

COMPUTERS

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 on time, they hired a private, free-lance author to complete the job. He wrote it in two weeks. Need I say more!]

The second reason for the proliferation of self-employed individuals is the fact that more people are self-employed. Yes, you read me correctly. As more and more people become self-employed they need more self-employed individuals to complete some of their business responsibilities. Few small business can afford to hire all the talent they need. Therefore, other contractors are hired when necessary. The more people who become self-employed, the greater the need will be for services from other self-employed individuals.

Because of my personal interest in computer-based self-employment, and because I'm communicating with you over the fastest growing computer network, I thought it would be appropriate to examine some of the business opportunities which exist that can be operated from your home with your personal computer.

In conducting my research to prepare for this article I tried to identify those businesses which offer the most promise for success, as well as several novel ideas which (as an entrepreneur myself) seen most promising. There are no "get rich schemes" here, only legitimate business opportunities which can generate income. Naturally, you can opt to start a business on a part-time basis, or go for it and open full time. How much money can you earn? Well, that depends on a few factors, such as which type of business you select, where you locate your service, how good you are at selling your service, and how great the need is for what you offer. Some people encountered in my research were pulling in a six figure income. However, most people reported they were making a decent salary comparable to what might be earned if they were employed with some company. And when asked if they would trade a higher salary for working for someone as an employee, the majority answered with a resounding, no!

Following is a sample of the

opportunities I found to help you brainstorm business opportunities that might be right for you. My list is in alphabetical order and does not reflect any particular order of success. Most opportunities are self-explanatory and need no definition. However, some contain a definition if they are new or unique in nature.

- Accounting and Bookkeeping Service
- Apartment Referral Service (matching tenants & landlords)
- Billing Invoice Service
- Computer Aided Design and Drafting Service
- Computer Programming (for businesses and organizations)
- Data/Text Conversion Service (converting data and text from one format to another—i.e. IBM to Mac)
- Desktop Publishing Services
- Educational/Career/Employment Guidance Service (helping people select a career direction, appropriate school and training program, and/or secure employment)
- Employment Referral Bank (matching job seekers with available positions)

- Electronic Bulletin Board (collecting and distributing information on-line)
- Free Lance Writing Service
- Graphic Design and Illustration Service
- Mailing List Management Service (keeping mailing lists up to date for businesses and organizations)
- Newsletter Service
- Payroll Service
- Senior Citizen Monitoring Service (storing information on senior citizens and calling them each day to check on their health and needs)
- Talent Bank (listing of available talent in your area)
- Tax Preparation Service
- Telemarketing Service (using your computer to call potential buyers of a product or service)
- Telephone Answering/Message Service
- Training/Tutorial Software Development Service (creating software programs to train others in a subject or task)
- Word Processing Service

And the list goes on and on. As a matter of fact, I found over fifty different computer-based businesses in my research. If

you would like the full list, drop me a line via e-mail and I'll gladly send you the entire list.

So, where do you start? I would suggest a careful examination of your interests and abilities to determine which business opportunity is best for you. If this decision is difficult, I invite you to use the private counseling service offered by the Quantum PC and AO Career Center. Just select one of the time slots (see the Appointment Book) which fits your schedule and we can get together and talk.


Also, some research in your community to determine if your intended service is needed is highly recommended. If you're not sure how to collect this information, contact the Small Business Administration or Small Business Development Center in your area. They will help you gather this information free of charge. Reading a book or two on starting and running a small business would also be a good idea. Finally, you can further advance your changes of success by enrolling in a course on small business entrepreneurship. Such courses are often offered by high schools and colleges, check your local institutions for programs

available in your area.


Whichever business opportunity you chose to pursue, remember one factor. With each new technology a new wave of supporting businesses is created which can spell opportunity for self-employed individuals. For example, with the advent of the automobile, telephone, radio, television, printing press, and photocopier, millions of Americans found employment in providing services to people who wanted to use these new devices.

As the computer industry grows (and it will) and as it leaves its infancy, more and more businesses opportunities will open for entrepreneurs. Just watch Quantum grow in the next few months and you'll see what I mean. Keep your eyes and ears open, talk to others in the computer industry, read computer magazines, attend computer trade shows and conferences—make an effort to learn what's going on today and what's about to happen tomorrow. Then, make the decision to become part of the computer-based business sector that's out there today!

Want to touch the future? Then just place your hands on your computer keyboard!



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