

# How To Start A Lucrative Online Service-Based Business TODAY

• **MORE CLIENTS** •

— EVERY  MONTH —

Are you sick of your day job but suffer through it day after day because you see no way out?

Do you dream of starting an online business so you can finally quit your 9-5 and live the life you always dreamed of?

Or are you just looking for a way to make extra money? Maybe you want to save up for a family vacation. Or buy a car. Or take a class.

No matter what your end goal is, starting an online service-based business is the stepping stone you need to get there.

What do I mean by “service-based business?” I mean coaching, consulting, or some kind of freelancing like web design, writing, social media marketing, and more.

With a service business, you can...

...do what you love and actually get paid for it.

...be 100% in control of your hours.

...and start making money TODAY.

And eventually — if it’s what you want — you can even quit your day job and finally start living your dream life. The best part?

You don’t need a “million dollar idea.”

You don’t need a fancy website.

You don’t need a blog.

All you really need is something you're passionate about and the desire to change other people's lives for the better. And then you need a reliable way to generate a list of people who are willing to pay you for this service.

**You see, I believe that everyone has a lucrative service idea within them. All you really need is the will and the desire to go after it.**

And that’s what I’ll help you do in this worksheet. I’ll walk you through how to come up with the perfect idea for your service business. And then I’ll show you how you can start making money with it.

So, let’s get started!

## How To Find An Idea For Your Service Business

How can you find an idea for your service business? You just need to ask yourself three questions:

### **Question 1: What comes easy to you that other people struggle with?**

You might not realize this, but I can almost guarantee it:

**The things that come easy to you are NIGHTMARES for other people.**

Maybe you have a beautifully-designed home. Guess what? There are plenty of people out there (myself included) who have NO CLUE how to decorate their home.

Maybe you have a well-trained dog. Well, believe it or not, there are SO MANY PEOPLE who don't even know how to walk their dog on a leash without it pulling their arm out of its socket.

Maybe there's a specific topic that your friends and family are always coming to you for advice about. Or maybe there's a question that your colleagues ask you over and over again because they know you're the go-to person to answer that question.

The point is that there are things that come naturally to you that other people are struggling with. And you can start a service business based on those things.

**So, what comes easy to you that other people struggle with? Is there a specific topic that people always come to your for advice about or help with? Write down all of those topics or questions in the space below:**

## **Question #2: What are you passionate about? What hobbies do you pursue in your free time?**

Believe it or not, one of your hobbies or passions can actually be an idea for a service business.

Maybe on weeknights, you enjoy preparing a home-cooked meal for your family. And after years of practice, you've perfected the art of preparing a home-cooked meal in 30 minutes or less.

Maybe on weekends, you enjoy hiking or spending time in nature. And now you have a portfolio of all the beautiful photographs you've taken.

Maybe you love creating scrapbooks to commemorate special events or unique experiences.

These are things that you do every day or every week that you probably don't think twice about.

Guess what? There are people who are trying to do these things, but just can't figure out how.

There are people who eat take-out every night for dinner because they think, "I don't have time to prepare a healthy, home-cooked meal."

There are people who see photographs of your outdoor adventures and think, "I wish I could take photographs like that!"

There are people who just don't think they're creative enough to scrapbook, so the photographs and mementos from their special life events just sit around gathering dust.

These are things that you can help people do — and actually get paid for it!

**So, in the space below, list the things you're most passionate about and the hobbies that you pursue in your free time.**

### **Question #3: Do you see other people offering services online and think to yourself, “I can do that, too?”**

Another source of inspiration for your service business can be... OTHER service businesses.

As a matter of fact, this is one of the reasons why I started Social Triggers. I saw the advice other people were offering about blogging online, and I thought to myself, “Hey, I can do that, too! Heck, I can do it even BETTER!”

I bet you already spend a lot of time online scrolling through your Facebook newsfeed, watching YouTube videos, scanning Pinterest, or Googling things that interest you. And if you do, then I know you’ve seen ads for things ranging from “how to create Facebook ads” to “how to transition to a plant-based diet.”

So, think about...

**Have you ever come across someone offering services online and thought to yourself, “I can do that, too?” Write down those ideas in the space below. And if you’re still struggling with this, skip ahead to page 12, where I share “16 Service Business Ideas You Can Start Today” for inspiration.**

By now, you should have a list of ideas for your online service-based business. But you’re probably thinking, “how do I choose the right one?”

So, here’s what I want you to do:

**Read through all of your service-based business ideas and write down your 10 favorite ideas in the space below:**

After you have a list of 10 ideas you could see yourself pursuing, you want to figure out if that idea is profitable.

How do you figure out if the idea is profitable?

It's simpler than you think...

All you have to do is go to Google, type in your idea, and see if other people are offering those services!

I know this may seem counterintuitive, but competition is a GOOD thing. If there's competition for what you want to pursue, then that means that there's a market for it. If there's no one else offering it, then it likely means that there isn't a market for it.

Make sense? Great!

Now that you have an idea for your service business, you're probably wondering, "What's next?"

## **5 Lucrative Business Models for Service-Based Businesses**

Well, the next step is to just do it! And to help you figure out how, I want to share the **5 Service Business Models** you can use to run your service business. They are...

- 1. The Hourly Model**
- 2. The Retainer Model**
- 3. The Project Model**

#### **4. The Monthly Model**

#### **5. The Performance Model**

How does each model work and how can you take advantage of it?

Let's break it down...

##### **The Hourly Model**

The Hourly Model is when you charge clients by the hour. This is a good way to get started. It's also a good way to test the waters.

As a side note: If you go this route, don't charge people what your current hourly rate is at your job. In general, an hourly rate you get as a "full-time employee" is much lower than that of a coach or consultant. A good rule of thumb is this: charge between 2-4 times your "employee" hourly rate.

##### **The Retainer Model**

The Retainer Model is very similar to the Hourly Model. The difference? With the Retainer Model, you persuade people to buy a block of hours up front. And when those hours run out, you ask them to buy more hours. This is great because it helps you create an ongoing revenue stream. Plus, you don't have to constantly look for new clients.

##### **The Project Model**

With the Project Model, you charge your clients a flat fee for a specific project. This is also a good way to get started. And when you're pricing this, you always want to think about the value you provide versus the hours you're going to put into the project. Then, charge for that value.

##### **The Monthly Model**

The Monthly Model is my personal favorite way to start a business. Why? Because once you land your first client, you keep getting paid from that same client. This is great if you already have a full-time job, too. It allows you to still work your full-time job and have just one client on the side. So, you can focus on doing both things at once and you're set.

This is what I did.

Before I quit my job in Corporate America, I started working with a software company. They paid me around \$6,000 per month for content marketing related services. And eventually, it increased it to around \$8,000 per month.

It was great because I was able to generate substantial revenues from just one client. And it was regular, recurring payments for ongoing value.

### **The Performance Model**

With the Performance Model, you get paid when you get results for a client. It's like working for a commission. You may ask for an upfront fee, but you always get a percentage of ongoing results.

And that's it for this worksheet!

I helped you find an idea for your service business. I showed you how to figure out if your idea is profitable. And I introduced the 5 Service Business Models you can use to run your service business.

And that's a great start!

In the next video, I'll share the **3 Phases of Client Acquisition**. More specifically, I'll talk about the 3 phases of a service business and how to figure out what phase you're in so you can get the clients you want to work with.

So, I'll see you in the next video!



## **16 Service Business Ideas You Can Start Today**

### **1. Meal Prep / Diet Help**

People WANT to eat healthy. But most people don't have time to meal prep — or they just don't know how. Maybe you've had success with diets yourself. Maybe you recently figured out how to make a vegan diet work for you. How about sharing your experience and offering a meal prep or meal plan service?

### **2. Style Consultant**

Everyone wants to look their best. But let's face it: some people just can't pick the right outfits. Or they never try something new. Or they don't know what looks best for their body type. Or they mix and match and... well, it just doesn't work. If fashion is your passion, and you've got an eye for it, this might be your chance.

### **3. Marketing Consultant**

Today, there are more new businesses and startups than ever. And they all need to spread the word about their products. If you're an experienced marketer that can deliver results, you can offer your services as a marketing consultant. This space is crowded, so be sure to specialize. Maybe it's branding, maybe it's on-site SEO, or maybe it's Facebook ads

### **4. Career Coaching/Resume-Writing Service**

Maybe you work in HR, so you know first-hand what recruiters are looking for. Or maybe you've just always been able to make your resume stand out and get the interviews you want. Do you think people would pay to get a resume that gets noticed? Yes! They do all the time. So, you could start a career coaching or resume-writing business.

## **5. Tutoring**

Are you good with kids? Or just very patient even with adults who want to learn? Look, you don't have to be the world's foremost expert to teach. The "best" teacher is the one who explains clearly, not the one who knows the most. Math, Physics, Chemistry, a foreign language... these are all subjects students struggle with. Which means it's an opportunity to start a business for you.

## **6. Professional Organizer**

Love to organize, file, and tidy? If you're a master organizer, you probably know that most people have a hard time with it. You can help them. And boom, this might be your service business idea.

## **7. Travel Organizer**

I hate booking flights and hotels. But that's just me. Maybe you love finding the best deals, researching hotels and finding the best attractions around the world. If that's you, you can offer a service as a travel organizer.

## **8. Computer Lessons Or Repair**

My mom has an iPhone, but she's always asks me how to use it. And to be honest, I rarely have the patience to explain it. It's frustrating for me and for her. If you're patient and a techie... You could offer a service that shows people how to get the most out of their technology.

## **9. Translation Service**

Do you speak a foreign language? Lots of small businesses and individuals need official documents translated. Doctor's notes, wills, letters, birth certificates, and more. Why not put your language skills to use and make some money? You can start today.

## **10. Catering Service**

If you're a master in the kitchen or you just love to cook, then this might be the service business for you. You don't even have to be a professional chef!

## **11. Home Entertainment Installation**

A novice trying to set up a home entertainment system can be a nightmare. Too many devices, cables, and wires. And then it still doesn't work. If you know your way around TVs, amplifiers, speakers, etc. this is a service business idea for you. Tell clients what to buy, where to buy it, install and get it up and running smoothly.

## **12. Home Decorating / Interior Design Service**

Just like clothes, everyone wants their home to look beautiful. If you love decorating your own home and get compliments for it from your guests, this might be the opportunity for you. How about picking furniture, color palettes, decorations for others and getting paid for it? You can start today.

## **13. Transcription Service**

Videos, podcasts, speeches, meetings. A lot of this content needs to be put in text form for the web. If you're a good writer, type fast, and know your grammar, this is a service you can offer. And as you get more clients, you can turn it into a full-on transcription service business.

## **14. Web Design**

Businesses, musicians, brands, local stores, barbers, nail salons... They all need beautiful websites. If you're a web designer who loves working with clients and creating awesome websites, you can get your own clients today.

## **15. Party & Event Planning**

Are you a planning and scheduling genius? If so, here's a service business opportunity for you: event planning. Weddings, birthdays, anniversaries, networking events, you name it. As an event planner who takes charge and keeps track of everything, you're offering a valuable service.

## **16. Dating Coach**

Despite countless dating apps and websites, men and women are struggling to find the right person for a relationship. And maybe you can help... Maybe you've made some relationship mistakes in the past. Maybe you've read lots of books on love and relationships. Whatever the case may be, you know what it takes to attract or keep a significant other. If so, it's an opportunity to make money and a real positive impact in the world by sharing your experience.