



**How-To Start
Your Own
Highly Successful**

Home Typing Or Secretarial Service *The Processing Of Words*

By Louise Lefler

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Introduction

Hello, my name is Louise Lefler and I have a successful home typing business.

What this book is about is taking your talents and applying them to your own work at home typing business.

These are good reasons why every person considering a home business should reflect on establishing a typing or secretarial service;

To make more money at home;
to have a recession-proof business;
to be your own boss;
and to have low investment with good profits.

This writing provides all the secrets on how to:

Get started,
set up your business,
promote your business with no or low cost,
obtain free advertising,
get clients,
set rates for your work, and more.

This book can be your reference manual for starting and successfully operating a home typing, resume or secretarial service business. Whether you already have a typing business or plan to start one, you will find this guide to be the best available.

My book provides step-by-step guidance on starting your successful business, including everything from explaining the benefits to getting clients, also, how much to charge, advertising and promotion, business letters with samples, and much more.

Many people cling to the idea that their dream job would be a home based business. For after all, we all like the thought of getting up and not having to face the traffic jams or the boring commute into the office each morning.

On the other side of the coin, if your a mom, like me, I am sure that you have had to nag the kids to get the homework done. Then even when they do finally settle down to do it - it's usually in front of the TV or with a pair of headphones on and that you can still hear the thump thump thump from across the room.

Still, with all the disadvantages of working a home, I have found the rewards can be far more beneficial.

I recently heard a young woman say that being called a "work at home mom" was professionally demeaning.

While, my preliminary reaction was to automatically nod agreement, after all I am a professional not just a bored housewife experimenting with a hobby"

Yet, with reflection, I came to realize that I disagree with the thought of. working from home as "professionally demeaning!"

I will admit that working out of your home while caring for children can make for some unique, and comical situations. Yet let's face it, just how professional can you be when much of your work is done with a toddler in your lap? And that is, after all, one of the great benefits of working at home.

Sometimes we just need to keep things in perspective.

The important fact is, that I know that the work that I do is top quality, and I don't worry as to what others think of my work situation.

I wish you the best of good fortune and happiness.

Louise Lefler



Why A Home Typing Service

Every day, in every part of the country, there are stories of both men and women that are successfully marketing a home-based typing or/and secretarial service.

Most of these people have no great ability. Many of them may have just wanted to do something with their hands, or their leisure time, while others had enough imagination to recognize they were developing a business that can become a highly paying proposition.

You are now probably asking if you can use your own talents, large or small, to build up an impressive bank account, but still remain at home and care for your family! The answer, or course, is a resounding "YES!"

People that have succeeded in building a typing service at home know that it is a unique and stimulating experience.

And, for those who manage to survive and prosper the first uncertain year have done so because they made sound plans based on finding out what people need, and then supplied it at a price they would pay.

There's fast Money for A Needed Skill

A home typing business is one of the most lucrative types of businesses you can start out of your home for almost next to nothing, while money can be made immediately.

The biggest problem most home typists are confronted with is not how to get enough business, yet how to prevent obligating themselves to type more than they can handle!

There are a great number of home typists who earn \$2,500 or more per month. Many of them started their business as a part venture while holding down a full time job.

The available number of prospects are staggering. If a person were able to contact them all and get them as clients they would have so many possibilities for typing that they could not handle a fraction of the work.

You may ask, if the demand for service is so great why are more people not into the home typing business? Most people who think about starting a home typing service do not know how to begin.

There has been little counseling in this area, and books on the subject are either out of print and therefore hard to find or are years old.

Those who try to start a business, whether typing or a different venture without knowledge of how, what, where, when and why usually fail.

To do a professional job, that people are willing to pay for, you must learn all you need to know about that business.

Bear in mind, to start a business and be successful requires knowledge. This book covers everything you need to know to start and operate a successful home typing business, also it is presented in a clear easy-to-understand text that will have you making money in a matter of days!

Typing clients come from a broad cross-segment of people: businesses; individuals; older, as well as, younger people; and both men and women.

The possibilities are limitless, for as a home typist you possess a skill that is in a higher demand today than ever before.

Most skilled typists work for half of what they could get if they had a typing business of their own. Conversely most employers pay more for secretary and typist employees than they would if they used the services of an outside typing agency.

Although an employer pays a secretary or typist employee less salary than he or she would pay for your services, the employer has other employee expenses that they would not have if they contracted just for their typing needs.

The reasons are plentiful, as the employer has furniture and office equipment expenses, along with rent, matching funds for the employee. Additionally, social security payments or some other retirement plan.

Then there is, vacation pay, costs associated with absenteeism, medical insurance plans, and accounting and payroll expenses.

You can see that when all these costs are added up the employer pays more for an employee than they would pay you. This fact works to your advantage and this book tells you how to turn such information into money making advertising.

Some small businesses are a prime target, particularly those just starting out, as they cannot afford to hire full time secretaries.

They are your prime targets for your business advertising. Getting them as clients is almost as easy as falling off your trusty computer chair.

On the other hand, if they do not know your services exist, obviously their business won't be yours.

This is where advertising can pay fabulous dividends, and this book will tell you how to cost-effectively get the word out and take in the profits that are just waiting for you.

Other than businesses, students and educators need your services for term papers, reports, and other needed writings.

People who are looking for, or are in the midst of changing jobs need résumés typed.

Writers or authors are looking for typists to put their books, essays, articles, or short stories into neat printed pages.

Organizations, clubs, and churches need important letters/reports/flyers and newsletters typed.

In fact, businesses along with individuals need many of these very same things typed. As you can realize the list can go on and on!

You have the skill to satisfy, their needs and at a price that will reward you a handsome income.

If you follow the advice given in this book your typing business can be more successful than you may have imagined and with all the comfort and convenience of home.

Of course, a home typing business will not make you a millionaire, and any such claims are pure bunk. However, a home typing/secretary business will provide you a steady, reliable income for as long as you want to in the business.

The ability to be able to earn good money working For yourself at something you enjoy and can be proud of is a great feeling.

Being your own boss, calling all the shots while making money through your own efforts are incredibly rewarding. The effect is hard to compare to any other emotion.

After reading this book, you can put into practice the guidance and be very successful, yet with effort and a confident attitude you can create far more income than you could get working as a secretary or typist for an employer.

The simple point is there is undeniably no shortage of clients out there eager to give you their business.

Do You Really Want To Start Your Own Business?

First, stop and think, do you *really* want to be your own boss! Maybe you're tired of taking orders from someone who doesn't know as much as you do about your job or tired of fighting rush hour traffic or disgusted with office politics.

Perhaps you are convinced you can make more on your own than you can working for someone else or you just want to bring in a little extra money to pay for a few luxuries in life, or your family really needs two incomes and you don't want your kids to be latchkey kids.

Whatever your reason, being your own boss can be personally and financially rewarding--that is, if you come up with the right business idea.

Consider:

Is this something you know how to do and can do well.

Is something you genuinely LIKE to do and wouldn't mind doing day after day.

Is this something with a broad enough appeal to sell on a steady basis.

Can your service be sold at a price that will cover all of your expenses and overhead plus return a healthy profit.

Can your service be started with a small investment.

Do you have or can you raise sufficient funds to get your business started and keep it running until it becomes a profitable venture.

Before starting out, list your reasons for wanting to go into business. Some of the most common reasons for starting a business are these:

The RIGHT Reasons:

You want to be your own boss.

You want financial independence.

You want creative freedom and independence.

You want to fully use your skills and knowledge.

I have a really good idea and I think it's a moneymaker.

The WRONG Reasons:

I just want to make lots of money.

I want to make lots of money with little effort.

I can't get a job.

I want an the easy life of an entrepreneur.

To start a business, any business, you must be passionate about two things; controlling your own future, and have a firm belief in yourself.

Then you **must** believe also that the home cleaning business is right for you and you are right for it.

Getting Started

Obviously the first and most important consideration, whether it be writing, exercising or beginning a business is getting started.

Getting started in the home typing business is not hard or expensive. Nevertheless, there are a couple of personal attributes the prospective business person must possess.

Despite the availability of quality software, not surprisingly, you *must* still have the ability to type on a keyboard well!

There is a difference between having an ability to type - and the "two-finger" typist. Although, there are a few "two finger" typists who can type as fast as a typist who uses all fingers.

Most people type relatively slow. In the beginning, brush up on your typing skills and you will be well geared up for your new business.

Further, you must have a strong desire to make your business succeed and faith in your abilities to carry out your wants.

You've conquered your first barrier with the purchase of this book. You can read, study the enclosed information and at the same put the knowledge to work in establishing and running a successful home typing business.

While this may seem like a strange thing to say, people acquire specialized knowledge that they may never use.

The real estate profession is a good example. Of the thousands upon thousands of people who go to school and obtain a real estate license over ninety-five percent never sell real estate! A terrible waste considering the monetary aspect as well as personal time spent in the training and studying.

Organization

An absolute **MUST** is the mastery of the art of organization. Of course there are tools that can help, including all of the office gadgets that keep you organized and software for maintaining your files but you need to know where to go to find them.

If someone brings you a rough copy with chicken scratches all over it you will need to patiently, diplomatically, and calmly be able to ask the client - "What's this?".

Also, you should be able to quickly and effectively examine a document and make the final corrections so that the document is the piece of quality work the client will willingly pay for.

While today's software helps, you will need to be competent at correcting grammatical errors as well as editing for some clients.

Know that if a client finds one error that may well be the end of your relationship. You must be extremely detail oriented.

It should go without saying that speed is often of an essence, that is, if you expect to be paid well for your time.

A well paid and sought after typist takes a leadership role in creating the perfect layout for their client.

Use what knowledge you possess to get your foot in the door of certain sectors.

Let's say, you have worked in the financial arena, initially seek out those types of clients they will see the benefit of not having to explain certain terms and knowing some of the inside information that they are so familiar with.

Naming Your Service

Selecting a Business Name

There is no doubt that a poorly chosen name for your business can be a liability, a marketing stumbling block, even to a small home typing service.

Your company's name should summon up the right image, it should set you apart from your competition and communicate something about your product.

Without question, naming your business can be monumental. You might think it would be an easy task, but between having a unique memorable name and staying within guidelines, name selection can be tough.

A business name can be as simple as "(Your Name) Typing Service," or something more elaborate, reflecting your type of services.

The name you choose should: be painless for customers to remember, not remind you of another service's name, also make a personal statement.

In General

There is no doubt that a poorly chosen name for your business can be a liability, a marketing stumbling block.

Overall, your company's name should summon up the right image, it should set you apart from your competition and communicate something about your product.

To decide upon a name, write down a brief description of what your business does.

What sets your business apart from the competition?

What are the benefits to the customer?

What would you like the name to accomplish?

Now try to visualize what type of name would appeal to your target market.

Then list the names of your competitors. Try to analyze what you like and dislike, what works and what doesn't work among these names.

Think about how your chosen name will look on a business card or in an ad. Ask yourself:

What does it impart to potential customers?

Does it transmit the essence of your business?

Does it remind them of the benefits you're able to provide?

Does it leave them with the right image?

Consider all these factors and you should be able to find the perfect name.



Thanks for reading these brief few pages, of one of the most successful and original career course manuals available on building your own home-based *Typing & Secretarial business.* Learning from an established professional is the best way to starting your own profitable home business.

If you'd like to consider the complete course, [click here...](#)

For information on our other career courses go to either anezbizz.com or ahow2.com

Note: To read another *sample edition* of our famous home study courses follow this link... [Learn](#)

Whatever, your decision may I talk this opportunity to wish you the best of good fortune, and remember, don't leave your future to *the whim of others.*

Your friend;

Joe Myna