

THE
HIDDEN BUSINESS IDEAS
LETTER

Dear Friend and Subscriber,

Welcome to the Hidden Business Ideas Letter - sample article edition!

The Hidden Business Ideas Letter is all about little-known, unusual, profitable businesses that people are running right now. Most of the business ideas you'll see here are also low-cost to start.

In this sample article issue, you'll discover - how to make audio book bucks, and how the law can be lucrative . . . (Both these articles ran in earlier editions of the Hidden Business Ideas Letter.)

Sample Hidden Business Idea 1: Audio Book Bucks

The internet's ability to offer downloads worldwide, and to put those files on an iPod or other mp3 player, has given birth to a new industry - "freelance book readers". These people create audio files of books in the same manner as people do for charities that serve the blind. The industry is opening up. The downloads do not need to be "studio quality". (A couple of examples to check out are RFB&D <http://www.rfbd.org> and LibriVox <http://librivox.org>.)

All you need to start creating audio books is a quiet room, a good computer, and a clear voice. There is very little training needed, but it may take a few weeks to learn to moderate your tone and voice to create a pleasant "recorded voice". These voices will record audio books as mp3s, wave files, and other downloadable audio files.

This is a business you can start on a "shoestring". The audio editing programs are free. Uploading them is often free. And publishers are willing to pay for the work. A new novel reader can read a book in 10 hours, with 10 hours of corrections and editing. Most novels are abridged to about 50,000 words to reduce the time needed to record a book from around 20 hours to around 10 to 15 hours.

It is important to pick the right software. Automated "text to audio" software will *not* serve the needs of a book reader, nor will a software program created for music creation. The book reader needs a software program created for the explicit purpose of recording audio books. These range from free to \$50 for top quality voice editing software. Even the professional "radio station quality" recorders have a basic single-channel editing system for under \$50.

Many people are recording public domain books and selling them through sites like the following...

- Audio Books For Free - <http://www.audiobooks4free.com>
- Fictionwise - <http://www.fictionwise.com>
- Recorded Books - <http://www.recordedbooks.com>
- Chapters.indigo.ca - <http://www.chapters.indigo.ca>
- Audio Books - <http://www.audiobooksdownload.com>
- Audible - <http://www.audible.com>
- Mobipocket - <http://www.mobipocket.com>
- Amazon.com - <http://www.amazon.com>
- Simply Audio Books - <http://www.simplyaudiobooks.com>.

This short list of the available services either sell the CD, sell downloads individually, rent it out, or offer their members downloads. There are other sites that sell downloads for \$3 to \$17.

One of the best ways to get started is to volunteer for one of the charities that record public domain books. For example, LibriVox <http://librivox.org> offers several tutorials on building audio books. The most important advice is "read first" and "record second". The book reader will learn how to use highlighters, or small marks in the manuscript, to indicate where they should use inflection, or where their tone should change.

There are many aspects to this job. Recording audio books, doing voiceovers, making recordings for radio commercials, "voice" for people doing audio interviews, and other aspects will make it easy to get started. Voiceovers and other aspects of the job train the narrator in the art of recording good files while paying them for their services.

An aggressive business person can expand their reading service to include distribution, which at this moment, is the #1 hindrance to the audio industry. Publishers know how to distribute ebooks and print books, but audio distribution is difficult for small publishers to navigate.

A new use for audio books is corporate training. The company records a lecture, read by a narrator, onto a CD. Their employees can listen to the tape after the meeting, with or without a PDF/PowerPoint presentation file. They can even listen to the tape in the car on the way to or from the workplace.

Description of Business: This is a perfect work-at-home type of business for someone who has several hours of quiet time, and a small room, or even a closet, that allows the book reader to work without any background noise.

No one can read a book for more than 2 hours without the quality failing. That makes this a very good type of business for people who cannot devote an entire day to a work-at-home job. You could work two hours, then go do chores, or run errands for an hour before returning to your recording.

The editing can be done when other people are home. The computer doesn't need to be in the closet, just a comfortable chair, a microphone, and a light to read by.

Income Potential: An experienced narrator can earn as much as \$5,000 per book. However, a new reader who can make clean files can earn \$100 to \$200 a book. They can earn more if they are able to put the book into distribution for the publisher.

They may also want to consider a royalty basis, offering to record the books for free if the publisher pays them \$1 per book. This can prove the most lucrative in the long run. The reader will almost be able to pick and choose which publishers they read for, and which authors. This gives them the opportunity to read for better publishers, authors, and in turn, make more money.

Either way, a book reader should easily be able to attract publishers with a small digital sample, just by emailing them and offering their services.

Skills & Equipment: Anyone who is looking to earn \$5,000 a book may want to take voice lessons and train under professional speech coaches.

A good voice, patience, and 20 to 50 hours practice is all that is needed to get started. You also need to learn how to make their voice sound clear and crisp. This may involve standing straight. Very few people can speak well in a sitting position, it takes several years of training. However, for book reading, with a good audio editing software program, is all you need to get started.

Do not hover over the microphone. It should be at least eight inches away and level with the reader's mouth. One of the best places to get started is Teach Out Loud <http://teach.learnoutloud.com/Learn-More>. This site teaches people how to record their own books and offer them for sale.

Also check out the following tutorial: The Art and Science of Audio Book Production - <http://www.loc.gov/nls/other/audioart/allinone.html>

One of the best places to learn how to do this right is to hit the "create your own podcast" sites. The podcasting world offers information for free that the audio book world wants you to pay for.

Here are some software programs you could find useful...

- Audacity - <http://audacity.sourceforge.net>
- Voice Recording Software Options - <http://www.nch.com.au/software/voxrec.html>
- Free Audio Software - http://en.wikipedia.org/wiki/Free_audio_software

Get Started: You don't need to get started by building a studio! Instead, explore things first and make sure this is what you want to do. Take the tutorials, and volunteer with the charity organizations. There is a lot of information they do not post publicly, but

will share with their volunteers.

Reading a few books with a professional organization gives you the opportunity to do some charity work, while deciding whether this is something you want to do full-time.

After you are sure, take the time to explore the different software programs. Some are complex and have features you'll never use. There is no use wasting time learning how to effectively manage a software program that is full of "bells and whistles" you'll never use.

Start Up Costs: Here's a list of what you'll need...

- 1 microphone stand (\$20)
- 1 pop-screen (that's a piece of material that is placed just in front of the microphone to stop your "Ps" from popping) (\$5 to \$100)
- 1 studio microphone (\$50+)
- 1 software program (like Audacity or Wavelab) (free to \$100)
- 1 USB Audio/MIDI interface (TASCAM US 122 with phantom power) (\$10 to \$50)
- 1 pair of headphones (now often comes with the microphone) (\$50 to \$100)

A book reader who is not competing for the big clients who will pay \$5,000 for 2 days work can start their studio for less than \$100. However, as you grow, you'll want good equipment. A good studio can cost up to \$1,000 to outfit.

Marketing & Promotion: In most cases, all a book reader needs to do is put an ad in publisher targeted websites and newsletters. This can be as simple as starting a Google AdWords account and putting \$100 in it. At first this may be alarming, but it is amazing how far that \$100 will go on a pay per click program. Several people in this business make sales before they go through their first \$20.

Another way to promote is to email the publishers direct and ask them if they need someone to record books for them. Give them a link to a sample, and offer to do readings for \$20. This means they read one chapter for promotion purposes. Offering this service will not necessarily earn a substantial income, but it will help book readers get their foot in the door.

Problems To Watch Out For: There are some problems with international copyright. Other than that, the only real problem is not signing a contract, and not being paid, or having the right to call in a collection agent to collect outstanding debts.

Another problem to watch out for is with the revenue service. Many people believe that working at home in a small business is not a real business. They do not register their business, or keep adequate financial records. This causes problems when the government asks for income tax.

Additional Twists: One of the most common twists is voice-overs, and doing jingles for radio stations. Another is recording voice messages for business answering machines, and telephone directories.

Sample Hidden Business Idea 2: How The Law Can Be Lucrative

With any kind of change, there are always some who win, and some who lose. That's true for changes due to war, political changes, social changes, and practically any kind of environment or society change you can think of.

It's also true for changes in law. Take, for example, recent laws that have been enacted in many states and countries against smoking inside establishments like restaurants and bars...

Many of these businesses have lost business (at least in the short term) as a result. Their patrons, who may have loved the haze of a smokey bar, stay away in droves. Some of these bars are driven out of business as a result, since a profit-making establishment can then become a loss-maker.

On the other hand, companies that sell products to help people quit smoking sell many more products! The "social pressure" to quit smoking increases, and that means increased business for them.

With every regulatory change, there are always winners and losers. Here's a business that helps you to become one of the winners!

Description of Business: The key is to keep an eye on regulatory changes that happen in your country. Then, figure out who they affect. Who needs to spend money as a result?

Next, create a website which "fishes" for those people who need to change something as a result of the change. Build up a list of prospects and potential customers. Then, sell these leads to businesses that can sell them the products or services they want.

Let's take the example of smoking. With a ban on smoking in indoor establishments, two groups of people need to change things. First, these smoking establishments need to change things - and figure out how to appeal to non-smoking customers. Second, many smokers will feel social pressure to change and to quit their smoking habit. There are businesses which can benefit from both of these. You could collect prospects from either of these groups, and then sell these leads to those businesses which can profit from them.

Income Potential: The potential income depends on the specifics of the law changes, and how lucrative that will be for businesses you sell your leads to - since that will affect how much they'll pay for leads. One guy reportedly made around \$350,000 doing this (from changes in the law in the UK regarding asbestos in buildings).

Skills & Equipment: The main skill you'd need is the ability to create websites. This is not hard to do (and you can even use free tools to help you with your design, like NVU <http://www.nvu.com>). It could also be useful to have an email list management system

like Aweber <http://www.aweber.com>, and/or to use a telephone answering/order taking service. (You can find a telephone answering/order taking service in your local business phone directory/Yellow Pages.)

Getting Started: Here's a way you can collect these leads, and put the "whole shebang" into action...

In one case, the laws regarding asbestos changed in the UK. This meant that many people had to get their buildings up to the new "code". One marketer set up multiple websites informing people of the new code - using descriptive domain names. On the website, he provided a (UK) phone number people could call. This phone number went to a telephone answering/order taking service. They took the call, got the caller's phone number, their location, and told people there was a backlog in the service due to huge demand, and that they would get back to them.

He then took these hot "leads" (the phone numbers of the people who called in), and could sell them to a company who provided this service. In the end, when they were swamped with orders, he got himself certified for asbestos removal (which only took a course of a few days), and did some of the work himself too!

The key is, he set everything up first. Only once he had the leads, did he sell them. Also, because they were phone leads, he could provide phone numbers to companies, rather than just email addresses.

However, you could also ask people to fill in an online form with their query and what they want done, along with their contact details (name, email address, phone number, and physical address if relevant). However, these details may be less reliable than when people call and provide them over the phone.

In the end, everyone benefits, since the customers get the service and/or product they need, the businesses that sell the service and/or product get more customers, and the marketer makes a profit by making it all happen.

Another way to do it is to first sell the leads before you set up the whole system to get them. Another British marketer has a system like that, where he'll first have a deal with a company to generate leads to them. Only then does he set up the system to collect the leads - which he does via an online form, by promising (and sending them) a free report. For example, if he were doing this for asbestos removal, he'd have a free report giving more details about the changes in law and how to comply, but to get the free report, people would have to enter their name and contact details. He'd already have an agreement to sell these leads, and the company who bought the leads could then follow them up. (The problem with this system could be that people may be more likely to give "fake" details on a web form than over the phone.)

Startup Costs: Your startup costs are minimal, since you can get web hosting for \$5 a month or even less if you search around. You can register domain names for \$8.88 a year with Namecheap <http://www.namecheap.com>, or even cheaper at \$6.99 a year at 1and1 <http://www.1and1.com>. Telephone answering services can cost from around 50 cents a call, paid monthly.

Marketing & Promotion: There are several keys with this idea.

The first key is to create several websites - don't just create one! All the websites can direct people to enter the same email list, or ring the same phone number. The reason why you'd want to create several websites is some of them will "rank" for various search terms better than others. Each website could emphasize different aspects of the "problem" that the change in law brings about. You could even create websites targeting different localities.

Now, if all goes well, you'll have websites generating either phone or email "leads" for you. How do you sell these leads?

You could either sell them before you set everything up. Find potential customers, and tell them you can get leads for them. Estimate what your costs will be, and charge them per lead. In general, email leads are "worth" less than phone leads are (since some people will use "throwaway" email addresses). Then, only when you have a paying customer, start setting the whole thing up.

The other way to do it is to set everything up first. Then, as you get leads, what one person does is he tells customers that things are "backed up" and he'll get back to them. Then, he finds someone to sell the leads he's accumulated to, by contacting companies that can profit from these leads. If there are people wanting more business, then you should be able to find buyers for your leads. Make sure you work out what your average "cost per lead" is to acquire, then you can figure out what you profit you'll make on each lead you sell (and ensure you don't sell them too cheaply).

Problems To Watch Out For: One problem are that, with email leads, some people will enter "throwaway" email addresses that they never actually read. (It's so easy to do today when free email addresses are readily available to everyone.) It's impossible to completely get rid of these. The best you can do is to ask for people to enter their "primary email address". Some will, and some won't. However, just know that not all the leads will be legitimate, and so you can factor that in to the price you sell the leads for.

Competition: Here are some of the websites created by one guy who's done this...

- <http://www.asbestosurveys.com>
- <http://www.asbestosroofing.co.uk>
- <http://www.asbestoservices.com>
- <http://www.asbestos-inspection.com>
- <http://www.asbestostesting.co.uk>

Notice how all the websites are different - yet how they all contain the same phone number to call? All these different websites are generating leads for a single business.

Additional Twists: Instead of getting leads for a service, for some of these opportunities you could sell an informative report. How profitable that would be would

depend on the exact nature of the regulatory changes you're targeting.

Other Ideas You'll Find In Other Issues

- How to make poster profits (without making a single poster) - one business doing this makes \$125 per customer (issue 3, p.1)
- **How to make finances from feng shui (issue 13, p.6)**
- How to make profits from the pregnant (issue 24, p.1)
- **How to get the gold with hot headgear (issue 8, p.8)**
- How to get payments from pronunciation (issue 17, p.1)
- **How there's money in inventory (issue 25, p.4)**
- How to make marriage proposal profits (issue 22)
- **Time-share canine treasures (issue 22, p.11)**
- How to create customization cash - could bring in \$3,000 a week profit, while having others do the work! (issue 1, p.1)
- **How to make "fishing fungolas" (issue 23, p.1)**
- How to make a slice of treasure from little tasks (issue 12, p.11)
- **How to make virtual world financial profits (that become real world dollars) (issue 4, p.9)**
- How to make sterling from seeds (issue 21, p.6)
- **How to make money from pet-owner rentals - potentially \$1,500 a week (issue 4, p.6)**
- How to make moolah helping tourists have more fun - you can make a 5x to 10x markup on each product sold (issue 7, p.5)
- **How to create cash from "cosplay" - these products can sell for up to \$350 each (issue 11, p.4)**
- *...and more...!*

A New Issue Every Week . . .

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Can you afford not having these business ideas every week? Do you want to be able to take up some of these opportunities? It doesn't cost a lot either. Find out more on this page . . . www.HiddenBusinessIdeas.com/page3

At present, back issues are included... But this will change in the near future, and soon I will charge extra for the valuable back issues. But if you join now, you get them for free.

Till next time... Happy profits!



P.S. There are four new ideas each week (plus some extras)! They are proven, low-cost to start, and don't require any extraordinary skills - anyone can do them.

Isn't it time you stopped reading just one- or two-paragraph descriptions of business ideas that you find elsewhere, and get them in complete form? Go to www.HiddenBusinessIdeas.com/page3

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