

Introduction

All glory comes from daring to begin. – Eugene F. Ware

Begin right now with the attitude that you are already in business. And you're dealing with your toughest customer. Who might that customer be? YOU! Not only do you have the highest expectations of yourself, but you must also battle those personality traits and life circumstances that hold you back. The most important thing to do is take action. The knowledge and skill you will gain from this book will benefit you regardless if you go on to be a data entry home business extraordinaire. This book is your platform for almost any administrative or office service home business. As well, this book will serve you well if you pursue online ventures or even employment opportunities outside of the home.

Data entry is the foundation. Build your business and your skills with dedication and confidence. From there, you can go in any direction that suits you. Congratulations, by the way. **You can do this!**

In **Section 1**, we will cover background information on data entry and the industry. Knowledge about the field you'll profit in is essential.

In **Section 2**, we'll get a taste for the fundamentals of data entry. We'll explore various database software applications, create a database, and work through a basic data entry project.

In **Section 3**, we'll get technical and turn you into a Data Entry Specialist. There is far more to the craft than simply typing what you see on a piece of paper. When you're done with this section you will be able to produce exceptionally high quality and

exceedingly accurate data entry projects. In addition, we'll lay the foundation for you to become an expert in the direct mail marketing industry so you can charge more for your work, take on a broader base of customers, develop an outstanding reputation, and even expand your service offerings.

Now that you are a specialist, ready to provide outstanding data entry services, we'll start building your business from the ground up. **Section 4** is all about market research. This will include investigating your local market for data entry opportunities, exploring your specialty, setting up a marketing database and entering your prospects, and scrutinizing your competition.

In **Section 5**, you'll write a mission statement, set some business goals, decide on a business structure and a business name, develop your services, determine pricing, and draft a business plan.

You'll work in detail through an entire customer transaction in **Section 6**. I'll guide you step-by-step from the moment a prospective customer calls you for an estimate of your services to invoicing your customer so you can collect your hard-earned profits.

In **Section 7**, we'll set up office. This will include reviewing the supplies, software and equipment you'll need; preparing a confidentiality policy, discussing security, and other business operation issues.

Now, the only thing left to do is ... **shout it from the rooftops!** You are open for business! In **Section 8**, we'll explore the world of marketing. You'll design your business cards, brainstorm a tag line or company motto, create some marketing materials, and further develop your marketing database. By the end of this section, you

will have announced your business venture to friends and family, and sent out your first marketing mailing.

Depending upon your available time and level of commitment, you could be up and running in just a couple of weeks. Or, it might take months. Either way, don't give up. If you believe that you have what it takes to operate a home business, part time or full time, than you do! So, promise yourself this moment that you will actively pursue this idea ... this dream ... each and every day, and see it through to success.

Let me know how you're doing. Let me help you over the hurdles. Let me rejoice in your victories. Please keep in touch at www.dataentryhomebusiness.com Click the "Tell Michelle" link.