

Service Provider Profits

*How To Start-Up, Run & Grow Your Own
Thriving Professional Services Business*

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Introduction

Today, people are increasingly ditching their 9-to-5 jobs and starting businesses where they offer services directly to customers. Many people are either doing this online, offering services like IT or website building, or using the Internet for free advertising for offline services like pet-sitting or appliance repair. The world of the Internet and the economic landscape have created the perfect conditions for this transition.

According to the Harvard Business Review, "As of February 2014, there were approximately 14.4 million self-employed Americans. Of these, 9.2 million were unincorporated self-employed workers and another 5.2 million were incorporated."

Take a moment to consider that number. "Approximately 14.4 million" is a fairly staggering number. Over the course of the year from September 2014 to September 2015, the total US workforce hovered around 120-125 million. This means that over 1 in 10 working Americans is self-employed.

Doubtless, one of the key reasons for this high number of self-employed is the ease of starting your own business offered by the internet.

Why Go Self-Employed?

Everyone is attracted to the idea of going the self-employment route for slightly different reasons, but some of the main reasons include:

Doing What You Want to Do. It's frustrating when you long to work as a writer or designer but can't get an "in" to the industry or don't find your full-time job fulfilling.

Taking Charge of Your Own Work Life. Many people choose to be self-employed so that they can maintain control over their work. They can work without bosses, meetings, issues with co-workers, and so on. This is the attitude that whether you sink or swim, it's better on your own.

Flexibility. Taking charge of your work life also gives you flexibility. Most people who are self-employed work at home and set their own schedules. Parents can work around their children's schedules, avoiding the cost and hassle of day care and spending more precious time with their kids.

No More Commuting. It's downright depressing to add up all of the time you spend commuting each week, month or year. When you work at home, your commute is the minute it takes to walk across your house or apartment.

Earning Potential. In most fields, you can earn more by going solo. Instead of working for a set salary no matter how much you earn for your company, and constantly having to prove yourself to your superiors to earn more of the value you produce, your service business allows you to keep all that you earn. It allows you to set your own prices, raise or lower them accordingly, and if you play your cards right, earn much more than you would at your job.



Service Business Working Styles

Starting your own service business doesn't necessarily require you to quit your day job. Many people continue working for their employer but offer

services on the side to supplement their income. One good strategy for getting started is to keep your regular job but start earning through your business, and only quit your job when your business becomes your main income.

Supplementing your income or replacing lost income through your own business is one way to hedge against economic volatility and risk. If something happens and you're laid off from your job, you still have your business to provide income until you get another.

You may also start multiple service businesses rather than just one. You could offer a variety of services or similar services to different markets in order to generate multiple streams of income. Some service providers set up businesses that can then run with little input from them, thus earning a residual income.

So your choices are to:

- Start a service business and generate all of your income from it.
- Start multiple services businesses and generate all of your income from them.
- Work full or part-time while supplementing your income through your service business.
- Work full or part-time while supplementing your income through multiple services businesses.

What Are Service Businesses?

A service business is, just as the name says, a business that serves regular customers or businesses. Examples of service businesses include:

- **Personal Services:** Personal assistant, professional organizer, driver, cleaner, massage therapist, personal chef, mechanic, writer, hair stylist, pet groomer or pet sitter, private investigator, car wash or detailing, personal shopper, moving service, power washing.

- **Business Services:** Consulting, coaching, IT services, professional training, admin services, business travel management, specialized staffing, accounting, computer repair, videographer, reseller, business driver service, translator, office relocation services, catering, office cleaning.
- **Marketing and Sales:** SEO services, social media services, sales or lead generation, public relations, copywriting, editing and proofreading, direct mail campaign management, coupon services, sales training.
- **Home Services:** Handyman/woman services, home entertainment installation, home electronics or appliance repair, house sitting, interior design, delivery services such as grocery delivery, house cleaning.
- **Family Services:** Party planning, home tutoring, childcare, fitness, after school activities, family transportation, baby-proofing, nanny.
- **Event Services:** Photography, event promoter, tour promotion for bands or other performing artists, videographer, DJ, wedding planning, event planning.

What This Course Will Teach You

Most people who are self-employed find it easier than they expected and enjoy their newfound freedom and independence so much, they never consider going back to the old routine. However, there are problems that service businesses face, especially in the early days. The purpose of this report is to prepare you for these challenges so that you can meet them successfully.

In this course, you'll learn:

- The advantages and disadvantages to starting a service business.
- Personal characteristics and natural abilities that make it easier for you to start a service business
- The common challenges people face when they start their own business

- How to create strategies for overcoming the challenges you'll face along the way
- Successful planning to make the transition to your service business

Finally, you will create a concrete action plan for setting your transition in motion that will specifically address these challenges you will face. When you finish the course, you'll be ready to take the next step to making this a reality.

Learning Activity:

1. What type of service or services do you have to offer or are you offering now?
2. What are your key motivators for having a service business?
3. What type of income strategy are you pursuing? (Supplement vs. replace your income; single vs. multiple business)

What You Need To Make Your Service Business Thrive

How do you know if you're ready to start your own business? Although anyone can start and run a successful service business, there are certain characteristics and natural strengths that make it easy. Before you start on this path, you should understand these characteristics and measure yourself against them.

If every trait described in this chapter doesn't sound like you, it doesn't mean that you can't start your own business. The point of listing these traits is to give you an initial idea of challenges you may face. After reading these traits, you will understand how ready you are to start your business; or, you can recognize the areas where you may face challenges.

First, let's take a bigger look at the advantages and disadvantages you need to take into account whenever the going gets tough with your own business. Think about whether the pros outweigh the cons for your own motivation.

The Advantages of a Home-Based Business

Flexibility

Flexibility means that you can set your own hours and work as you please. You can create a schedule around your regular work, your family, travel or even your leisure activities. You can find the exact time of day that's the "sweet spot" for certain types of tasks. You can also be available to your customers whenever they need you in order to meet their needs.

Working at Home

Many self-employed people work at home. You might work entirely at home, or you may use your home as a base and travel to visit customers or perform work for them. Working at home means no commute time, which saves you a great deal of time and expense. It's the dream of many to spend all day working in their pajamas.

More Time with Family

With no commute and the ability to design your own schedule, you can spend more time with family. When there's some family event like a birthday or a child's recital, you can arrange your work schedule so that you can attend without asking for time off. You can also deal with emergencies such as a sick child whenever you need to.

Minimal Start-up Costs

Starting a home-based service business requires little money upfront to start. Your expenses include only the tools you need, such as specific physical tools, your computer, software programs, webhosting, internet access, and so on. You don't have to pay rent and all of the expenses that go with a staffed workplace.

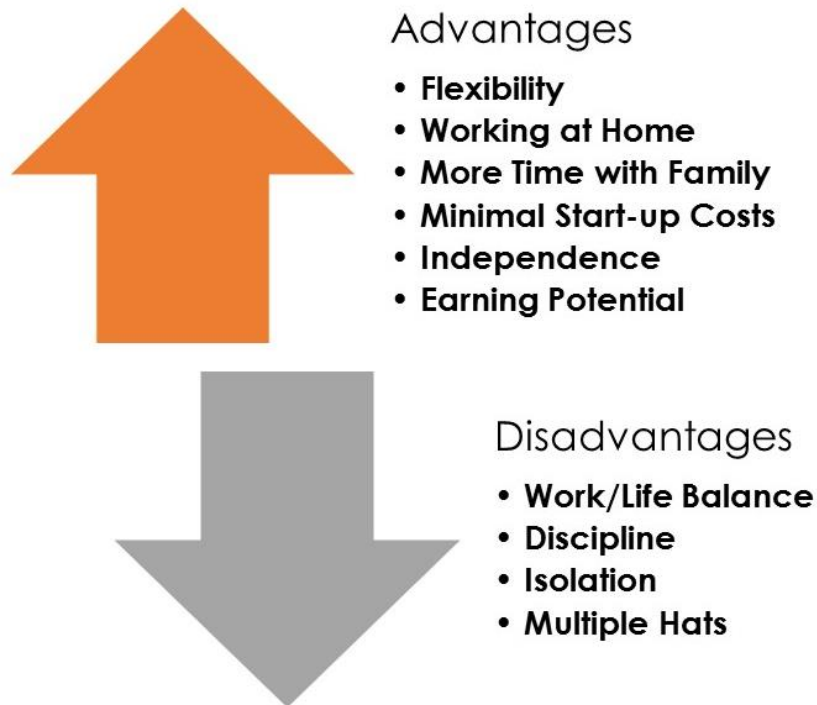
Independence

When you're self-employed, you have no boss. You have no one to answer to. There are no performance evaluations, no office politics and no incompetence among your superiors. You'll never have a conflict with your boss over which direction the business needs to go.

Earning Potential

As we mentioned in the introduction, you have the potential to earn more than you would at a salaried job. If you provide a service, you can raise the price over time. You can set your own prices depending on the labor

or difficulty involved. If you create multiple businesses that can run without your constant management, you can create a residual income.



The Disadvantages of a Home Based Business

Work/Life Balance.

If you can work any time, you might end up working all the time. Without a set 9 to 5 schedule, it's easy to become absorbed in work or work more because it will earn you more money, and then neglect family, social life and leisure time.

Discipline

It takes a great deal of discipline to work for yourself. While it's nice to have the boss off your back, you might need a boss or coworkers to keep you on track.

Isolation.

Many people quit their job to get away from coworkers and bosses only to find working at home horribly lonely. You may miss the social contact and support you get from peers and it's not always easy to get that contact and support via the internet.

Multiple Hats.

When you run your own business, you have to wear multiple hats. You have to be an accountant, a boss, a specialist in your service area, an IT person, an HR department and so on. Some of these hats may be things you're not good at and it will be a struggle to handle them.

Keep all the advantages and disadvantages of running your own home-based business in mind now as you look at the characteristics of proven, successful service business owners.

The Ideal Personal Characteristics of a Self-Employed Service Provider

The ideal personal characteristics listed here vary in how necessary they are to starting a business. Some of them are critical, but others can be learned or outsourced.

Self-Motivation.

Self-motivation is absolutely critical. You need to be a self-starter and someone who can stay on task if you want to run your own business. A great deal of work goes into setting up and running a service business, and there's no boss breathing down your neck.

Business or Industry Knowledge.

You need to know some basics about running a business and about your industry and related industries. This is something that can be learned,

and if you're not terribly business savvy to start with, it's well worth your time to study.

Time Management.

Much of what managers do in companies is time management of employees. When you work for yourself, you have to manage your own time. It helps if you're already adept at this, but time management skills can be learned if you're willing to create new habits and stick to them.

Organizational Skills.

Organizational skills can also be learned if you don't have them already, but if you're a generally organized person, this will speed up your learning curve. When the time comes that you're handling multiple customers, jobs and/or revenue streams, you need to keep it all organized.

Management Skills.

It helps a great deal if you're good at managing other people. It's possible that your business will never hire additional staff, but you may have to at some point. Management is a skill that can be outsourced if you need to.

Marketing Skills.

When service businesses are starting out, they rarely have the budget to hire marketing staff and have to rely on online marketing like SEO and social media. This can also be outsourced if you have the budget for it.

People Skills.

You need to have good social skills for interacting both with customers and with vendors and other businesses your business will rely on.

Entrepreneurial Skills

One major challenge for many self-employed people is that you have to be both a professional at whatever service you provide, and an

entrepreneur. No matter what kind of business you're starting, you will inevitably become an entrepreneur, even though you may never have thought of yourself as one before.

Being an entrepreneur involves:

- Self-discipline and motivations
- Decision-making and problem solving skills
- A vision for your business's future
- The ability to adapt and be flexible
- Perseverance in the face of adversity
- The constant search for new ways to grow your business
- An understanding of your market
- Self-reliance
- Self-confidence
- An ability to commit
- At least some sense of competitiveness

Again, there is a great deal to consider in this chapter. The point isn't to dissuade you, but rather to set your expectations. These are qualities that will help you or which you should consider for improvement.

Learning Activity

1. Look at the list of pros and cons for having your own service business. Which ones are the biggest benefits for you? Which ones will present the biggest challenge?
2. Rank the personal characteristics in order from your strongest to your weakest.
3. From the entrepreneurial characteristics, rank in order from your strongest to your weakest. What do the results tell you?

Common Challenges For Service Business Owners

Service business owners face a number of challenges throughout the life-cycle of their business. For someone who is struggling to get started, these challenges can present major obstacles and can even discourage a new business owner and make them consider quitting.

In this chapter, you'll learn a list of common challenges so that you can prepare for them and meet them head-on. When you face them in the course of starting or running your service business, they won't surprise or discourage you.

Finding Direction	Staying Motivated	Internal Protocols	Developing Strategies
Attracting New Business	Retaining Customers	Difficult Unpleasant Tasks	Finances
Technological Challenges	Meeting Client Expectations	Dealing with Customer Demands	"That's Not Me" Syndrome
Quality Standards	Innovation	Lack of Differentiation	Dealing with Change
Financial Pressure	Finding and Keeping Talent	Motivating Staff	Burnout

Finding Direction

When you're first starting your service business, finding direction isn't much of a concern. You're trying to build a full schedule of paying

customers and this will occupy your time. But once your business is up and running, you always need to have a goal in mind to work toward. This keeps you focused and on-track.

Staying Motivated

There are times when running your own business seems impossible. You may find it difficult to grow your income or "succeed" (however you measure success), or you may become too overwhelmed with the work you get or the difficulties you face along the way. When things are toughest, this is when you need motivation. Without motivation, you may be inclined to quit.

Internal Protocols

Every business no matter how small needs its own internal protocols. These are routines for managing your regular work. For example, you might have a standard protocol for responding to inquiries from potential clients or setting up initial jobs. These protocols have to not only be established, but also improved over time for better efficiency or because of changes in your market, your business, or your customer base.

Developing Strategies

A great deal of strategic thinking goes into running a business. Once you know your direction and have identified goals, you need to develop a strategy for meeting them. But if you're not accustomed to this kind of thinking, you may find yourself stuck for ideas or employing the wrong strategy at the wrong time.

Attracting New Business

As a service business, you have the tools and skills to carry out the work for your customers or clients. The big challenge is to get the people who need your services to you. New business will find you naturally to some

extent, but you'll always need to attract new business, even when your business is currently busy and going well.

Retaining Customers

There are many reasons that a client may leave or go with a competitor. This doesn't always have to do with the level of the service offered. Your business has to develop strategies for keeping clients beyond simply doing a great job for them.

Difficult, Burdensome and Unpleasant Tasks

Even if you love what you do, there will always be some aspect of your business that you can't stand doing. If you're a writer, for example, you may hate all of the marketing that has to go into selling your services. Assuming your company only consists of one employee, you'll have to either endure these tasks or find ways to outsource them.

Finances

Not everyone is good at handling their finances. When you're running a small business and doing a job here & there in addition to a full-time job, it's easy to handle finances. But as revenue grows, you need to consider things like taxes and business expenses, it can become more complex.

Technological Challenges

Practically any type of self-employment demands a level of technological competence. Even if you're running a handyman or car wash service, you may find yourself battling with social media and SEO in order to attract customers. Lack of tech know-how can present a challenge.

Meeting Client Expectations

Good service means meeting and, if possible, exceeding client expectations. If you don't at least meet expectations, a client won't try

your services again. It can be difficult to understand what clients expect and you'll need to spend time figuring it out.

Dealing with Customer Demands

On the other hand, there will be times when clients make demands that are unreasonable or impossible. When you work for someone else's company, it's easy to explain the company's policies and why the demand can't be met. But with your own business and your eagerness to gain and retain customers, it can be harder to do this. Deciding whether and how to meet customer demands can be a challenge.

"That's Not Me" Syndrome

Sometimes your new role as an entrepreneur or marketer puts you into uncomfortable positions that may make you think, "That's not me." For example, if you're an introvert starting a cat-sitting business, you may find it terribly uncomfortable to give your website the personal touch or be gregarious on social media.

Quality Standards

Your services need to maintain a consistent level of quality in order to gain and keep clients. The quality has to always be top-notch and in-line with client expectations. It can be a challenge monitoring and ensuring this high level of quality.

Innovation

Businesses have to innovate in order to survive and differentiate themselves from their competitors. This means that you have to constantly search for new ideas. It can be hard to maintain your usual work of providing services to customers or clients while also seeking new ways to innovate.

Lack of Differentiation

If you're offering the exact same services at the exact same level as your competitors, you'll find it difficult to get business. It can be challenging to find ways to make your offering original and differentiate it from other similar businesses.

Dealing with Change

Once your processes are set up and running, there will often be changes both internally and externally. New technology may make your service more or less valuable. The market price for your service may fluctuate. New services you offer may put new demands on the way you run your business. Meeting these changes can be a challenge.

Financial Pressure

Various changes in the market or internally could cause financial pressures to your business. If your small business operates with low overhead and consists only of you, you can weather almost any kind of financial problems, but they can still cause trouble.

Finding and Keeping Talent

If you have to hire talent to work as employees or as virtual assistants, a challenge you'll face is keeping your talent. Good help is hard to find and a good worker will be in demand from other business owners. In a flexible working situation like this, it's easy to lose your employees to someone else.

Motivating Staff

As a small business owner, you have to deal with keeping yourself motivated when things are tough. The same goes for whatever employees you manage. While highly motivated staff will go the extra mile in their work, unmotivated staff can cause a whole host of problems.

Burnout

Finally, with all of the work you have to do setting up your business, and your eagerness to take on as much work as possible to grow your business and maximize profit, you may find yourself burning out. Once you burn out, it's very difficult to recover.

Learning Activity

- What key challenges do you face or fear most in setting up or growing your service business? List your top 5.

Coming Up With Strategies To Beat The Inevitable Challenges

There are different ways to address each of the fears and challenges of starting a service business, and in this chapter we'll look at strategies you can implement that will help you overcome and clear away those obstacles.

Lay the Groundwork

First, there are some things you can do before you launch your service business to lay a good groundwork for combatting these potential problems. In fact, this type of groundwork is essential for any new business you might want to start, not just a service-based one.



- **Research your industry and competition.** Understand current trends and what your competition does to meet client needs so you can differentiate yourself.

- **Clearly define the goals of your business.** In other words, what specifically is driving you to go solo? For example, it could be that you want to do what you love, independence, financial security, etc.
- **Create a support team.** This team is made up of people outside of your business but whose support you will need. This could include other service providers like someone who does your website, or it could include people unrelated to your business, like a family member who can give you advice or encouragement.
- **Make a business plan.** Many small businesses, and especially those run by one person, fail to do this. Even though your company is small, it can benefit greatly from making a business plan just like a larger company.
- **Outline your operational processes.** Take each process that's part of your business and lay out a workflow for it. These workflows can be changed whenever necessary, but it's good to have each process spelled out clearly and thoroughly.
- **Secure financing for your business.** Decide exactly how much it will cost to start and operate your business so that there will be no surprises.
- **Create a pricing strategy.** Decide what price would make it worthwhile and profitable for you, and research what similar businesses are offering their services for.
- **Make it official.** Even if your business is just you and your tools, register your business and obtain all of the necessary licenses and permits. Open a business banking account.
- **Create an initial marketing plan which is subject to change as necessary.** Decide how you will get your offering in front of people both online and offline. Research marketing strategies if you don't have any experience with marketing.

Plan for the Transition

Assuming you're currently working for someone else, your ultimate goal might be running your own service business full-time or part-time. Create

a transition plan that leads you from your current working state to the work life you have envisioned for yourself.

A good way to make this transition is to start slowly building a client base while continuing to work at your current job. Suddenly quitting work to focus on building your business is another option, but it's a risky one. It's safer to make the transition gradually.

It may be easy to pick up extra work on evenings and weekends, but the real challenge is gradually scaling back your regular job as your own business picks up. The best case scenario is to have a job where you can scale back your hours. If this isn't an option, you should decide at what point it's safe to quit your job (for example, once you've achieved a steady income of X dollars per month from your service business).

A very simple and effective way of making the transition is to live off the hard work of a spouse or family member until your business gets off the ground. Of course, this is only an option for some people. But if you can live in your parents' basement for a while or live off one income temporarily, it can give you the time you need and avoid dipping into savings.

Create a Financial Safety Net

There is always financial uncertainty when you do something like starting your own service business. If you have a financial safety net in place, you can survive any volatility or financial trouble that arises. There could be a change in the economy or market, or some emergency that renders you unable to work for a period of time.

A financial safety net should include several months' salary. Imagine if you were unable to work or unable to get business for a set number of months, and hold that money in savings.

It may also include a temporary "plan B" in case you have to generate a regular income for a while. For example, create a situation where you

could help out a friend or go back to your company on a short-term basis if needed.

Work on Your Business Skills

Small business training courses can help you in a variety of ways when you're operating your own business. The weak points you identified in the first chapter can be improved by taking advantage of these courses. For example, you can take a course on social media marketing if it's an area you're not well acquainted with.

Look for training courses in your local area. You can also take webinars and other courses online. Just make sure that each course will help you with a specific goal. Especially with online business education, there is a great deal available and not all of it is helpful or relevant. Choose courses based on what you specifically need help with.

Network and Get Advice

It's not good to operate your business on your own. To combat the risk of isolating yourself, take every opportunity to network with other businesspeople. These could be people in your field or related fields, or anyone else that could potentially help you somewhere down the road.

You can make connections in your industry in your local area, or if there aren't opportunities there, connect with people online. Attend networking events and try to find ways you can help people first to start your relationship on a good footing.

Through your networking, you should also look for mentors. You don't necessarily need to create a formal mentor-student relationship, but look for people who have done what you're doing or something similar, and whose advice and experience you can benefit from. A good mentor can help you out of any of the challenges mentioned in the last chapter.

Stay up-to-Date

Things change quickly nowadays and no matter how much you know about your service, your customers and your industry, it's likely to be different a year from now. You should stay up to date as much as possible. Subscribe to news feeds, join groups and associations in your industry, follow people on social media, attend conferences and industry events, and so on.

If you're on a budget and it's impossible to attend events or join organizations, try keeping up to date as much as possible online. There are many free sources of information.

Differentiate Your Business

At the outset you don't need to differentiate your business tremendously. It will probably be enough to simply take on whatever work you're capable of doing. But gradually, you need to differentiate yourself. Choose specialties based on your natural strengths, experience and skills.

It's great to choose a specialty that's in high demand. However, today most people focus on a tight niche, meaning that people are usually looking for a very specific thing when they search for services. If your specialty is grooming Chihuahuas, coaching Spanish-English translators, LinkedIn lead generation, landscaping for pools, or tutoring junior school students in math, there will always be someone looking for this specific skill. It ensures a competitive advantage over others and lets you play to your strengths.

Identify and Articulate Your Value

Identify the specific value your service offers your customers and make sure you articulate it wherever possible. For example, if your website building service helps businesses save time so they can focus on more important start-up issues, tell them that specifically. If you're in

consulting or coaching, explain to potential customers how your sessions will increase their productivity.

Be clear and make sure you can actually deliver on this value. Use specific results you've gotten in the past for others and back it up with facts and figures.

Learn from Your Current Work

As long as you're still working, try to learn something from your current job. See if there is any aspect of the way work is carried out that you can use in your own business. Pick the brains of co-workers and bosses to learn some business hacks. Take advantage of any training or educational opportunities that could help with your business.

On the other hand, you can also learn what NOT to do from your current job. If, for example, you have a manager who doesn't communicate well with staff, how could you communicate better?

Keep Your Eyes on the Prize

Undoubtedly your motivation will flag, so it's good to keep yourself constantly reminded of why you're doing all of this in the first place. When things get hard, you can pull out this reminder and recharge your motivation.

One way to do this is to create a mind map. In the center, put "my (service) business." From the center, put out one node for each of your general goals, such as earn more money, become independent, develop my skills, create multiple incomes, etc. From each of these nodes, create further nodes that describe your future life when your business is running successfully. Keep this mind map handy.

You can also simply write down a statement on a piece of paper. It can be something like, "I'm starting my (service) business so that..." or "because..." and list the most important reasons.

Seek Feedback Constantly

Always seek feedback from customers, clients and business partners. Use this feedback to determine what's working and what's not in your business. You'll know how your customers feel when there is a change to your business or market, and you'll be able to make the right decisions.

Plan to Outsource and Automate

At first, outsourcing and automation shouldn't be concerns. But once your business gets going, outsourcing and automation can help you by getting time-wasting tasks out of your day, relegating tasks you're not good at to someone who is, and allowing your business to scale.

As you start building your service business, keep an eye out for areas that could be outsourced or automated someday. Also, as you network, identify people who might be able to help.

Learning Activity:

1. Based on your responses from the previous module (your top 5 challenges you may face), identify a way to mitigate each from the tactics presented in this module.
2. Interview a small business owner. Set up a call with someone you know to talk to them about their business, challenges they've encountered along the way, and how they overcame these. Take notes so that you can refer back to their tips.

Creating Your Roadmap For Success

By now, you've considered the characteristics best suited for running a service business, potential challenges you might face, and ways out of these potential problems. You've been exposed to a great number of strategies and now it's time to put it all together. This exercise is for those who are starting a new business, as well as those already running a business who want to make improvements.

Taking the Next Step

To complete this activity, you'll need to review "Module Three – Creating Strategies to Overcome Challenges." From the ideas there and the work you've done identifying the specific challenges you face, what actions can you take that will alleviate the problem?

From the groundwork steps in the table below (and in your Workbook), pick three or more that you need to work on. For each step, identify a specific activity or activities that will help you complete that step, and give each a specific date when it needs to be done.

Plan to Mitigate Obstacles

Now, review the top five challenges you identified in Module Two. Review the plan to mitigate these obstacles that you made at the end of Module Three. Identify your steps to address each of these and schedule them into your calendar.

For example, if you're currently not doing any or enough networking, find a good networking event that's likely to involve people you need to meet. Once you've researched and found a group, join it and schedule time in your calendar to meet the group or attend an event.

Groundwork Steps	Activity	Date
Research		
Define your goals		
Business Plan		
Operation Processes		
Pricing Strategy		
Financial Plan		
Marketing Plan		
Other:		

Another example would be creating a plan to mitigate flagging motivation. You might schedule some time during the day or week to review your goals and keep yourself on track, or create deadlines for things like buying a house, children's college, and so on.

Challenge	Plan to Mitigate	Steps and Dates

Learning Activity:

1. Complete the worksheet for planning the steps and activities you need to take to lay the groundwork for your service business.
2. Complete the worksheet for identifying how you will mitigate your service business challenges, the steps you'll take, and deadlines.

Conclusion and Your Next Step...

Taking charge of your own working life so that you can be your own boss and maximize your earning potential can be very rewarding. Few who successfully make the change ever go back to working for someone else. But it's not without its challenges and barriers to success.

At this point, you've identified those barriers and created concrete action plans for confronting them for your own service business success. When a problem arises, it won't take you by surprise or throw you into a crisis. You're much more prepared now to make the change or to improve your service business than you were before you started the report.

Through the report you learned:

- The various reasons that people decide to start their own service-based business
- The different ways you can be self-employed and what services you can offer
- The pros and cons of running your own service business
- The characteristics or traits that make you well-suited to running your own business, and which of these can be easily learned or acquired
- Common challenges that people face when they start or run their own business
- Things you can do to lay a good groundwork for confronting these challenges when they occur
- Strategies you can use to combat challenges directly

And in the final module, you put it all together to create action plans. Now, you're ready to complete these action plans by the deadlines you've created.

If you're just making the transition, remember that it's not an easy one. But service business success is waiting for you on the other side. Keep your motivation up and keep the methods you've learned here in handy for the times when you need them.

Learning Activity:

1. Review all your notes, worksheets, and checklists from the course.
2. Write down your #1 motivation for running your own service business. Keep this handy for when you're struggling and ready to give in.
3. Next, review your action plan; schedule any outstanding activities on your calendar for implementing your plan. Schedule times to review and reflect your plan at regular intervals to see where you need to address or refocus on different challenges.