

Home Sweet Home

15 Perfect Home Business Ideas
You Can Start On a Shoestring Budget



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Chapter 1: Introduction

Finding the Perfect Home Business

If you're one of the many people who are struggling to find a nice paying office job or perhaps one of those individuals who prefer working in the comfort of their own homes, there are a lot of options that you could choose from. Working a home based job isn't half bad. Although there are perks when it comes to working an actual job at an actual office, working from home comes with its own upsides as well. There are plenty of home based business opportunities for anyone. With the help of the internet, friends, and a lot of perseverance, you could turn a handful budget into a thriving business. When it comes to starting your own business at home, there are a lot of things that you need to consider.

The Budget

First there's the budget. Setting up a business always starts with the amount of money you have available. Well of course, you do need to have some sort of motivation or an idea of what your business is going to be. But then again, it all boils down to how much money you could shell out to start. Let's say you've got limited resources and got little to spare. It's really not a problem once you get your finances straight. After that, it's all about getting there, having your business kick started and working hard.

Skills and Abilities

Once you have established your finances, the next thing you need to do is take a look at your abilities and skills. What are you good at? Most of the time, you could make a business out of the things that you have expert skills in. Baking, for instance, is a good example of a skill that you could make a business of at home. Though it may seem like a cliché and like everybody has been there, done that, but there is still a good chance of making a large sum out of baking. It requires less money to start and you could easily back out if you don't feel like it is going anywhere without spending too much. This is just one of the many examples of home businesses that you could make simply by utilizing your skills.

Target Market

When putting up a business, you must always think of your target market. It is a very important aspect when running any type of business. Since you're going to be conducting business at home, you must thoroughly evaluate the bounds of your business. Think of the people who are going to be your customers and you can start from there. Once you acquire your target market, all that's left for you to do is make sure that your business runs smoothly and that your products and services are of highest quality.

This e-book will let you in on some of the most creative and realistic ideas on how you could start up your own business at home with just a

shoestring budget. Read on, be inspired and start your home business today.

Chapter 2: Information-Related / Online Businesses

1.) Online Vending

In this day and age, it's not surprising to hear about people buying stuff over the internet. It's a booming businesses and companies are making a lot of money out of it and so can you. It's easy, it requires the least startup capital, and it doesn't take much of your time. You could make your own website and sell your products from there. Or perhaps you could use one of those classified ad websites that will make it easier for you to sell your products. Here are some nice ideas on how you could start up an online selling business at home:

Picking The Right Product

The most essential piece in online selling is the product. What items do you think will sell out like pancakes? The number of choices can be overwhelming so you need to sit down and think things over. Choose a product that sells easily. Something that people need. Selling gadgets and other non-essential items can be a good choice but these products tend to sell over a lengthy span of time. This isn't something you would want to happen especially if you're on a short budget.

Choose Your Target Market

The buying public is basically made up of different age groups. Your product must be able to suffice the needs of at least one age group so as to have higher ROI (Return on Investment). Beauty products for instance are more flexible. You could sell them to young adults as well as those of a more mature age. It's basically this principle that will make your investment worth it. The bigger your audience is, the better sales are for you. Again, you're going to be selling your products online so this means a lot of people could access what you are selling which makes it easier compared to manually giving away adverts like flyers and pamphlets.

Go Social!

Probably the best way to sell your product today is through the help of social media. With tons of users logging in every single day, it's not really that hard to get your brand and product noticed. It's free, easy to use, and helps a lot in terms of advertisement and sales. All you need to do is to create a profile page for your product, include all the bits and pieces of information that you could put in, and start spreading the word. Start off by linking your product page with your friends, build a fan base, add more friends and share the links to your product. This will make it easier for people to notice your brand and product and will help you make a business as you work in the comfort of your own home.

Gaining Credibility

When it comes to selling products online, there's no better way of gaining credibility than to have user reviews and testimonials. It's these user comments that mean the most for your product. This will add legitimacy for your brand. Since new customers would have a basis for buying your product. If you've got good reviews, the better it is for your product and more people will be interested in purchasing from you.

2.) Web Developer / Website Creation

Back then, developing websites were left to people who really had extensive hours and intense programming courses. However, in this day and age, web development can be done by almost anyone who has access to a fully functional computer and fast internet connection. If you're a novice at this field, you could still make a business out of it. You could learn how to develop a website through online courses and tutorials. And of course, you need to have accreditation which is pretty important especially when you start your web development business. The next thing you need to keep in mind is the competition. You must be able to extensively network your skills over the internet. Finding clients nowadays can be tough but still doable given enough perseverance and knowledge.

Prospect Clients:

There's a lot of fish in the sea. There will always be people and businesses that need a website. Start off by scouting the people you know. Most of them might not need one at the moment but at least your spreading the word. Your next stop will be the local establishments and businesses in your neighborhood. If it's a small establishment, it's most likely that they don't have a website yet. Again, it all boils down on how you're going to market your business. There's a lot of competition and you need to have an advantage over them like providing better offers to your clients and providing good after-sales services.

Being a web developer at home won't cost you much money but will require you to spend a lot of your hours in front of your computer learning new codes. It's a fun job if you think of it. It's not too hard to get your business running. All that's really important is gaining the skills necessary for the business and finding the clients.

3.) Blogging

What Is A Blog And How Can I Turn It Into A Business?

A blog is basically a shortened term for "Weblog". It's actually a website that contains entries like articles and other content. A blog is fairly easy to do. There are most than 20 million blogs out on the internet and there's tons of new ones coming out each day. It's so easy that you could make a blog in less than 15 minutes. If you're going down the road of blogging you must ask yourself and understand the following:

How Can I Make Money Out Of A blog?

This is a pretty good question. How will you earn with a blog? Well, AdSense that is. Once your blog attracts a lot of visitors each day, you could enroll your blog into Google's AdSense. This will place advertisements on your blog which will let you earn. If a lot of people click on the ads on your blog or just simply by visiting, you could earn. It's not that much but accumulated visits and ad clicks can earn you enough money. Other than that, you could also sell some products and services if you have any. It's a matter of marketing once you get your audience lined up.

How Much Will A Blog Cost Me?

Basically, a creating a blog could be free. There are a lot of blogging platforms on the internet that lets you create a blog for free. Of course, free always mean limited. Although you could still have your blog up and running, it does not have that certain uniqueness and the ability to fully customize every single layout. Blogging platforms usually offer hosting services and domain names for a reasonable price. This means you could make a blog that's got a unique domain name and can only cost you roughly \$50-\$100 a year. That's a pretty decent price to start.

4.) Freelance Writing

Got the passion for writing and have your way with words? It's easy to make a business out of writing. There's a lot of options to choose from. You

could write contents for a website, write e-books, magazines, and much more. It's a profitable business, takes little expenses and you could write probably anywhere you like as long as you have internet connection and a computer with you.

How Can I Earn Through Writing?

Think about the possibilities. There's a lot of businesses near your area and all of them need quality content. The question isn't about why they're going to need to hire a writer but rather what they'll get when they do. If your target market is your local businesses near you, then you should prepare a very good proposal. Most of the businesses would turn your services down but let them know about the good stuff that's in it for them, they'll surely reconsider. You could also earn through writing online. There are a lot of people and companies that need superstar writers. Once you have a nice looking portfolio, it's easy to attract clients all over.

Online Freelance Writing

The internet has a lot to offer for freelance writers. Freelancing websites often show a lot of client job offers that need to be filled in. Your skillset allows you to gain bigger offers as you progress. You could stick to a fulltime employment or you could choose to do contract based projects. As you progress, you will probably face a lot of different writing styles, different types of articles, and a lot of employers. Just bear in mind that you are writing as a passion and not just for a job. Though your main aim is to do

writing as a business but doing it passionately is rather more productive and the results are always good.

5.) Social Media Marketing

Millions of people across the world are using social media. It's a cheap form of entertainment that everyone can enjoy. It's where people socialize. It's where people share bits and pieces of their lives with everyone they know. On the other hand, other than being a form of entertainment, social media has become a marketing paradise. Millions of businesses have been harnessing social media as an effective means for marketing their brand and product. Sadly, not everyone is familiar with how marketing works with social media. Now, that's where the fun part begins and an opportunity for you.

What Is Social Media Marketing?

SMM or social media marketing is another variety of internet marketing that is aimed to reach a branding or product goal. This often involves the use of various content, images, and videos over different social media platforms. Its primary goal is to spread brand awareness. Since social media is being used by real people, the likelihood of gaining real live visits from prospect customers are higher compared to other means.

How Can I Start Becoming A Social Media Expert?

It takes time to become familiar with how everything works. There are a lot of aspects to look into and each time social media platforms launch an update, there are changes that you also need to look into. So, what you need to do is to find an online crash course on social media marketing and study real hard. It's not much to ask since you're just staying at your home with the least expenses of course. And just like any other skill based information related job, you will grow as time progresses. There's no unlearning or forgetting what you have learned. Once you get to the point of becoming familiar with the process all that's left is to go up. It's a good paying business, doesn't take a toll on your budget, and last but not least, gives you more knowledge to grow in the industry.

Chapter 3: Service Related Businesses

6.) Food Delivery Service

This type of business is quite effective if you're located near offices and establishments filled with workers. Remember, not everyone has the luxury of going out for lunch just to grab a bite. Start out by scouting several offices in your location. Ask around and offer your services to employees within the vicinity. It will be hard at first especially if you don't know anybody in that location. Be friendly and talk to anyone. This is how it all starts. The word of mouth will later pass on a good word about your service. If you can manage, try to bring along some samples with you. This will pretty much

give the people there what you're offering, how much it costs, and how good it is. This often comes with a lot of persuasion. Although you wouldn't need it that much if the clients are satisfied. They'll come looking for you the next time around.

Check for any competitors and see what they're offering. This will give you the advantage over your competition for some time. On the other hand, if the other party is smart enough they'll soon catch up with a better offer to entice your clients to switch to them. Just prepare a counter measure. Do promos or add on a few extra. It won't hurt your budget. Although it might cost you a bit but it's worth more than what you'll earn.

Let Your Brand Be Known!

Once people get to know you and your services, all you need to do is to set a high level standard for the food and your delivery. It's the taste and on-time delivery that counts. Whatever you do, never be late. An empty stomach often cooks up an angry mind and a hungry and angry person isn't what you would want to deal with. Not only will you lose a customer but it will cost you your reputation as well.

7.) The Handyman Service

If you're pretty much a know-it-all kind of guy when it comes to fixing things, you could very well make it a nice business. There are a lot of homes that

need a helping hand every once in a while. Although this job is not for everyone. It takes a lot of skills and know-how to do some repairs. People who do this kind of job aren't afraid to face doing odd jobs like fixing a ceiling, fixing stuff down the basement, and just about anything that needs repairing.

Of course, at first you may need to have a handyman certification. Everyone who would want to have something repaired would want it done by a certified professional. Start out locally. You could start fixing your neighbor's broken stuff for a fee. You could do all these to create a portfolio for yourself. On the other hand, if you want to take an alternative route, you could always grab a handyman franchise.

Getting A Franchise

Certain companies that offer handyman services are open for franchising. If you have the cash to spare you could get a franchise and get going. Although this is a bit of the expensive route rather than running on a tight budget. However, this route gives you the advantage of its branding. Given that the company already has an outstanding background, all you need to do is uphold the quality of service and you're good to go.

8.) Landscaping / Lawn Care

Remember kids coming over to your place offering to mow your lawn for a small fee? This is the adult version of it. If you're good at landscaping, gardening, or perhaps you like a job that's more physical, this is it!

Landscaping and lawn care is basically doing the dirty work to transform a bare lawn into a beautiful, well maintained garden. This kind of service can be offered throughout the neighborhood. You could take pictures of your finished work, put it in a scrapbook and show them to your future clients.

It's a fun job! The more artistic you are the better the results will be. Your prospect market should first be your neighborhood. This way, you'd have less problems looking for clients. Other than that, there wouldn't be any issue with credibility since they already know who you are and how refined your work is.

Although this may not be the most profitable business out there but it sure is fulfilling. Think about this, you've got 30 houses in your neighborhood and all of them got lawns. Just imagine that each one of them would need to have their lawns maintained. You'd have a client for each day of the month. It's not that much of a hassle, gives you a lot of exercise, gives you enough money, and you could enjoy what you're doing.

9.) Tutoring Services

If you have the knack for teaching this one is surely for you. Surely there's a lot going on the internet that would make tutoring services a second option. However, for some people, tutoring service are a lot easier. The learning process is a lot faster. Teaching is of course, a lot better if someone is there with you while you study. If you're good at relaying information to other people this is especially made for you. However, you might need to get a certification before you could really practice tutoring at

a wider scope. But if you're simply starting up, you could always begin with a few students starting with your neighbors perhaps.

How Well Will Tutoring Pay Me?

It's all up to you. If your services are quite profound, you could charge a decent fee but if you're still priming yourself, you shouldn't yet put your hopes up of getting paid well enough. Well, it's all about practice and dedication. Just like how your teachers did when you were still in school. It's a matter of knowing how to handle people and convey learning as if you were just having a casual conversation. You could also expand and tutor people online. There are a lot of websites and people who are in need of tutoring.

10.) [Translator / Language Tutor](#)

Do you speak many tongues? If yes, this is definitely one that's worth your while. It's no surprise to see people from different countries trying to learn the local language. Being multilingual isn't something that everyone could do. It's an acquired talent that not all people possess. Other than being useful in its own right, you could use this multiple language fluency to your advantage. There are a lot of companies, as a matter of fact, a lot of people who are looking for individuals who could teach them a new language or two. The good thing about this is that this job pays well.

The best thing about this is that you could work from home without the need to go elsewhere. Just a computer, stable internet connect, and the

ability to speak fluently different languages. Working from home as a translator for a foreign company is one thing that will land you a nice pay. A lot of companies are always in search for people who are fluent with different languages. These people are essential especially when companies make arrangements with foreign clients.

Well of course, you do need to become familiar with different languages first before you could become a translator. Not just word for word translation but the local dialect as well. Companies would gladly pay anyone who is really good at translating.

Chapter 4: Fitness / Beauty / Health Related Businesses

You'll be pretty surprised to find out that there's a lot about beauty and wellness that you could make a business of simply at home. There are plenty to choose from, whichever suits your skills, personality and passion. These kind of jobs normally require a prerequisite which is the eagerness to achieve and share beauty and wellness to everyone. Not only are you imparting your skills and passion, you're also sharing that fulfilling experience of looking and being healthy and beautiful.

11.) Yoga Instructor

Yoga is basically a practice of self-discipline or being able to control one's physical body achieving a calm and relaxed state of mind. Being a yoga

instructor can be made a home business that you will surely like. Most people nowadays are too stressed with work, frustrated, and tired. The sad part is that not everyone could easily overcome the problems that life has to offer. The good part is when you come in. As a yoga instructor, you're not just teaching people to control their bodies but also teach them how to ease their minds. And of course, you could make good money out of this business. If you're hesitant of going down this path, think about how you could help people. This is more of turning passion into a business and one that helps others.

Stress Relief

A tough workweek could do so much for a person let alone do the same job over and over for a few years. It really puts a toll on anyone which is why most people turn to yoga. With yoga, people learn how to control their breathing, meditate, and relax. It's a common sight to see people going out once in a while for a drink to unwind and relieve all the stress. But does the stress really go away after you've bathed yourself in alcohol? The answer is definitely no and most likely you'll earn yourself a nasty headache. You could be that person who could bring about a change in these people and help them unwind and learn to relax in a less damaging way. Self-discipline has always been the best way to control one's stress. If you're already an expert at meditating and know yoga, you could easily turn your experience and knowledge into a self-made business.

12.) Home Beautician

This home business aims to bring out the beauty of anyone. Why engage in this kind of business? First off, this business is based upon your skills. This means the more talented you are at doing makeup, getting nails done, and basically anything related to beautification, the more qualified you are to become a home beautician. You need not have a degree of any sort to become one. There are a lot of online courses on how you can learn the basics and the more intricate methods of making anyone beautiful. This of course, is not limited to makeup application or manicure and pedicure. This is a broad kind of gig that could include hair removal, body piercing, foot and hand massage, and more.

Will I Prosper In This Kind Of Business?

There's a lot of money in this kind of business since everyone at some point would want to have their hair, nails, skin, and just about any part of their body done. The idea is to first learn how things are done, what equipment you should be using, and being familiar with this kind of industry. There are a lot of makeup artists that have become famous with their profession and so can you. Learning is the easier task but the actual work can be a bit of a challenge for those who are untrained.

How Much Will It Cost Me?

If you're going to focus on being a makeup artist you may need to shell out a bit of cash for the equipment. However, unlike any other type of business, your equipment doesn't get broken or would need upkeep. Makeup doesn't run out fast and you'd already have a lot of applications before you could use up a whole kit.

13.) Personal Fitness Trainer

Let's face it, there are a lot of people who are in need of help. The kind of help that ends up with being physically fit and healthy. Have you ever encountered a fitness trainer before? It's easy to know why people hire them in to begin with. These people are physically fit and they have their body to show that. No questions asked. You should be one too! If you want to pursue this kind of business, you must first invest in yourself. There's no product here that could help you out that much but simply yourself. Fitness trainers are adept in the field of physical fitness.

This business can be a high paying one if you know how to pick your clients. Although it's not all the time that you could encounter a good tipper but you'll encounter one every now and then. Aside from being a fun business, this also lets you stay healthy yourself. Just remember, being a personal trainer is somewhat being an inspiration, a role model that your clients would look up to. You don't really need to invest a lot of money in becoming a fitness trainer but rather a lot of your time. But if you're stuck at

home with nothing else to do but spent your time, this will be the perfect opportunity for you.

14.) Massage Therapist

To become a massage therapist you must first acquire certification. Health regulations normally require this if in case you run into some problems with your clients. A home based massage therapist is a nice business to start especially if you're familiar with this field. You could startup within your home letting your clients enjoy a relaxing massage. This will cut costs down drastically. Just be sure that you do make a room in your house that's suited for this business. You may need to invest in a massage table that's specially designed to be used for massage sessions. Oils and other essential items like scented candles are also part of your expenses.

If you're planning on putting up a small massage business within your home, it's best to have someone to assist you. Train someone that you know who's willing to do the job. Later on more and more clients will pour in depending on the quality of services you offer.

15.) Beauty Adviser

Most people face problems with their looks, their style, and choice of clothing. It's a normal situation for any woman to encounter hours and hours picking clothes in the closet only to end up not picking anything. You

can harness this indecisiveness as an opportunity for you to put up your own beauty adviser business. You could tell people what and what not to wear, how they style themselves and how to look extremely gorgeous. Of course, you need to have an in-depth understanding of how the fashion world works and how you could apply it to your business. Be creative, embrace the trend, and stand out. It's a matter of creativity that this kind of business will prosper.

Chapter 5: Conclusion

Staying at home does not necessarily mean that you could not earn any money. There are a lot of opportunities to earn good money all within the comfort of your own home. With the help of the internet, there are a lot of things that you could do. There's definitely at least one type of business that's suitable for each person. All that's really required is the following:

Creativity And Ingenuity

When it comes to building a business, it always starts small. It's advisable to start with minimal capital so when in the worst case it fails you won't fall that hard. Also, even if you start small, you must always dream big, be creative, plan ingenious methods on how you could expand your business and prosper. Many successful entrepreneurs have started out their business in their own garage or their backyard and made it big-time. In any business, what's really needed is the capacity to be creative. Explore uncharted territories and formulate unique ideas and put them into action.

Capital

Let's face it. These days' it's pretty hard to start a business without any capital. Before you jump right into a business you must evaluate your financial capacity. Ask yourself how much can you spare? How much money do you think you could acquire? These are just some of the many questions that are involved in raising capital for your business. Beforehand, plan the things that you would like to do.

Perseverance, Passion, And Will

These three things are the most important factors of all. Putting up a business requires the willingness to take risks. Passion is also important. Businesses built with passion often succeed especially if the entrepreneur who founded it is has the will to carry on whatever the circumstances may be.

There's basically nothing that could stand in your way in terms of building a business but yourself. Evaluate your skills, continue to learn and grow, become what you want to become and do the things that make you happy.