest.

You may find that the competition in the area where you want to do business is strong, well respected and there are already many providing the same sort of product or service. This must be looked at closely, but I will show you that it may not always be the roadblock to your success as a new operator that it may seem to be.

I would add **Goals** to that list of filters. Would the sort of task which you are planning for help you move closer to your life or career goals or would it be more like a sidetrack?

You may find that the extra task will add to your potential for achieving some of your goals more quickly or easily.

Before I started a new venture, I would try to make contact with people in that area of business and try to arrange to talk with them. It might be a good idea to ask them to let you buy them a meal, or at least a cup of coffee when they are not busy with their work. Some may appreciate your offer and invite you to ask questions or even observe them at work. This would be a great help if you were not familiar with the day-to-day demands of the business.

## **Would You Hire Yourself?**

Before you start building up your investment in your proposed venture, you should look into the qualities and personal assets which you need to be successful in that particular type of work.

You can get some idea from outside of the business as a user of that type of product or service. If you aren't a customer, you probably have friends or colleagues who you might ask about their experiences and what features they look for when they need that service.

Whatever area you decide to concentrate on, you will need good organizational skills. Being good at connecting with people and putting them at ease is also very important for anyone that runs their own business. You will have to be good with children because you will soon lose business if your first clients don't get good feedback from their children about you.

You must treat the new venture as if it was your most precious asset, even if it is something you only intend to work at part-time. The reputation which you build with it will reflect either positively or negatively on all your other activities.

Also, remember that even a part-time business with a solid customer base and good reputation can become a salable asset or something you might pass on to a family member if you decide to stop doing it some time in the future.

All your equipment, the clothes you wear and everything about your business must give the best possible impression. You don't have to have the latest office equipment or car, but they must be reliable and help you to meet your obligations to your customers without any excuses.

## **People Power**

The most important asset you can have is to be good at dealing with people. I have put my suggestions about creating and maintaining a good relationship with the children you meet through your business in the next section.

One important thing which I feel will help you to grow your business more than anything else is being interested in the people you deal with, not just clients, suppliers, prospects or competitors as they can effect your balance sheet.

This does not mean you need to become their friends, but that you treat them as you would expect to be treated, rather than according to their value to your business.

As you start to develop your business, it will soon become obvious that your actions and what you say in your private life will reflect on the impression people have of your business. And, your personal reputation will be affected by how people view your business activities, products or services.

### ***Buy Local?***

Now that a lot of products are available more cheaply through the Internet, many people use their local suppliers as a place to check out products before they buy online.

That is a way to save money, sometimes a lot of money, in the short term. But, this affects your reputation and your ability to become part of local networks.

It will also, over time, reduce the number of local suppliers. That will have an impact on everyone's business.

I always buy where I get good prices, service and advice. Sometimes that means paying a little more at a local supplier.

But, I appreciate that they give me some benefits which most distant companies cannot match.

Your local supplier is particularly helpful when you are starting your business. Their advice is based on local conditions and knowledge of the people in your area.

They also are available when you need something urgently and you can usually see the item or even have it demonstrated. I also find them a good source of referrals.

### *Competitors*

An under-used resource is other people that provide the same sort of service or product that you offer. They are competitors, but they can also be allies.

They may be willing to help if you cannot get an item you need urgently. I have always found them willing to refer work which is not their specialty to me or other good people in the local area. And, the recommendation from a potential competitor is probably one of the most effective which you could ever get!



As I said in the section about organizing parties, working for an experienced operator is probably the best way to get the knowledge and hands-on experience to ensure that your business gets a good start.

It's important that you tell anyone when you seek to work with them that you are intending to set up your own business in the future. That probably won't deter them from employing you if you have the right attitude and ability.

They will appreciate your honesty and be likely to build an ongoing relationship which will help both of you even after you start your own business.

Another way which you might be able to interact with some of your bigger competitors in whatever type of business you set up is to ask them if they

are willing to refer people to you who either cannot pay their level of fees or when the job is not one which they want to do.

You might give them a small commission after the job is completed, but many people will be happy to pass them on without one, if they are sure that you provide a quality product or service. That will only enhance your reputation and strengthen your local connections.

## Dealing with Children

You need to like children and they must like being around you.



Some of the most important qualities for someone working with children (and their parents) are patience, perseverance, focus and reliability.

You will inevitably get some challenges, mostly in the areas of behavior, varying energy levels, attention span and expectations.

You will have unexpected alarms of varying size and importance which you must be able to handle without any fuss or apparent fear.

Always be aware that something which you consider unimportant may be a major crisis in the eyes of a child or a concerned parent.

Be flexible, both physically and mentally. But, you also need the ability to be firm and enforce boundaries on behavior and responsibility or you and your business will be pushed beyond your limits.

One of the most important qualities is to have an open mind. Most children have not had their expectations and imaginations constrained or crushed like so many adults. When we say, "Can't!", they say, "Let's try anyway!".

Putting yourself in "child" mode can be a great help to ensure a good standard of communication with them.

## Rules and Regulations

It is essential that you find out and comply with all relevant laws and regulations which apply to each part of the type of business which you decide to do.



You can do it yourself if you are determined and thorough, if you need to try to keep your initial costs down. But, the cost in time and stress can often be a serious drain on you. There is also likely to be some risk you might overlook something which could hurt you later when you least expect it.

Your lawyer and accountant can be very helpful here. If they have been involved in your community for some years, they will not only know what is required, they will also probably be able to advise you on anything which is likely to affect you in the future.

Always check with friends and colleagues for their experience with the advisors they use or any which they decided not to use any more.

Then, I suggest that you try to arrange a meeting with the people you intend to use. Paying for a first, short consultation may be money well spent if it saves you from starting a relationship with a firm or individual who you just can't get along with.

You may think that you know all of the licenses and permits you need as well as all the forms you need to sign or have signed.

But, double-check that you have everything in place before you advertise or take on your first client.

It is common for everyone that deals with children to have a regular check done on their police record. Many venues and companies will not use anyone that does not have a copy of a recent police check on them.

If you have people coming to your home for business purposes or you use any part of it for business, your local authorities may require that you have a business permit.

If you look after children or are paid to hold functions or classes at your home, you may need a permit. You may also need to have your home or business premises inspected by the local fire and health departments to ensure that it meets their safety and health standards.

It is also possible that you may need to get a First-Aid certificate or employ someone with that sort of qualification to be at any function or class which you do.



## Planning Parties and other Events

Planning and providing children's parties have been a good business for many people and some are still doing very well despite the shocks which each country's economy has suffered in recent years.

There has been some shaking out, but the reports I have seen suggest that there are plenty of people with the means and desire to provide their children with memorable parties and provide good organizers with a good income.



It is one area where you would probably be wise to talk to some party planners and providers in your area before starting to set up your own party business.

Most professional planners suggest that any people who are interested in having their own business of this type, try to get some experience working for an established planner first.

They say that this introductory period will pay off over time because you will learn some things which are not obvious, such as how to deal with different kinds of people, young and old, in all kinds of situations.

You also will learn how to deal with suppliers, performers, venues and their staff. Another area where some experience in the company of experienced people is with the various types of equipment, such as tents, food handling equipment, musical and amplification gear and much more.

Although, as an organizer, you may not be responsible for providing or using any of this equipment, you will need to know what signs to look for to prevent possible problems and how to get the cooperation of the people who handle the gear for a living.

Working with many of these people is fairly easy. After all, everybody wants a good result because their reputations and future work will be affected by

the results of each job that they do. It's vital to be willing to get along with everyone concerned as much as possible. Sometimes, you may be able to help someone. At other times, they might be most appreciative if you just keep out of their way while they are busy!

Everyone also has to be careful that they don't, for instance, do something which someone else usually does, because they may break the equipment or some local rule.

There are many types of parties. The established **Tea parties, Dress-Up Parties, Special Occasions, Bar Mitzvah** and **Bat Mitzvah** and **Birthday** parties still bring in some business but children are also expecting more professionalism even at a lot of family events.

**Dress-Up Parties** are still popular with some younger girls, but some are more interested in **Make-Up Parties** where they are more likely to want fashionable clothes in their size as often as they want costumes, unless the costumes are those of their favorite singers and other currently popular personalities!

## Be a Star Kids' Performer!

If you have any entertainment experience or talent for it and a desire to perform, you could become a local celebrity as a performer.

There is always a demand for good Clowns, Jugglers, Magicians, Singers and Musicians.



You can get paid (and well paid!) to amuse children for thirty minutes to a couple of hours.

Before you think, "This is for me, only a couple of hours work a day!", all the performers I know will confirm that the time with, or in front of the audiences is just the tip of the iceberg.

You also need to develop good routines and the ability to present them, deal with all sorts of people and keep your

business running smoothly.

But, if that is what you would probably want to do even if you weren't being paid, it can be a great business to be in!

Just remember, "In Show Business, there'll be no Show if you don't do good Business!"

You need to be as good, or better, than the best of the performers who are working regularly in your area. Otherwise, you may find it hard to become established.

Your first couple of shows might be excused if they're not quite of top standard. But audiences, and especially parents, don't have much tolerance when they are paying for the show.

Whatever type of entertainment you provide, there are some common basic tips which will help you create the right impression.

Don't book too many shows on the same day: In the busiest times for your type of show, you may be tempted to squeeze an extra booking into your day.

That can lead to disaster if somehow you are delayed, even if it is not your fault.

Give yourself enough time between bookings to cover:

- **Travelling between venues:** You will need to have mapped out your best route to the venue in advance.
- **Packing your gear for a show:** This will become a smooth routine after a while, but always allow a little extra time. Make a list of everything you need. Fix a copy in your bag where it will be easy to refer to.
- **Collecting your fee:** Get your fee when you arrive, if possible, so that you don't have to wait around after performing. But, always be prepared to spend time with the parents and children if necessary. Also, you may be asked for information by other parents who are interested in booking you.
- **Arriving early at the next venue.** That will help to ease the mind of those parents. Often, performers at family parties find the parents wanted them to start earlier than specified because the games and other distractions which the parents arranged did not keep the kids amused as long as expected.
- **Getting into costume and setting up for the show:** Most performers have stories about having to prepare in unsuitable areas. As well as privacy, you need to ensure none of your gear is removed or damaged.

### *Be an Agent*

If you have good organizational skills, you could become a representative or promoter of other performers after you have been performing successfully for a while.

This is not easy work either. But there is always a need for someone to book work and look after some of the logistics involved. And, it might be a source of income which could continue and expand if you decide to reduce the amount of performing which you do.

## Product Development and Production

Although many manufacturing businesses are being battered as the world comes closer to a fully global market-place, many people are still able to develop, produce and sell their own products.

Some develop their ideas and then sell them to larger companies or specialist marketers.

Others may make their own products on their own equipment or have them made and sell them.



I know of a few people that have developed small clothing accessories which they thought up to help them or some member of their family. They found that their friends wanted similar items and they then started to produce and sell them

more widely.

And, of course, there are still the experienced craft workers who get top prices for their one-of-a-kind or limited production output.

My niece has a small wooden wheelbarrow, made by a skilled local woodworker, which she got at the age of three and used it for a couple of years to "help" her parents in their garden. It's carefully stored away and I expect her children will also get to play with it.

If this area appeals to you, remember that "ideas are 2 a cent". It's only those ideas which are transformed into things people can use for amusement or to fix a problem which make any reasonable money.

A lot of old ideas can be recycled to be all new for a new generation and they can, if marketed well, generate real cash!





## Kits for Kids

If you have the ability to produce kits which will help children make crafts, clothing accessories or toys, this could be a good outlet for your creativity. As well as selling kits.

You could also offer sessions where you teach groups of children to make the items.

Although there are many commercial kits available, some crafts people find they can sell their own kits because they show the children how to make the item 'live'.

The kits might have:

-  The parts of a simple puppet.
-  Decoration for Christmas with materials to decorate it.
-  Parts for an accessory such as a purse, headband or bracelet.
-  Small mirror or box with materials to decorate it.

An important thing to remember is that any kits which are just displayed in their packets won't sell anywhere near as well as some which are promoted by the seller, or perhaps a child, putting one together or playing with the item which is made from the kit.

Your packaging should be simple, to keep the costs down, with the contents visible. Include a sheet of illustrated instructions but don't make this readable by anyone who is just looking at the package.

Many kit makers tell me that they often see people taking pictures of their products to copy and sell themselves.

Make sure that you get someone that has not made the item from your kit to assemble one just from following the instructions. When we know something very well, it is too easy to skip over some small but important points when we are describing the necessary steps to do the task for someone that has not done it before.

You might want to sell the kits at craft fairs, markets or other events.

You should investigate the possibility of having parents book you to attend their home with a bunch of kits and teach the kids how to make the item.

*Please Check*

Check your local safety regulations with Consumer Protection or your Health Department. Most countries have laws which forbid very small items being included in toys; beads, sharp objects like pins, anything which a child might swallow or otherwise harm themselves with.

Be very careful with what glues, tools and fastenings you supply or use in your kits.

Your designs must not include any design, name or term which is subject to copyright or trademark. The penalties for copying all, or even just a part, of someone else's registered work are severe. But, sometimes, the worst penalty is the loss of reputation. Some venues may not "be able to find room" for someone that has copied other people's work in the past.



## Promoting Your Business

Whatever sort of business you decide to start, you need to promote it.

Most people think of the phone directory as the first place to advertise. That shows the directory companies have done a great job of promoting their businesses!

But, your first promotion should be through business cards, stationery, a business phone number and a website.

The business phone tells people you are serious about your business and will be essential as your business grows.

But, if it is not within your budget right at the start, make sure that anyone who answers your phone does so in a business-like manner.

While it may seem cute when your young child answers the phone, it can cause problems in promoting your business and dealing with potential clients. If they are delayed or cannot contact you, they will go elsewhere.

I think you might want to design your stationery on your computer if funds are tight but your business cards etcetera should all be of professional standard. Do them yourself only if they will compare with what a printer would do for you.

If you charge professional rates your cards should be professional.

A web site is a great way to promote your services or products and will probably cost you less than you might think.

You can design it yourself or pay someone to design it. If you cannot afford a professional designer, you might want to contact a local college to try to connect with a student who is studying web design and pay them to produce a site for you.

You may be able to contact a suitable person through your own friends or colleagues. That's worth trying because you are likely to be able to get private feedback about the quality of their work which a teacher at a college would not be in a position to share with you.

When you have a website, you can put as much color, pictures and text as you wish on it.

You can keep in touch with people that visit your site.

You can also put your website address on your stationery (and even your car if you want to), to encourage people to visit it.

One advantage over other forms of promotion is that you can easily change the information on your website yourself.

If you have some brochures printed and change your offers or other details, you will have to get the brochures reprinted at about the same cost.

Changing the information on your own website will only cost you a little time.

When you advertise in the newspaper or the phone directory, there is a delay before your information is available to potential customers, you cannot make changes unless you pay for another advertisement in a later issue and your advertisement goes away when the next edition of the paper or directory is released.



Your information and offers will be available on your web site as long as you pay the low charges to register your domain name (like <http://www.example.com>) and rent your hosting space from your Internet Service provider.

But, the best promotion is "word of mouth". People trust their friends' opinions more than even the cleverest advertising tactics. That's why the social networking sites are so popular and successful.

So, it's important to get your name in front of as many people in your area that might have

a need for what you offer.

Always ask your clients if they will recommend you to their friends and associates. Ask them if they will take a couple of your business cards and give them to people they think might use your services.

Join community and business organizations. Make sure that you take an active part in the organizations' activities and you will become widely known.

## Cooking Up Dollars!

One skill which can become the basis of a profitable and enjoyable business is cooking.

In fact, the possible variations are limited only by your abilities, resources and vision.

### *Cooking and Decorating Cakes*



If everyone offers you genuine praise for your cakes, you might want to produce cakes for celebrations.

While many people can make them themselves or buy them from bakeries, that does not mean there are no opportunities.

You could cater to people that were time-poor or who wanted a cake (and maybe other treats) which were a bit different to what is already on offer or which was beyond their personal ability.

The people, both men and women, who do this successfully, say that they have to be flexible and always keep a close eye in all the details of their business.

**Always remember that your personality and how you treat your customers is as important as the appeal of your cakes.**

With any business related to food, check about local health and food preparation regulations. You may have to install commercial-grade equipment and have regular inspections of the area where you prepare the food. You may also have to attend and pass a food-preparation course before you can start offering your food products.

### *Supplying Retailers*

You might also consider making cakes or other specialties, and supplying them to established businesses for resale. This could build into a steady cash-flow without you having to interact with retail customers directly or have you own promotion costs.

But, there are a few factors which you need to think about:

- ? There is always the risk that your customer will stop buying your products. This could happen because they find someone that gives them a better price or they change their mind about offering cakes to their customers. As well as losing the cash-flow, you will also have to start building your own profile because the cakes they sold would not have promoted you.
- ? You would have to guarantee regular supply which could interfere with any plans for business or holiday trips and make you responsible for finding someone to fill in for you if you were unable to supply them for any reason.
- ? Your costs would be lower but the prices which you would get from a retailer would be much lower than you would get from your own retail customers. The advantage in supplying a business is that they would buy more each time.

### **The Kid Angle**

If you want to specialize, making cakes for kids would probably be a good choice. Birthday cakes might be a regular source of income after word gets around. Some one-off designs could get you a bit more than the average birthday cake.

Even when the economy is tightening, lots of parents love to spend money on their kids' parties and many will pay extra for something which their friends have not seen before!

### ***Teaching Kids***

You can offer cooking classes for kids, even fairly young ones. These would be very informal and could focus on basic cooking skills sometimes.

Most interest would probably be in sweets and treats, but you may get some demand for other types of cooking. I believe that offering a session which focuses on healthy food which is also tasty and easy for kids to prepare would be a good possibility too.

Even fairly young children would like to be able to prepare simple cookies in comic shapes. Of course, the cooking would be done by you or the parents. Safety procedures, first aid training and insurance all have to be covered before you start this sort of venture. You will probably have to provide detailed information to an insurance agent before they will be able to quote for your particular needs for business insurance.

I will discuss some of the important aspects of insurance in another chapter. Always check what other people are offering so that you don't try to enter a segment of the market which is already saturated.

But, you should not decide too quickly that an area is not worth trying, if you have a real passion and some way to stand out and above what your potential competitors are already offering.

Your sessions might be entirely focused on cooking, but you could expand your offering to include a full party package at extra cost.

You need to have a couple of trial runs before you start to charge a fee. That will help to ensure that your procedures and recipes are appealing and that you have everything running smoothly.

You must always check whether any child or other person who will be in the session has any sort of allergy or other problem with anything which might be in any of the food you prepare or supply.

### ***Food Baskets***

This is another option for an accomplished cook. You can produce gift baskets filled with a variety of treats for sale.

These would not all have to be made by you. But they should have some special touches which no-one else is offering in your area.

## You Must Have the Right Insurance

Insurance is essential for all of us.

When you are starting your business, you need to give special attention to insurance because the policies which you get must fit exactly with your needs.

It is very easy to get policies which seem very cost-effective and then find that you aren't covered when something happens.



I suggest that you ask people in the sort of business which you will be starting for advice and recommendations about companies or particular agents which they have dealt with.

This is an area where belonging to a group which caters to people doing that sort of business, or even a general business support group, can be very valuable.

Many associations have negotiated special rates with reputable companies for their members. This can be a substantial saving and also give you confidence that the policies are at least broadly inline with your future needs.

Before you sign up for a policy, I suggest that you detail to your insurance agent, the exact nature of the business you will have, its procedures and products or services.

A good agent will check that they offer the most appropriate cover for you and also advise when there may be other types of insurance you should have.

It is vital to have every statement which you may later rely on in writing on a signed form.

To ensure minimum problems when you make a claim, you should always spell out all significant details of your activities.

You may need a higher level of insurance for your vehicle when you are using it for any commercial activity, even if it is part-time.

### *Insure Yourself*

You probably have life insurance or some provision for your family's future already set up.

But, if you are providing an important part of the income which your family rely on, you should also look into income insurance. This is designed to help to replace your income if you cannot work for a period.

### *Backup Insurance*

I'm not just referring to backing up the information on your computer which is essential for your business's continued operation, although that is very important.

I suggest that you examine each area of your business for equipment, information and other things which are essential to ensuring that you are able to fulfill the commitments you make and get paid.

Keep at least two copies of all important records. One copy should be stored in a secure location away from your home or office. Always check that the stored copies are able to be read. CDs and DVDs etc., sometimes become corrupted. Even external hard drives may fail in use or when just stored to hold archived records.

Make proper maintenance of your equipment, especially anything which is identified with your particular business, a regular item in your week.

All your signage, uniforms, costumes etc., should be duplicated as far as possible so that anything which is damaged can be replaced in minimum time without disrupting your ability to do the work you have committed to.



## **Maintain Yourself**

You are the engine of your business, so you need to look after yourself. This is a fact which many people overlook when they are excited about their new venture or stressed by the challenge they have taken on.

Remember that you need to see some benefit for you and those who are important to you in the work you do. That will get progressively harder if you feel stressed, tired and desperate, or you have little time to enjoy the rewards you earn.

The effects will damage every part of your life, not just your business.

### ***Get a Regular Check-up***

It's really important to get a full medical check before you take on a new major responsibility like running your own business.

It's the only way to ensure that you are ready to put in the extra time and effort and that you can handle the challenge without impairing your health and causing problems for you and your family.

Make a regular appointment to consult your doctor so that you can see any possible problems before they develop and take corrective action.

### ***Keep Your Family in the Picture***

Discuss the proposed venture with your partner and the possible effects on all members of the family.

Always set some time for family activities, where the work is left behind.

That will remind you exactly why you are doing the work and refresh you for the tasks you still have to do.

## Your Kids can Help Too!

Your children, if you have them, will be a constant inspiration for your mindset and your business activities.

But, they can also be a great help when you are looking for new ideas or finding out whether something is relevant or not.



You can help them to understand about money and how to deal with people because of your day-to-day activities.

They will, of course, learn more from what you do than what you or teachers say.

Some people get their kids to help with putting products together, packaging them and other simple tasks. I think this is fine as long as they are rewarded (not always with money) for their efforts.

But, they must feel that it is interesting or they will perhaps be soured on the work they do.

Give them plenty of time to just be kids and ensure that you can share some of their activities as well.

## **Join a Program**

All of the business ideas I've mentioned here, and lots of others, have been offered in some places as franchises or business packages.

This may suit you if you have sufficient funds available, a good work ethic and a desire to get some professional support while you are starting out.

No Franchises or Business Packages can be guaranteed to ensure your success but the process of applying for a franchise involves them checking on your suitability and the potential for their type of business in the area where you plan to set up.

You are also required to follow their rules which can be quite tight-fitting. They want you to succeed, but they also have to be sure that your operation does not damage their reputation.

Business packages may include some training as well as equipment and advice. You may be able to use the supplier's trademark or brand, but some require that you use their system with your own names and designs. Some offer sole use in a particular area but others do not limit the number of people offering their products anywhere.

Any of these offers which you are seriously interested in should be checked through business groups and don't sign anything without having it checked by a lawyer that you engage.

These methods provide tested procedures and equipment, but they all need careful evaluation as to whether the products or services they promote are still attractive to the general public in your location and can potentially give you the sort of returns which they promise.

## **Monica Says Welcome Aboard!**

I hope that my ebook will help you to build your own part-time or full-time venture with less stress and expense.

The rewards of businesses which involve children by entertaining them and helping them and their parents to learn to do what they already do better or to do something new which adds to their enjoyment and abilities, are not just financial.

They improve whole communities by encouraging children to explore new things and have more confidence that they can do more than they had thought they could.

When you do meet a bump in your road to success, I know you will be better prepared to overcome it. And remember that every challenge you meet, you can beat!

*Monica Evatt*

[Another eBookWholesaler Publication](#)