

Chapter 4

BED AND BREAKFAST

Parlay This Bed & Breakfast Concept Into An Income-Producing Business!

There's an exciting new down-home kind of business springing up among homeowners all across the country and it's called Bed and Breakfast or B & B!

Bed and breakfast accommodations are a transplant of European Hospitality, adapted and refined to the American way of doing things. To foreign visitors, it's the comfort and hospitality of home; staying overnight *with people of the land* and enjoying a hearty breakfast without the traditional gaudiness and plastic feeling visitors get while staying in most large cities in the United States. To U.S. citizens, it's a welcome alternative to the same old hotel/motel circuit.

All it takes to start your own bed and breakfast business is a spare bedroom, a good cook, and an outgoing personality. Prices per night range from a low of \$75 to \$125 or more.



If you have an extra bedroom, a large home, or extra space in your farmhouse, you have the necessary beginnings to start making extra income as a **Bed and Breakfast Inn**. One of the beautiful aspects of this idea is that so long as you're hosting *overnight visitors* on a small scale, no licenses are usually required. However, it's always best to check with local authorities just to be certain.

Naturally, your visitors will expect a clean, neat, and comfortable home. Assuming that your home meets these prerequisites and you have a spare bedroom, simply dress it up a bit by painting it with bright but comfortable colors. Make sure it has an exterior window, lots of space, a closet, a bureau, perhaps a small writing desk, and a large comfortable bed or twin beds. To ensure a comfortable sleep for your guests, mattresses should be relatively new and exceptionally comfortable without rips, depressions, broken springs, sags, or other defects. Bedding, including pillows, pillow cases and sheets, blankets and/or comforters, should be new, attractive, and of excellent quality. Much like a telephone, a television set is optional – some B & B's pride themselves by offering accommodations without modern conveniences – the choice is yours.

Make certain that you have sufficient parking spaces for guests, clearly identified as such, and offering easy access.

Most visitors may expect and appreciate a quick tour of the interesting sights in your area. As your reputation as a B & B host grows, you'll find that many tourists and traveling business persons will begin availing themselves of your hospitality. Accordingly, it won't always be necessary to give visitors the red carpet treatment.

The basic appeal of a bed and breakfast inn is that travelers seem to appreciate a quiet home-style place to stay. Generally, they enjoy visiting with people some distance away from superhighways and want to get away from the sterilized atmosphere and sameness of hotels and motels.



Chapter 8

GIFT BASKETS

Anyone, Young Or Old, Can Produce These Gift Baskets And Make Big Profits!

The gift basket industry has exploded over the past few years and continues to be a consistent money maker. In many ways, it's the ideal business in that you can operate it from your home. It's an extremely inexpensive business to start and you only need supplies and a marketing budget. The product is in demand. And who doesn't like getting an artistic basket with fresh fruit, candies, or cheeses? Competition isn't much of a problem and you can easily set yourself off from the rest by producing specialized types of baskets. It's a dynamic business that is changing and developing with the times.

One of the newest developments is the CANDY FLOWER BASKET. This is a new type of gift basket that will definitely set you apart from your competition. It's very artistic, creative, and pretty, too! The Candy Flower Basket is easy to make and will turn heads wherever it is given.



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HERE'S WHAT YOU NEED FOR A CANDY FLOWER BASKET:

1. A basket, approximating the size of a medium to large flower pot.
2. A large piece of flower arranging or art Styrofoam, large enough to fit the bottom of the basket, filling it and reaching up to about 3 inches below the basket lip.
3. Plenty of stiff, green wire used in flower arranging.
4. Green flower tape.
5. 2½-inch long green wood sticks, pointed at one end, blunt on the other.
6. Thin wire.
7. A good supply of differently wrapped hard candies, preferably having colorful wrappers - yellow, orange, red, pink, and other flower colors are best.
8. Lots of bright, colorful cellophane sheets (green and red, especially).

Many of these supplies can be found at craft stores or flower arranging supply stores.



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FIRST, MAKE THE CANDY FLOWERS

Cut the stiff green wire into 1 foot lengths. Make about 15 for an average size basket. Sort your candies by wrapper color. You need 5 or 6 candies per wire. Take one of the candies and hold one twisted end of the wrapper against the end of the wire. Wrap the green floral tape tightly around the wrapper and wire a few times. Don't tear the tape.

Chapter 10

CATERING SERVICE

Here's An Opportunity For Great Wealth With Your Own Catering Service!

Those having money seem to be on a binge to prove their status and flaunt their wealth by staging large, catered parties. As a matter of fact, in some circles of affluence, a party or social get-together isn't considered an event of any significance unless it's a catered affair.

With the same kind of reasoning, businesses of all sizes are using catered lunches, cocktail parties, and dinner meetings to build their images and increase company sales. It's a matter of keeping up with the competition by promoting a company and/or product.

On a smaller scale, more and more working mothers are paying to have catered birthday and graduation parties as well as wedding receptions. If she's working outside the home, today's mother just doesn't have the time or energy to plan and stage a memorable party. In addition, working mothers often feel a little guilty about time away from their children because of their jobs. Accordingly, they're ready and willing to make it up by paying for a lavish party the child is sure to remember for many years.



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Caterers handle everything from birthday parties for children to breakfast in bed and intimate candlelight dinners for two to company dinner parties for 50 and wedding receptions involving hundreds of guests. This kind of entrepreneurial business is growing and becoming more popular as a new and profitable business venture.