

**bizstarters**

Helping You Start Your 50+ Business



# HOW TO RUN A LOW-COST, HIGH-PROFIT BUSINESS

# Your Presenter



## **JEFF WILLIAMS**

**SET ON THE ENTREPRENEURIAL PATH AFTER BEING  
DOWNSIZED AT AGE 32**

**NATIONALLY-KNOWN BUSINESS START-UP COACH FOR  
21 YEARS**

**CEO OF BIZSTARTERS.COM, SELECTED BY KIJPLINGER'S  
PERSONAL FINANCE MAGAZINE AS "THE BEST  
ENTREPRENEURIAL GUIDE FOR PEOPLE OVER 50"**

# Why Now Is A Good Time To Start a New Business



**CORPORATE OUTSOURCING INCREASING**

**PEOPLE LEAVE, BUT JOB DOESN'T – CONTRACTORS NOW DO THE WORK**

**TWO-INCOME COUPLES WORKING EVEN LONGER HOURS – STILL WANT HELP ON MANY TASKS**

**SENIORS STILL HAVE MONEY AND WILL SPEND IT FOR CONVENIENCE, SECURITY AND FUN**

**COSTS COMING WAY DOWN – DISCOUNTS EVERYWHERE**

**COMPETITORS MAY BE WEAKENED – GIVES OPENING**

# A Case Study

## Compass Health & Safety



**KEN PROSKIE**



**25+ YEARS AS CORPORATE DIRECTOR OF HEALTH & SAFETY FOR FORTUNE 500 MFGS**

**DOWNSIZED AT AGE 52**

# A Case Study

## Find an essential problem



### **THE PROBLEMS KEN ADDRESSES:**

**TO KEEP COST DOWN, MFGS USE CONTRACTORS TO ADHERE TO FEDERAL LAW**

**REPETITIVE IN-PLANT TESTING IS REQUIRED**

**ACCIDENTS HAPPEN – NEED TO BE PREVENTED**

**STAFF NEEDS TO BE TRAINED IN SAFETY**

# A Case Study

## Develop a solution



**KEN USES HIS PAST EXPERIENCE TO CREATE SERVICES TO SELL:**

- 1. AIR QUALITY ANALYSIS**
- 2. MACHINE SAFETY EVALUATION**
- 3. POST-ACCIDENT INVESTIGATION & ADVICE**
- 4. GOVERNMENT FORM FILLING**
- 5. SAFETY CERTIFICATIONS FOR INSURER**
- 6. GROUP SAFETY TRAINING**

# A Case Study

## Describe competitive edge



### **KEN'S COMPETITIVE EDGE CENTERS AROUND:**

- 1. REPUTATION IN SAFETY INDUSTRY**
- 2. ADVANCED TRAINING & CERTIFICATIONS**
- 3. QUICK RESPONSE SYSTEM WITH EXCELLENT DOCUMENTATION**
- 4. STAYING UP TO DATE ON GOVERNMENT REGULATIONS**

# A Case Study

## Describe your desired customers



### **KEN'S TARGET CUSTOMERS:**

**MANUFACTURING FACILITIES OF FORTUNE 1000 COMPANIES, ESPECIALLY IN FOLLOWING INDUSTRIES:**

- 1. FOOD PRODUCTION**
- 2. AUTOMOTIVE PARTS**
- 3. PACKAGING**

**WHY? BECAUSE KEN HAS EXPERIENCE IN THESE INDUSTRIES AND KNOWS COMPANY CONTACTS**

# Keep Your Costs Low

## Here's How



- 1. DON'T PAY RENT FOR YOUR FIRST YEAR**
- 2. TAKE ADVANTAGE OF DISCOUNTS AND DEALS**
- 3. USE WEB AND COMPUTER TECHNOLOGY TO GET THE BIGGEST BANG FOR YOUR MARKETING DOLLARS**
- 4. SHARE OR RENT LESS-USED EQUIPMENT**
- 5. PREPARE BEFORE YOU TALK TO A PROFESSIONAL**
- 6. USE ACCOUNTING SOFTWARE**
- 7. LEARN AT YOUR CUSTOMER'S EXPENSE**
- 8. CALL OR EMAIL BEFORE YOU FLY**
- 9. USE JUST IN TIME PRODUCTION**
- 10. USE ONLINE SERVICES**

# A Case Study

## Project your profit



**KEN CHOSE TO USE A TRADITIONAL CONSULTING REVENUE MODEL OF DOLLARS PER HOUR OF CONSULTING TIME PLUS EXPENSES.**

**BUT, HE BIDS JOBS ON A PROJECT BASIS, E.G. \$3,500 FOR AN AIR QUALITY TEST (PLUS LAB FEES)**

**HIS TRAVEL AND SOME BUSINESS EXPENSES, SUCH AS FED EX CHARGES, ARE ADDED TO THE BILL AND PAID BY THE CLIENT**

# A Case Study

## Lets look at expenses



**A KEY TO LOW-RISK BUSINESS TODAY –  
LOW OVERHEAD COSTS**

### **SAMPLE MONTHLY EXPENSES FOR A CONSULTING FIRM**

<b>CELLPHONE/LANDLINE</b>	<b>- \$100 (VOIP - \$53.00/MO)</b>
<b>WEBSITE HOSTING</b>	<b>- \$ 10</b>
<b>EMAIL MKTG SERVICE</b>	<b>- \$ 59</b>
<b>OFFICE SUPPLIES</b>	<b>- \$ 50 (MANY COUPONS)</b>
<b>POSTAGE</b>	<b>- \$ 15 (EMAIL REDUCES)</b>
<b>PRINTING/COPYING</b>	<b>- \$ 10 (INKJETS CUT COST)</b>
<b>PROF SERVICES</b>	<b>- \$200 (ACCOUNTING/INSUR)</b>
<b>TOTAL</b>	<b>- \$444</b>

# A Case Study

## Estimate financial needs



**LET'S SAY YOU'D LIKE TO MAKE \$75,000  
IN YOUR OWN CONSULTING COMPANY.**

**WHAT DOES THIS TAKE IN SELLING?**

**\$75,000 – PERSONAL INCOME  
+ \$ 6,000 – OVERHEAD (SEE PREVIOUS PAGE)  
X 1.30 = \$105,300 = TOTAL SALES TO COVER INCOME,  
OVERHEAD AND INCOME TAXES**

**NOW, LETS SAY A TYPICAL JOB BRINGS IN \$2,500**

**YOU MUST SELL AND DELIVER 42 JOBS IN A YEAR**

# A Case Study

## Create your selling story



### **THE COMPASS HEALTH & SAFETY STORY**

#### **SLOGAN**

**PROFESSIONAL GUIDANCE FOR A SAFE WORKPLACE**

#### **SERVICE DESCRIPTION**

**COMPASS PROVIDES SOUND, SENSIBLE CONSULTING ON OCCUPATIONAL HEALTH AND SAFETY.**

**WE HELP YOU PROVIDE A SAFE AND HEALTHFUL WORKPLACE THAT BENEFITS BOTH YOU AND YOUR EMPLOYEES.**

# A Case Study

## Develop your business identity



# Case Study

## Build Web-centered marketing



### **YOUR BUSINESS WEBSITE:**

- 1. BUILDS YOUR CREDIBILITY**
- 2. CREATES DIALOG WITH PROSPECTS**
- 3. EDUCATES VISITORS**
- 4. LETS PEOPLE FIND YOU QUICKLY**
- 5. EASILY CHANGE CONTENT**
- 6. CONNECTS TO COMPLIMENTARY WEBSITES**
- 7. AUTOMATICALLY RESPOND TO INQUIRIES**
- 8. ANSWERS FAQS**

# COMPASS

## HEALTH & SAFETY

[Home](#)[Services](#)[Case Studies](#)[Resources](#)[FAQs](#)[About Us](#)[Contact Us](#)

## Professional Guidance For A Safe Workplace

COMPASS provides sound, sensible consulting on occupational health and safety. We help you provide a safe and healthful workplace that benefits both you and your employees. Our [services](#) focus on:

- ▶ [Industrial Hygiene](#)
- ▶ [Ergonomics](#)
- ▶ [Occupational Safety](#)
- ▶ [Management Consulting](#)
- ▶ [VPP \(Voluntary Protection Program\) Support](#)
- ▶ [Health and Safety Training](#)

Regardless of your industry sector or the size of your business, we have the knowledge and experience to help. Our staff is certified in industrial hygiene (CIH), occupational safety (CSP), and health and safety auditing (CPEA). Find out more [about us](#).

We'd like to talk to you about how a safer workplace not only reduces job injuries, but also saves you money. [Contact us](#) today.



### New OSHA Rules for Hexavalent Chromium: Are You Ready?

Over 300,000 workers in nearly 80 industries will be affected by OSHA's new regulations, due on January 18, 2006. [Learn more](#) about how the changes may impact your business.

#### Learn More

Read [case studies](#) that describe how we have helped other businesses solve tough safety problems.

Review our [resources](#), including [articles](#) on common issues and links to other [websites](#).

See our [FAQs](#) for specifics on why you should hire us and other common questions.

# Case Study

## Identify sales leads



### **KEN FINDS PROSPECTS BY:**

- 1. NETWORKING WITH DECISION-MAKERS HE KNOWS**
- 2. PUBLICITY STORIES ABOUT HIS COMPANY**
- 3. BELONGING TO PROFESSIONAL ASSOCIATION**
- 4. REFERRALS FROM OTHER CONSULTANTS**
- 5. READS ABOUT NEW CONTRACTS**
- 6. SUBCONTRACTING FOR LARGER COMPANIES**

# Case Study

## Stay connected



### **KEN USES THESE WAYS TO STAY CONNECTED:**

- 1. INTERMITTENT PHONE CALLS**
- 2. INFORMATIONAL E-MAIL MESSAGES**
- 3. MAILS ARTICLES OF INTEREST**
- 4. MEET AND GREET AT TRADE SHOWS**
- 5. SENDS THANK-YOU NOTES**

# Case Study

## Sell, Deliver & Collect



**KEN HAS THE FOLLOWING SALES SUPPORT SET UP:**

- 1. SALES LETTERS STORED ON COMPUTER**
- 2. MAILING AND SHIPPING SUPPLIES**
- 3. FULL-COLOR BROCHURES**
- 4. PRE-WRITTEN E-MAIL MESSAGES**
- 5. BID AND PROPOSAL FORMS**
- 6. CONTRACTS**
- 7. PHONE SELLING SCRIPT**
- 8. CUSTOMER FOLLOW UP LETTER**
- 9. COLLECTION PROCESS – WHAT TO SAY WHEN**

# Case Study

## Manage your money



### **TIPS FOR MANAGING YOUR MONEY:**

- 1. TRACK CASH FLOW WITH QUICKBOOKS**
- 2. PRINT OUT QUARTERLY PROFIT & LOSS**
- 3. USE ONLINE BANKING TO CHECK BALANCE**
- 4. SEND INVOICES QUICKLY OR USE CREDIT CARD PAYMENT**
- 5. USE COST-SAVING TIPS**
- 6. LOOK FOR PROFITABLE ADD-ONS**
- 7. IN THE BEGINNING, TAKE AS LITTLE OUT AS POSSIBLE**

# Do-It-Yourself

## How Much It Can Cost You



1. **LOGO DESIGN - \$1000**
  2. **INCORPORATION - \$1500**
  3. **WEBSITE DESIGN - \$1500**
  4. **BUSINESS CARD PRINTING - \$150**
  5. **BUSINESS PLAN CONSULTING - \$2500**
  6. **BROCHURE DESIGN - \$750**
  7. **BUYING ALL NEW EQUIPMENT - \$1000**
  8. **PRINT OR BROADCAST ADVERTISING - \$2500**
- TOTAL - \$10,900**

# An Attractive Alternative

## The Ultimate Boomer Business Start-Up Plan



### **YOU RECEIVE:**

**222-PAGE PLANNING GUIDE & CD**

**3-HOUR MARKETING STRATEGY WORKSHOP**

**3-HOUR MARKETING IMPLEMENTATION WORKSHOP**

**1-HOUR ONE-ON-ONE COACHING**

**4 WEEKS OF SMALL GROUP PHONE COACHING**

**BUSINESS PLAN REVIEW**

**LOGO DESIGN**

**FULL-COLOR BUSINESS CARDS**

**WEBSITE DESIGN & COPYWRITING HELP**

# Downsized Managers Offer



**NOT \$10,000**

**NOT \$5,000**

**NOT \$1,000**

**JUST \$699 PER PERSON**

**APPLY AT [WWW.BIZSTARTERS.COM/OP.HTML](http://WWW.BIZSTARTERS.COM/OP.HTML)**