

The Top Small Business Opportunities

Selecting a new business to start is the most trying task for new entrepreneurs. Consider your passions, skills, and experience before embarking on your small business venture.

The following are among the top business opportunities, according to small business expert Darrell Zahorsky:

E-Learning: Whether you want to teach business basics online, publish guides to help employees understand their firm's software, produce interactive content explaining products to customers, create websites, recruit students or sell CD-based courses, there's plenty of business out there for these services and products. For further info, visit www.udla.org.

Home Improvement Services: During the economic downturn, more and more people are remaining in their homes rather than buying new ones. That means that many of these homeowners are putting their money instead into home repairs. These businesses include gutter cleaning and replacement, remodeling, building additions, fencing, lawn maintenance, and many others. For further info, visit www.nari.org.

On-Site Computer Service: With the proliferation of computers in homes and small businesses, combined with their increasing complexity, the market for computer services continues to grow. Opportunities exist in serving business and consumer clients on-site with their repair, upgrade, and

networking needs. For further info, visit www.icca.org.

Direct Sales: Direct selling is the sale of a consumer product or service, person-to-person, away from a fixed retail location. According to a survey by the Direct Selling Association, 74 percent of Americans have purchased goods or services through direct sales. Direct selling is a growing industry; sales in the U.S. have more than doubled in the last decade to more than \$30 billion. For further info, visit www.dsa.org.

Management Consulting: Management consultants help organizations improve their performance, primarily through the analysis of existing business problems and development of plans for improvement. For further info, visit www.amcf.org.

Search Engine Optimization: Companies outsource to professionals to bring them to the top of the list in search engines such as Google. The skills required to succeed in this business are the ability to develop keywords and knowledge of html coding. For further information, visit www.sempo.org.

Public Relations Consultant: The greatest job responsibility of a public relations consultant is to make his or her clients as well known and positively viewed as possible. In today's economic climate, PR consultants are often being called on to help companies develop their businesses and marketing strategies. For further information, visit www.prsa.org.