

Service Business Profits
How---NOT---To Work
A Service Business Of Your Own
And Still Make As Much Money
(This Includes Many Types of Service Businesses
That Will Help You to the Top)



A Unique Special Report
by Skip Rosell

I have seen reports around that sell for up to \$299 that tell you how to start and manage a swimming pool maintenance Business.

Franchises sell for thousands of dollars.

The same goes for many different types of service businesses and I am just using the pool maintenance business as an example.

I am going to give you the basics of the business here for free. It will give you or tell you where to look for all the information to start a business like this. But I will also show you a way to get all the benefits of this business without the hard work.

Maybe you noticed the word **NOT** in the title of this report. Although I will tell you what I know about the maintenance of swimming pools, where to find additional information and how to set up a business doing just that---that is not what this report is all about. What I show you here is much, much easier and can be just as profitable if not more so.

It also is **NOT** selling the service and letting others do the work for you. Although you can do just that it is still a lot of work and selling a service like this is not everybody's cup of tea so to speak.

The business idea I present in this report will let you stay in your nice air condition home office while hundreds of pool services are in the mid summer heat working their tails off.

That is another problem with starting a pool service; there are hundreds of pool services right in your area. That means a lot of competition for the customers. But just the fact that there are hundreds of pool services will make the business I will describe all the better for you.

Here is some information about setting up a pool service.

Before people get their own swimming pool they dream about how great it would be to take a dip anytime they want to cool off and relax. After they get the pool they realize how much maintenance is really involved and the fantasy wears off quickly.

The chore of cleaning and maintaining a swimming pool soon has them looking for a service to do this work for them.

A pool service will charge about \$35 a week to do this service and it only will take them about 30 minutes. They have the equipment and knowledge to do this service quickly and can do about 15 pools a day. That is over \$500 a day and most of that is profit.

If you don't mind working out in the heat of summer and hard work this might be for you. Instead of making this report a huge book on how to set up this type of business and to get to the easy, profitable part of this report I will give you the places to look to find

information and equipment. If you still want to start a service like this after reading this report, be my guest, and good luck.

To find all the info you need just do an online search for “swimming pool maintenance” in your favorite search engine. You will find thousands of sites that will give you free info on running a swimming pool service. Here are a couple of articles:

<http://swimming.about.com/gi/dynamic/offsite.htm?site=http%3A%2F%2Fpoolandspa.com%2Fpage789.htm%23Pool%2520Cleaning%2520Procedures>

<http://swimming.about.com/gi/dynamic/offsite.htm?site=http%3A%2F%2Fpoolandspa.com%2Fpage14.htm>

For equipment you can buy used by looking in the online newspapers classified ads for swimming pool equipment. You can also check out Ebay for equipment.

Now lets get on to the meat and potatoes of this report.

Pick up your local telephone book and look under swimming. You will see hundreds of ads for contractors, maintenance service, accessories, dealers, etc. Or an even easier way is to look online for business directories like Superpages www.superpages.com or www.411.com or any other business lookup search engine.

This is your market. All of these companies are looking for the same thing. More customers. You are going to give them what they want. You are going to give them the names, address, phone numbers of all the existing pool owners and all the new homeowners with or without a pool in the local area. And they are going to pay you handsomely for this service.

Did you know that not one in ten small businesses think about or know about list brokers or how to use them properly. These are companies that will put together a list of the businesses best prospects. You can get just about any list of people that have the same things in common. But you are going to pay dearly for that information. Most businesses even if they use a list broker just ask for a residential list and mail to the whole list. This type of list is cheaper but you waste a lot of money on materials that are going to people that do not need your service.

Some list brokers charge as much as \$100 for each lead in a specialized trade. After checking a number of list brokers for the type of prospect a pool service would want I found out that most list brokers would charge between \$3.50 and \$5.00 for each current name of pool owners.

Don't believe just me, check for yourself. Goto <http://uv.bidtool.overture.com/d/USm/search/tools/bidtool/>

And type in a couple of terms like pool service, pool maintenance, swimming pool, swimming, and buy a swimming pool.

Look under the top bids for these terms and you will find: (as of 6/12/05)

Pool service= .43 cents

Pool maintenance= 40 cents

Swimming pool= 99 cents

Swimming .40 cents

Buy a swimming pool=\$3.00 that is 3 dollars for a click.

These are the prices that these companies are paying for a click. That means maybe the people that are clicking on these ads are not even in the market for the items a particular company sells. As the company refines its' ad to match the exact people interested in a particular product the prices jump to \$3, \$4, \$5 or more. And that is not even for a name and address of a pool owner or the most likely prospect.

How many people click on the ad and when they get to the page that asks for name and address just go on their merry way. That leaves that company paying \$5 for nothing. Absolutely nothing. Do you see why a list broker would charge that amount for each NAME and ADDRESS of pool owners and/or prospects for pools?

Ok now let's say you now believe you can get \$3 or more for the names and address of these people from swimming pool companies, which I am telling you, that you CAN. Where can you get these names and addresses for NO money? And what do you do with them after you have them?

This is the key to this whole program. At the end of this report I will go over the steps one by one to show you exactly what you have to do to run this business. But for now let's stick with the problem of getting the names and addresses for free.

You can use this thought process for any service business to find the people most likely to purchase that service. Sticking with the pool service example, we ask our self who would be the most likely candidates for a pool service? Right off the bat the simple answer is POOL owners. But there are others that should be in the market right now for a pool service.

What about a new homeowner that just bought a new home WITH a swimming pool? The last thing on their mind at the closing was to ask the previous owner whom they use for their pool service.

What about the new homes being built in your area? Are any of them being built with a swimming pool?

There is one place where you can get the names for all of the above prospects and get them for free. Go to the local county clerks office and ask which agency calculates the

real property values in your area. This office will have a list of each property with all the improvements at a particular residence including if they have a swimming pool. By going through these records you can get the address for every pool in your area. While at the same offices look for building permits and check each for the installation of a swimming pool. These permits will tell you who is planning on building a swimming pool. All of this information is public record and anybody is entitled to see this information.

For a few dollars you can get all this information on CD from some counties. Each month the county puts this info on CD and this makes your work even easier. Be sure to check if your county records this information on CD's.

Many counties have this information online for free. To find these counties all you have to do is search for the county names and "county property records" in your favorite search engine.

Now that you have your free list of pool owners or people that are planning to install a pool you are ready to make some money. The best way and the quickest way to make money with these names is to call the companies that sell pool services, pool accessories, pool maintenance, pool furniture, fencing, (if you have a pool you need a fence for safety), and any other business that relates to swimming pools. Look under the category of swimming in your yellow pages to find all the different type of pool services and products.

When you call the companies just let them know that you have this list and they can use it for mailing out their promotions. They will save tons of money because you have created a perfectly targeted mailing list for them. They will not be wasting dollars sending to people that do not even own a pool. You have probably received mail about aluminum siding or a pool service even if you live in an apartment. What a waste. These companies pay big money for full color materials only to waste them mailing to people that have no need for their services.

Lets say you get five different businesses that cater to the swimming pool prospects. If you only sell them a couple hundred leads each that will be 1,000 leads you will sell. At \$3 each that is \$3,000 in your pocket for the list that you acquired for free. You can do this over and over and collect \$600 for each business you sign up. Also now that you know how, you can get other lists, for different trades and services and do the same thing in that field.

Whatever trade or service you target just ask yourself who are the best prospects for this type of business? Then find the list of people that meets that need. I give you a couple of other examples below.

Home improvements. List of new homeowners will need this type of services right now.

To target it even more check out the building permits and find who is building or adding an addition to their existing home. You can get these names and addresses even sooner in the process by checking who is seeking zoning changes to allow them to build.

Chiropractors. Any physical sport group. Like bowlers, baseball, basketball, soccer, etc. These lists are available with a little digging. Like for bowling I can get the names of all the league bowlers right off the Internet at www.bowl.com. The same can be done for other sports with a little research.

You get the idea now just go out and build a targeted list and sell it for some moolah. Price your list according to how hard it is to acquire that type of list. A good way to find the price you should charge is to use Overture bid tool and check the high bids on a number of key words for the service trade you are considering.

<http://uv.bidtool.overture.com/d/USm/search/tools/bidtool/>

If you are targeting Chiropractors from the example above and you look for back pain. You will see that the top bid is \$1.51. So from this limited info you can set your list price at \$1.50 each and know you will be in the ballpark.

You can use this process for any niche service business. Let's take Roofers. Who are the best prospects for roofing? Simple answer is people that need a new roof. How do you find either people that have no roof and need a new one? The people that have no roof are people that are in the process of having their new home built right now. So building permits will help you there.

How about people that have a roof that needs replacing. Easy. Go to the county records and look for homes built 15, 25 and 35 years ago. Why these number of years? Because the roofing manufactures sell roofing with 10, 20 and 30 year guarantees so that is when they are most likely to need replacing.

You will find when looking at the records that a lot of the homes will fall right in the same area of town all clustered together. Like in developments. Just go to this area of town and look at the roofs. You can tell from the street if a roof has been replaced recently or is in need of replacing. Jot down the numbers of the houses that need a roof and the name of the street.

Now go back to your office and look up the addresses in a reverse directory like:

<http://www.reversephonedirectory.com/>

This will give you the name of the person living there. Put this name with the address and you have a list of people that need a new roof. Now you are ready to sell these name and addresses to roofing companies.

As you can see you can do this research for any service business and make some good money out of it. All it takes is for you to do something and get started. So why not start right NOW.

Good luck Skip