

Table of Contents

ABOUT THE AUTHOR.....	8
INTRODUCTION.....	9
SECTION 1: DATA ENTRY BACKGROUND.....	12
WHAT IS DATA ENTRY?	12
<i>Earnings</i>	13
<i>Industries</i>	16
SECTION 2: DATA ENTRY FUNDAMENTALS	17
WHAT IS A DATABASE?	17
DATABASE SOFTWARE CONSIDERATIONS	18
DATABASE SOFTWARE RECOMMENDATIONS	20
<i>Advanced Applications</i>	21
<i>Industry-specific Applications</i>	21
CREATE A DATABASE AND ENTER DATA	24
<i>Naming Fields</i>	25
WORKING WITH DATA SOURCE.....	29
SECTION 3: BE A DATA ENTRY SPECIALIST	31
THE KEYBOARD	31
<i>10-key by touch</i>	31
<i>Typing speed</i>	31
<i>Keyboard shortcuts</i>	32
<i>For your health</i>	33
<i>Entry-level data entry</i>	33
GENERAL GUIDELINES FOR DATA ENTRY	34
DATA CONSISTENCY	40
<i>Duplicates</i>	40
<i>Accuracy</i>	42
<i>Deliverability</i>	42
<i>Aesthetics</i>	42

FIELD DEFINITIONS	43
<i>Bulk mailings.....</i>	<i>46</i>
FOLLOW UNITED STATES POSTAL SERVICE GUIDELINES	48
<i>Company Names and Abbreviations</i>	<i>50</i>
<i>Important company addressing guidelines</i>	<i>52</i>
<i>Foreign Addressing.....</i>	<i>54</i>
<i>Canada Postal Codes</i>	<i>55</i>
DATA INTEGRITY.....	56
<i>Verification</i>	<i>56</i>
<i>The power of the software</i>	<i>56</i>
<i>Claiming an accuracy percentage</i>	<i>57</i>
<i>Tips for Data Integrity.....</i>	<i>61</i>
SECTION 4: MARKET RESEARCH	64
WHO NEEDS YOUR SERVICES?.....	65
PROSPECTING	66
<i>Prospecting is forever.....</i>	<i>69</i>
CREATE YOUR OWN MARKETING DATABASE	70
CONTACT MANAGEMENT PROGRAMS	73
SPECIALTY OR NICHE	73
<i>Potential Specialty Worksheet - Part 1</i>	<i>75</i>
<i>Potential Specialty Worksheet - Part 2</i>	<i>76</i>
COMPETITIVE RESEARCH.....	77
<i>Analyze Your Competition.....</i>	<i>79</i>
<i>Competitor Questionnaire - Part 1.....</i>	<i>80</i>
<i>Competitor Questionnaire - Part 2.....</i>	<i>81</i>
<i>Competitor Questionnaire - Part 3.....</i>	<i>82</i>
SECTION 5: BUILD YOUR BUSINESS	83
WHAT IS A MISSION STATEMENT?.....	83
<i>Mission Statement Inquiry.....</i>	<i>85</i>
BUSINESS ENTITY	86
BUSINESS NAME	88

<i>Secretary of State Websites</i>	92
BUSINESS OBJECTIVES	94
DEVELOP YOUR SERVICES	96
<i>You vs. Your Competition</i>	96
<i>Your business is YOU</i>	97
<i>You truly are a specialist</i>	97
PRICING STRUCTURE	100
<i>Time and Skill</i>	101
<i>Overhead and Profit Margin</i>	103
<i>Competitive Pricing</i>	104
<i>Data Entry Piece Rate</i>	107
<i>Setup Fee</i>	109
<i>Pick up and Delivery</i>	110
<i>Special Handling</i>	111
<i>Supplies and Special Requests</i>	112
<i>Project Description Worksheet - Front</i>	114
<i>Project Description Worksheet - Back</i>	115
ESTABLISH YOUR PRICING	116
<i>Rates Guideline Summary</i>	117
THE BUSINESS PLAN	118
<i>The Importance of a Plan</i>	118
<i>Data Entry Home Business Plan - Part 1</i>	120
<i>Data Entry Home Business Plan - Part 2</i>	121
<i>Data Entry Home Business Plan - Part 3A</i>	122
<i>Data Entry Home Business Plan - Part 3B</i>	123
<i>Data Entry Home Business Plan -Part 4A</i>	124
<i>Data Entry Home Business Plan -Part 4B</i>	125
<i>Data Entry Home Business Plan - Part 5</i>	126
<i>Data Entry Home Business Plan - Part 6</i>	127
SECTION 6: A CUSTOMER TRANSACTION	128
THE LEAD	128
THE BID	140
<i>Rates Guideline Summary Sample</i>	142

<i>Bid the typed portion</i>	143
<i>Bid the handwritten portion</i>	145
<i>Special handling, additional fees, and turn-around</i>	146
<i>Sample bid</i>	149
<i>Complete your own Rates Guideline</i>	151
<i>Congratulations, you got the Job!</i>	152
THE PROJECT ARRIVES	154
<i>Calculate special handling</i>	155
<i>Call the Customer</i>	156
<i>Complete Special Handling</i>	156
<i>Begin Data Entry</i>	156
AUDITING YOUR WORK	162
POST-AUDIT	165
<i>Security</i>	165
<i>Delivery</i>	165
AUDITOR REPORT	167
<i>Export your data</i>	168
<i>Import your data</i>	168
<i>Delivery of your data file and source</i>	169
INVOICING YOUR CUSTOMER	170
SECTION 7: SET-UP OFFICE	172
EQUIPMENT	172
SUPPLIES	177
OTHER OFFICE CONSIDERATIONS	178
<i>Business Address</i>	178
<i>Wardrobe</i>	178
<i>Establish working hours</i>	178
CONFIDENTIALITY	180
<i>Confidentiality Policy Example</i>	181
SECURITY	182
<i>Security of data source</i>	182
<i>Security of data file</i>	183

SECTION 8: MARKETING MADE EASY.....	184
GET INTO YOUR CUSTOMER’S MIND	184
<i>Match your services.....</i>	<i>184</i>
<i>Make your services real and distinctive</i>	<i>185</i>
<i>Give your service added, unexpected value</i>	<i>186</i>
<i>Become a single-source vendor.....</i>	<i>187</i>
<i>Tell them why you’re special.....</i>	<i>187</i>
CREATE A TAG LINE	187
<i>Examples of Tag Lines.....</i>	<i>188</i>
BUSINESS LOGO.....	190
BUSINESS CARDS.....	192
BROCHURES	195
<i>What is the purpose?</i>	<i>195</i>
<i>The cover.....</i>	<i>196</i>
<i>Content</i>	<i>196</i>
<i>Tell them what to do</i>	<i>197</i>
WEBSITE	198
FINALIZE YOUR MARKETING DATABASE	200
<i>Learn to perform a merge mail.....</i>	<i>200</i>
SEND AN ANNOUNCEMENT LETTER	202
<i>Write the letter</i>	<i>202</i>
<i>Sample Announcement letter.....</i>	<i>203</i>
<i>Track response of your announcement letter</i>	<i>205</i>
POSTCARD MARKETING	206
<i>Postcard basics.....</i>	<i>206</i>
<i>Postcard design</i>	<i>207</i>
<i>Create the campaign</i>	<i>208</i>
<i>Write your messages.....</i>	<i>209</i>
<i>Layout and Design.....</i>	<i>210</i>
EMAIL MARKETING.....	212
CUSTOMER SURVEYS.....	215
<i>Sample survey questions.....</i>	<i>216</i>

TIME TO OPEN YOUR DOORS FOR BUSINESS 218

ARE YOU READY TO LAUNCH YOUR BUSINESS? 218

IN CONCLUSION 219