

How to Start a Computer Repair Business

A conversational style eBook written by Lisa Hendrickson, owner of Call That Girl based upon her experiences of starting a computer repair business, growing and moving to remote support only.

Welcome to my “How to Start a Computer Repair Business” eBook. Every story, example and tip is based on my past experience of onsite repairs, offices, stores and finally going remote support only. In the past few years, I have published 5 “how to” guides to help computer techs with their businesses.

Once you get going and want to purchase the other eBooks that will help you prosper with your business, you can [check them out here.](#)

I’m going to guess if you are Googling “How to Start a Computer Repair Business” and found my website, that you are seeking advice and want to learn what you should do from experts. Let me first ask you, **why do you want to start a computer repair business?** Do you have the passion to work for yourself? Do you not like working for others? Do you want a variety of work not limited by your current employer? Do you want to make more money or grow a large support company? These are the most common reasons techs venture out on their own. But are you one of those that can take it to the level of *running a successful computer repair*

business? Do you have what it takes to be self-managed and wear many hats? Owning a business is more than fixing computers. Owning a business in any industry means you work and work and work some more. The work is not fixing computers; it's managing, doing paperwork, marketing and much more (these things...are not everyone's favorite). As you read through this eBook, I hope you find enough positive and encouraging information to keep you on track to start your own business. After reading this eBook and find you are not looking to dive right in, then start slow and do it "on the side" like many techs (it's a good way to figure out if you love it enough to leave the other life!).

So you may ask....*What is my experience with owning a computer repair and support business?* In 2007, after being let go from a 2 week position with a law firm because "I didn't fit in" (probably because I had visible tattoos), I came home with hot coffee in hand, sat down and started putting resumes out again. By noon, I was already sick of looking for the next job I would probably hate and had decided that I was done with this corporate life (7 years) and wanted to do Call That Girl (CTG) full-time. I started CTG in 2003 while I was between jobs, but never could commit full-time. I really didn't feel "ready". Now was the time though, I felt more than ready. Nothing makes you more ready than just getting fired from a job you didn't like anyway. So I figured I could do this or die trying. I hated working for others. I was always the type that just liked running my own show at any job. I worked too hard, I had too much passion and liked working nights and weekends. I was built to be an entrepreneur.

I spent all afternoon feeling excited and started writing down ideas I had for the new CTG. I made list after list, and scoured Google for information. No one I knew owned a business and I really was all alone on this venture. By 5:00 pm I had purchased CallThatGirl.biz because the .com was not available, but that didn't bother me. I just knew I had to have something and find someone to create my website. I was ready to get going and I had a mission....new job, new business, new life. I spent the weekend feeling elated I was doing this, even though I had no idea what I was doing. I didn't have hardware experience, I was a software tech, and all I knew was that I liked supporting clients and taking care of tech problems. I was a helpdesk tech pretty much, what did I know about running a business?

Then a neighbor gave me one piece of advice that I will be eternally grateful for, "Go to networking events" and this is not "computer networking events" but rather "face to face meetings." I had no idea what she was talking about, so she sent me an invite to one meeting, and after attending I was hooked from the get go. I loved getting out, meeting others and talking to them about their needs and more importantly, talking about me and my business!

During the first three years, I only had dreams of growing my company and being successful with having the best computer repair company in the Twin Cities. After three years of being on my own, I grew my company to three stores in three different areas of Minnesota and had 16 employees. Over the next couple of years, due to the decline in hardware repairs, I closed all three stores and went remote only. Now as I write this in the fall of 2015, I

even went to the next level and sold all of my MSP and backup services and now only support Microsoft Outlook, Microsoft Office 365 and Microsoft Exchange migrations. In 8 years, I finally found what made me the happiest and most profitable, doing what I loved.

As we move along in this eBook, I will give advice the best I can based upon my past and current experiences. I wish you well with your adventures in business! Feel free to send me a comment if you want information added, or just want to send me a comment. Thank you!

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Tips on Starting a Computer Repair Business

This eBook will give you some tips on starting a computer repair business. Before you dive in, you should consider a few basic things you will need to run your computer repair company. You may find this list is a bit funny, but it makes a lot of sense to give someone new out there the expectations they will need, or what I call the "basics". When I created this eBook I did think these were important to put in first.

- Patience
- Customer Service Skills
- The talent to support what you want to sell
- Crisis Management
- Managing Expectations
- Learn how to be on time, call if you're going to be late
- Answer your phones/return phone calls promptly
- Only do what you love
- Become friends with the enemy
- Does your town, city, county need you?

Many technicians know their tech skills are great for running a company, but when you are the owner and 100% in charge, things can change. If you came from a corporate world environment, you did your job, did it well and had a boss who helped you along the way. If something bad happened, you could always blame a process or something else, but when you are

your own boss, all the drama is on YOU no matter what! If the client is at fault, you will almost always be blamed so be prepared for it.

#1 Patience. Boy will you ever need it in this business! You will need it to be able to learn and grow, as no one starts this business knowing everything. You will learn something new every single day. Some of the issues clients bring you will be issues you have never heard of or ever seen. But you have to tackle it and take the job. Give yourself time, slow down, and have patience. You will also need it when dealing with panicked or pissed off clients. I can also add here, "Don't get emotional", it's tough to keep your cool when you are dealing with a client that is screaming at you.

#2 Customer Service Skills. If you don't have them, you need to read up on it. Some techs who venture out on their own come from the "tech" area where they didn't deal with customers much. And if you're on your own, you will be doing all the customer service yourself. Clients complain to me that "My last tech didn't talk to me like you do!" Well I'm a talking head, so people naturally love to talk to others that talk. If a tech is at a client's house and does not talk, this makes for an uncomfortable experience, so read up on customer service, time killer conversations and get chatty!

#3 Be sure you can support what you will get calls for. If you're a hardware tech and hate software, you need to know that software support is a different animal so you may not want to offer that service. Only support what you love and have passion for. I hate hardware, yet I had to learn some aspects of it in 2007 when I first started out. Thanks to the virtual

nature of my business, I was able to phase the hardware aspect out and I haven't been happier. Another example is that some techs dislike networking and servers, not their bag. So they stay away from those types of jobs. I don't hate networking and servers, I am just not comfortable supporting them, so I outsource and refer those jobs out (we will discuss partnering in another section of this eBook).

#4 Crisis Management. The OMG moment. You just spent a lot of time repairing a computer and it seemed to be fixed. You call the client for a morning pickup and then....it blue screens for no reason. Its 5 p.m. and you have to go home. Or do you as a business owner? Well well...this is "crisis management time" folks! Do you leave at 5 p.m., or come in early to work on the computer? Some techs go by the rules of "I'm done at 5 p.m. no matter what!" and some techs will stay and fix that computer until it's fixed. I was the second tech. I said it would be done by morning and it would be. Now this is your decision on how you want to manage your personal life and business life, but what would you do? How do you handle crisis and trust me, you will have plenty of it in your first year!

#5 Managing Expectations. Well, based off of #4, how would you manage the issue besides the crisis part of it? You need to manage your client's expectations. If you called at 4:30 p.m. and said it was done, then it blue screened...years ago I would have stayed late and got it done and had it ready by the morning, but that doesn't always happen. So managing the issue now to make it better is what you will need to learn. Don't wait until 8:55 a.m. to tell the client coming in that their computer is worse than when

they brought it in. Learn to tell your clients ASAP that there is an issue and it won't be ready at 9 a.m. and you will call when it's done. Of course many clients will call at 10 a.m. checking in on it LOL. I LOL because the "caller backers" are very common. Be ready for these types too!

#6 Learn to be on time or call earlier if you are going to be late. It sets the tone of professionalism with your clients. No one really cares if you are late if you tell them. People are ticked off if you are late and they are sitting there wondering where you are. Being on time is a skill I had to learn actually; I used to be on the road and ran late a lot. Then I learned how to manage my time better with scheduling work so I had room to get the job done, travel and be on time for the next job.

#7 If you are not the type that likes answering calls and lets it roll to voicemail, you better change your tune ASAP. Running a computer repair and support business means answering phones. And if you miss a call, check the voicemail right away and call them back. People with issues like people who answer phones PERIOD. If they get a voicemail, you might not get the client. They are not tire kickers, they are just people who like responsive people. This goes for email as well, if you get an email, reply as soon as possible. Don't wait for days, by the time you email back, the client will have moved on.

#8 Only do what you love. I learned this the long and hard way. When I first started out, going to peoples' homes was easy and very nice. Most of the issues were all software problems. But then I started getting calls for

hardware and I didn't know much about hardware. I had to learn the hard way... I learned as I got the calls in. I always told my clients I was not hardware strong but they were nice and willing to give me extra time to help them. Of course I gave them great deals on the invoice. Still, I didn't love hardware. Finally I did realize that since I didn't love it, I didn't want to do it, so I found a referring partner to give the hardware jobs to. Made sense and I was again happy only doing what I wanted. Some examples of things you might not love doing, but will consider doing....QuickBooks, ACT, SAGE, Outlook, Websites, SEO and managing domains and other non-computer repair, but related to our industry type work. My advice, don't offer too little or too much in the beginning. Do not fear turning away a client because you don't know how to fix something. There is no shame in saying "My specialty is software, I have a referring partner for motherboard work, but can I add to you to my newsletter list so you can get my information?"

#9 Get to know the enemy, your competition. Many times, they can become a good referral source. I did this when I got started, I went out and tried to meet as many people in my industry as I could. Many gave me good solid advice and some were not so nice and told me to go away. The key to meeting the competition in person is to find out what they do well, what they don't and let them know you are now in the circle. How can you help each other? No one can offer every service out there. If you can find the right "services" you don't do, you can benefit by working together. It can also be scary for some shops to know someone new is opening up in town (they can feel threatened or get a complex that they will always be

better) and if they meet you, this will make it easier for them and on you. If you are in a very small town, you already know your competition and your situation. My advice might fare better for people in larger towns where the competition is a bit more wide spread.

#10 Are you needed? Before you dive in, you might want to spend time doing some analytics about the location where you want to service. You might find the market is flooded (not a bad thing sometimes) or there is no service companies (lack of need) and where can you fit in and build a successful business. If you are in a larger city and make a location map and find a few shops in your area, maybe opening a shop is not worthwhile for you. Maybe doing onsite still is, or just having an office and doing only business support. Since I cannot get into tight details here, I can recommend if you have questions to head over to www.technibble.com, join the forums and ask questions there to the members. They are very helpful!

Deciding on What Type of Computer Repair Business You Want to Start

This section of the eBook was not something I really considered when I got started. Now that we covered a bit about the basics of starting a computer repair business, I will discuss what type of computer repair business you might want to run and operate. I will start by covering the 4 main types, then talk about the services involved.

Let's start with who you want to service. There are really just two basic types – residential or business. I started out with only residential in mind, but really my first service call was an onsite visit for a home-based business client.

- Residential usually means “home clients” and you can service them at their homes.
- Business clients are businesses, that means they can have an office, or work from home, coffee shop, etc. But they do run businesses and usually need help faster than a residential client. This can mean a busier day.
 - FYI, there are many different types of business clients. I support the break/fix clients. Some techs own MSP (managed services) type of businesses. Break/Fix is usually money in by the job, MSP has a monthly fee and the IT is solely managed by you. Bigger deal and more responsibilities. If you are just starting out, and want only business...then go slow and do the break/fix and move into MSP later.

The client decision is all up to you. If you decide to go right to business support and have no experience, it's recommended that you start with residential and get your feet wet. Finalize processes and all the business set up you need to do to support “business clients”. You will find a failure happens often and in all fairness, residential clients are a bit more forgiving if you have a process mess up or need more time, etc. Businesses expect you to be on your game and will pay for that experience. Many of my tech

friends who run MSP companies also recommend starting with residential clients.

Now what type of computer repair and support business do you want?

Here are the main types of ways to support clients.

1. Onsite only/mobile tech
2. Office
3. Storefront
4. Remote support only

I have found that many techs start with onsite first, then grow to either a store or an office. Someone who opens a store, usually has a front area for clients to drop off and their "tech bench" area is in the back. These owners can also offer remote and onsite services, and some might have an office for clients to sit down and talk to. The area is gray here, but if you want drop-off traffic, want store hours, want a front person to manage drop-offs and pick-ups (or do it yourself) and want the "store," then this is for you. There are many things to learn about having a store. Don't forget, someone has to be there during store hours, no matter what.

If you are a one person show and you're sick, you better have a note on the door telling clients you are out that day, or manage the expectations well. Have a sign up "By Appointment Only" if you are onsite and have the store. Running a store with firm hours can be tough, it was for me even with employees. Sometimes it was down to just one person there and they

would have to leave early for a family emergency with 2 hours until close....what do you do you when you are the owner and are 2 hours away? Office space is my preferred method. I had an office for 3 years before I went to storefront and now thinking back, I wish I never opened a store. I'm not the "store" type, I'm the "office" type. I like appointments to come see me, and I like knowing when someone is coming. I have to be frank, I did a lot of remote support too and the drop off clients sometimes would come in when I was on a remote support job. The store didn't work for me. I'm just saying this because before you dive into a storefront lease, determining your clientele (res or business) is super important. Most businesses don't want to come to you, they want you to come to them or offer remote support. Also...

Storefront requires more advertising than marketing. Storefronts usually have more overhead than an office. Again, these are based off of my past experiences and knowledge.

Remote support is my favorite option of course. After doing all of the above (storefront, office and onsite), I found that I just like working at my master computer and managing multiple jobs in a day from my "tech bench". It's not the life for everyone, but I have found that techs who have worked in call centers enjoy this life as that is what they liked before. Software support is a big deal out there and if you do only remote support, you will have a marketing plan that is a bit different than a store and onsite, but it's more online based, so again...you get to work at your master computer doing all the marketing. Like me.

What You Need To Start Your Computer Repair Business

Now we can move into the good stuff. You've decided to officially start your business, so what do you really need to start your own computer repair business? I am a bit excited about writing this for you, because when I was going through this stage, I didn't really know what I needed and just "winged" it. Back in 2007 there was information out there of course, but now there is TONS of information. Other experienced techs who might be reading this may have a different opinion, but again, this is based off my past experience.

1. **Naming your business** – Of course, the fun part! A name for your business and website. Now I'm sure the day you thought of starting your own computer repair business, you either knew the business name right away or have been pondering a good name since. I've seen many techs want their name to be "Justin's Computer Repair" (personally branded, hard to sell later) or "Boca Raton Computer Repair" (location branded, easier to sell later). Or some folks have just a name that they made up and liked, like me, "Call That Girl". Before you fall in love with a name, check out www.register.com and make sure the domain is available for the .com, I took .biz because I didn't care. It's your call though. Either way, the business name and website should match up.
2. **Get a logo** – I will talk more about website design in the "marketing" section, but you will need a logo to get started. I have been through

at least a dozen designers before I found the nifty and cost efficient website www.fiverr.com. Since last summer, I have fallen in love with Fiverr and use a few different designers. All for just, yep, \$5. Before you send out a crazy idea to the designers, think about a few things and what you want your new business name to represent about you and your business. Marketing pro's recommend 2 or 3 colors, simple graphics, font choices that are easy to use on your own computer (I do a lot of my own graphics, so my designer uses Gisha). I like using logos that can be adapted to other graphic needs. See my example here with my "girl" with a monitor and the Outlook icon on in the monitor. She is my "brand" and people see the girl and know it's my business attached somehow. I have her on almost every form of marketing and advertising I have, including all of my podcast shows and eBooks.

3. **Business plan** – Yep, you need a plan of sorts. Do you need an official "business plan" that is very structured and intended to follow to a T? Maybe, if you are planning on getting a bank loan to help you finance your operations or have an investor, they may require it. Most techs though, just start on a wing and a prayer. I did this. I had no idea what I was doing, but I did create a "Game Plan" more than a "business plan" so I could follow along. Mind you, my plan changed often because of new ideas I would come across, new people I met and new adventures. Keep your eyes open and you might find you have an ever changing "plan" too. This is the fun part, never knowing what can happen tomorrow. If you do need a business plan, then I

recommend working with **SCORE**, they can help you write an official plan. The members of SCORE are all retired business folks and are very helpful. I was with them for almost two years. I will be discussing SCORE in another chapter coming up.

4. **Services List** – What are you going to offer to your clients? What are you going to offer to them? Basics are usually the best to get going. Since I told you about four ways to support your clients, you can offer the same services to all four, then add on as you are comfortable or find more requests coming in. When I was starting out, I offered home support only. And that included pretty much everything in terms of servicing. Below is a list of the main services a computer repair business offers:

1. General computer repair -hardware/software
2. Laptop repair – hardware replacement/repair/soldering/etc.
3. Virus removal & Tune ups
4. Data recovery services
5. Data backup
8. Computer training
10. Computer parts

5. **Forms and paper work stuff**

1. Client agreement of any sort... probably the most important form you will need. If you need an intake form at your front counter or something for a client to sign off on onsite, or an outtake form....I am not the best "form creator" so at this point,

I will be referring you to take a good look at a kit created by my friend Bryce Whitty - [Technibble Computer Business Kit 3](#).

Business and Legal Information For Computer Repair Businesses

If you are starting a new computer repair business, you might have questions such as...How much will this cost? How fast will I recoup my investment? Will I get enough clients to make it worth it? How long will this take? Welcome to the world of "Who the heck knows!" Our industry has no real metrics on this and it's always a gamble. Are you ready to go gambling? Because you are going to be doing a bit of gambling... and those of us that are still in the business are the real hustlers. Well not really, I just like saying that and thinking I beat the dealer. I have made it and it took a lot of hours of sitting at the table to figure out how to beat the house.

So are you ready to gamble? Or play at least? I have some advice for you about business and legal for the computer repair industry. Below is a list of resources and information that I had to find along the way.

1. SCORE <https://www.score.org/>

Before you do any of the below, you should really start by working with your local SCORE office. These folks are all retired executives who have the experience to help you and guide you for free. They may have the answers you need about bookkeeping and the legal considerations, saving you time and money. If you work with them,

they might also have local recommendations for you or have great contacts. If you want to print out this list and take it to your first appointment to ensure you covered the basics, they will appreciate it. They might also have information that I do not cover here.

2. **Do you need a budget?**

You might. Depending on how you want to service your clients. If you dream of having a store, then for sure you will need a budget and maybe financing. There is a lot that can go on with leasing a store front. Not only will you need to negotiate a lease, but you will need insurance and signage, etc. If you want an office, then you will need to have the down payment for the lease deposit, first & last months' rent and maybe even utilities. I love the "All inclusive" offices! The ones that pay for everything. If you plan on being mobile, then your budget might include a good vehicle and your toolkits. Remote support, just a house office or rented office and your remote support tools. *Remote and mobile are probably the cheapest way to get started.*

3. **Do you need a lawyer?**

Maybe not on day one. I was recommended to get a lawyer after my second year because I needed to LLC my company because of growth. Basically to start a businesses is not a legal issue, just follow the guidelines of your city and state and you are fine (from what I know, you can always call your city and state and ask them!)

4. **Do you need a bookkeeper?**

Again, maybe not on day one. I recommend that you keep all of your receipts and at least keep a spreadsheet for your sales. If you are a QuickBooks person and know how to do it all yourself, great! If not...I don't think a bookkeeper is necessary for you to start out. But, you will need records of everything you take in, spend and all of that for taxes.

5. **Do you need to be licensed in your city? State/Fed?**

Another good question! Since I don't know where you live, I recommend that you call your city office or state offices and find out what is required by law for you to officially run your company.

6. **Taxes!**

You might want to consider spending an hour with a tax accountant or bookkeeper to discuss how you should file your taxes. You might have to pay in quarterly self-employment tax or just year-end, depending on your situation. If you sell parts, you will have sales tax to deal with. This consulting may include recommending if you stay sole proprietor or to move to LLC or C/S Corp. TIP: Only do what you need to do, many entrepreneurs get into the hype of needing to be C/S Corp to feel "official" and "big" and until you need it, don't do it. You can always go up in the world of taxes (my opinion, but talk to your tax accountant!).

7. Insurance

You will need to contact a local insurance firm to find out what insurance you should carry. Every city and state carries different requirements for your services and locations. SCORE will also have some information for you about this.

Products and Services Your Computer Repair Business Can Sell

Next I will discuss how your computer repair business can make money off products and services. When I started out, I didn't even think of selling anything outside of my core services, ever! Please keep in mind that I went out of the gate with guns blazing and didn't know what I was doing at all. Even my competition wouldn't be friendly with me, I was the lone ranger. Yes, there I was the lone ranger and didn't know what I was doing, had no experience but knew I was probably not going to make it off break/fix labor rates. When you first start out, the dream of having 10 clients a week can take a while. But in time, I did figure out what I needed to make more money and that is offer more services and products. Believe it or not, the first service/product I sold was prepay support tickets (see story below). Soon after, I found other products to sell simply because I needed to have something to offer my clients. My first product was Malware prevention and detection software (I sold the software and added on a warranty program, sold well btw).

Then as time went on I added more and more. Now after 8 years, I have it fine-tuned to just these 3+ services and my prepay tickets.

1. Prepay Tickets
2. GFI daily monitoring
3. Online Backup
4. Office 365 Consulting/Project work

TIP! If you decide not to resell a product, check into affiliate programs. If you sell to the client, some companies offer you a commission on each sale (some companies call it reselling though, even though you don't do the billing). I know a few companies that do it now, SOS online backup does, as well as AppRiver (for Office 365).

Products & Services you can sell

1. Antivirus/Malware Protection:

1. Of course you want to consider the fastest selling product, an antivirus/malware product. I started off back in the day reselling SuperAntiSpyware (SAS) and Malwarebytes (MBAM). I sold SAS for \$25 for 3 computers (yes, times have changed) and I sold MBAM for \$39. Then as times changed, I started selling a package for MBAM and Microsoft Security Essentials (MSE) for \$79 and that included free virus removals for a year. Renewal was \$49. My "warranty" program worked well as long as you trained the users how to use the products. I'm not joking, this sold well and we make a nice profit on it. Many techs think that

these types of warranty programs do not work, but trust me, they do.

2. **GFI.** If you are not familiar with GFI, please check out their services here <http://www.gfi.com> I have a white label remote support partner who managed my GFI sales and monitoring. When I closed my stores I opted to not do the management of GFI, but wanted to of course have the best service out there for my clients. This GFI replaced MBAM and MSE after May of 2014 and we have seen nothing but great sales. (Since publishing this eBook, I have now since sold off this part of my business).
 3. **Off the shelf products such as Norton, McAfee, Avast, Eset, Kaspersky, etc.** These products are all available for techs to buy at a lower price, and then you can create a retail sale price that offers you some profit. Many techs who sell these also sell a protection plan for even more money to have a more robust service.
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2. **Online backup** – I have sold as an affiliate seller for Mozy in the past and now I resell SOS. I earn a 20% commission off each sale. I sell the installation of the product for \$69 to the client. The client pays for the SOS with their own credit card. We do not do any managing of the services after installation. We do charge if the client opts to call us over an SOS issue. Our labor can be 15-30 minutes, but we decided

to have one price to cover it all in case it goes longer and to make it easier to manage in our ticket system.

3. **Acronis backup** – This is a product that I am not currently marketing, but am considering to offer to businesses. I tried in the past and many didn't want it. It's funny how we can try something once, see no interest, then get one client who is hyped about it and then I put it back on the consideration plate. Again, remember...I am telling you about my experiences and failures here, so keep that in mind when reading. If Acronis is configured right, it can save time and money for the client, even though they have to invest initially to get it setup

4. **Computer hardware parts** – Selling hardware was never something I had interest in. But you might. If you have a mobile business, of course keeping some items in your vehicle for a quick sale is recommended. External hard drives, network cords, hard drives, ram, etc. If you have an office, same deal...quick sale stuff is great to have on hand. If you have a store, then you need to decide more in depth what you want to sell. If you are a fully functioning store/shop, then having everything you can sell on hand is important for your repairs, or clients coming in and buying the parts and taking them home and doing it themselves. I have seen both types of sales and that is the difference between Shop vs Store. To me, stores sell parts, shops do the work and don't sell parts individually.

5. **Software reselling** – I don't resell any software. Early on I decided that I didn't want to monkey around with reselling, I would rather charge for labor to help the clients buy the products. So here is an example: Client calls and wants Office 365 home installed, I quote them 1 hour of time (could be less) and then I charge \$109 to help them buy it, install it, configure it and send them on their way. I quote an hour because of tech glitches that can arise, but a usual install is 30 minutes or less. Now yes, I could also sell them a version I paid for and then also charge for the labor, but many of my clients are one time break/fix and I just didn't want to have the responsibility. Again, this is not normal...many techs want the sale from the software and want to manage it all. It's your choice!

6. **Computers** – Again, selling computers is something I didn't get into. I know many techs do in their stores and it's great for them. I will let you know that you need to make this decision on your own and figure out in your budget what you need to get your store rolling with inventory.

7. **Additional products (routers, monitors, refurbished, etc.)** – More "store" stuff here. If you are opening a store, you will need to figure out what equipment and inventory you need to make the store profitable in that area. If you need help, [Technibble.com](https://www.technibble.com) is a technical resource forum where you can browse the forums, create an account, and ask for help or more detailed questions to the group. I

have been a member for 5 years now and it's invaluable (free membership btw).

8. **Office 365** – While you might not have enough experience to support Office 365 yet, you really should get to know this product line. Office 365 is not only the hottest thing out there, it can all be done remotely. I'm doing a lot of Office 365 work right now and many others are as well. What you need to know to support Office 365 for businesses is: the basics of Microsoft Outlook, SharePoint, OneDrive, Lync and Office 2013. You can resell Office 365 yourself, or use a vendor like I do. I like the support and billing to be done through AppRiver (contact my rep Steve Harris for more information sharris@appriver.com). Support is key for me with doing Office 365, I am busy and don't have time to call Microsoft if there is a problem and they offer 24 hour support, so my clients can call in when there is an issue before calling me.
9. **Prepay Tickets** – In time though, I quickly learned that I wanted and needed to earn more money to make it. I remember the first time I started to think outside the box. I had a client call in often for weird small problems and thought, "If I sold him a block of 3 hours and only track the time used...he might buy that". I sold him my first prepay ticket for \$225. I was insane with happiness! After that, I started asking all of my clients to buy the tickets. Some did, some didn't. Now prepay tickets are just part of our sales. My prices have all since been raised, a four hour prepay is \$450, and I sell them often.

How it works – I sell a 4 hour ticket for \$450, each hour can have 4 calls of 15 minutes each, clients call in for a 15 minute repair and I track in their ticket, 15 min. That actually equals \$28 (4 hours divided by 16). The client wins by not paying my regular price and I win and don't have to do the admin work and collect credit card, client agreement, etc.

Who buys these? Usually busy home clients with many computers and kids, or mostly...business clients.

Tools You Need to Start Your Computer Repair Business

When you first start out with your ideas for a computer repair business, you might already have some tools, heck you might be already doing computer repair "on the side" and have a full tool kit. Since I am talking about four different scenarios for support: Onsite, store/shop, office or only remote...creating a tool list is a bit tough, but I will do my best.

1. **Hardware** – This will be determined by the types of hardware you support – basic tools of course are necessary. If you support hardware, you already know what you need (I hope); if not, you can discuss this topic on Technibble.com (I am not a hardware tech and only can recommend talking to others).
2. **Software** – I keep a "software kit" of all my software tools in Dropbox. Back when I was onsite and had techs, we kept a good list

on Dropbox, then saved to USB drives to use in our shops and on the road. All virus removal software of course is needed, all of your tune up tools, Windows repair disks, Winsock utilities, drivers, etc.

3. **Remote support software** – If you are going to be doing remote support, you will need to do testing on products you want to use. Matt Rodela did a great review of many products and voted for his remote support software of choice. [To read that article, click here.](#)

4. **Forms** – You will need forms for your clients and also forms for your business for general use. The Technibble Computer Business Kit is the perfect “everything” kit, I highly recommend you check it out – [you can review it here.](#)

5. **Ticketing** – There are many ticketing programs out there to review and try. When I first started out, though, I didn’t even know ticketing systems existed, so I just used an Excel spreadsheet to keep track of my jobs. I also kept track of the marketing in the spreadsheet, “How people found me.” In 2010, once I hired employees, I had to move to a ticketing system, because I had 2 stores to support. (Honestly, I still keep and use that original Excel spreadsheet!). Currently I use Mhelpdesk for all my ticketing, invoicing and client data tracking. [If you want to check it out for 14 days, click here.](#)

Other products I support

Repair Tech Solutions, TechSuite is a comprehensive repair toolkit that allows you to automate and streamline your repair process, so you can stay focused on growing your business. [To test and trial, use "Callthatgirl" as your code.](#)

Guide to Pricing Your Computer Repair Business Services

This section is about pricing your products and services for your computer repair business. Pricing your products and sales can be tough in the beginning because you don't want to have prices too high and not get clients, but you also don't want to be too low and appear to be cheap. Back in 2007 when I was just starting out, I had no computer repair shop/store/pricing experience at all. So for me, it was a bit tough to figure out my "right price", so here is what I did to get going. I started checking out my competitors' prices and what the techs on Craigslist were pricing themselves at. I knew that I didn't have the experience of the current businesses running and knew that I would be higher priced than Craigslist, so I created a number right in the middle.

My beginning rates were \$75 onsite for an hour. In 2007, all I was doing was onsite. I figured this was a fair rate comparable to other onsite techs in the Minneapolis area and I was new, so there would be some "give and take" because I would make some mistakes and have to bill fairly for those

mistakes. You will make some mistakes and you should not charge clients for that.

A few months after I got going, I started offering remote support. Since I was not on the road and driving, my remote support rates were only \$60 per hour. In time, I got better at remote support and onsite jobs, so I started raising my prices. In 2009, I was charging \$85 for onsite and \$70 for remote. In 2010, I raised my rates for onsite to \$100 and \$90 for remote.

Then we stabilized for a while and in 2012 we raised our onsite rates to \$125 an hour and \$99 per hour for remote. In 2013, we kept our onsite rates at \$125 but remote went up to \$109 an hour. This is now our “nice price” that works for us. We are faster, have more knowledge and can command rates at this level.

Pricing comes with experience. The more experience you have, the higher your rates should be.

Another thing to consider is the community you are servicing. If you are in a very small town, your prices may have to change or be comparable to what your community will pay. I know some remote techs only charge \$40 per hour, some only charge \$20. This is all up to you to figure out – your bills, your overhead, your wages needed to earn a good income.

To view my current price list, [click here](#).

Resources for Computer Repair And Support Businesses

When I first started my computer repair business, I only had one resource...the internet. Back in 2007, there was a lot out there, but it took me a long time to find "the good stuff" aka... resources for computer repair and support businesses. Below is a list of resources I use often, listen to, partner with or have become a member of the community.

Magazines and Online News

- ChannelPro Network, chock full of goodies there folks. Free subscription! [Click here to check it out.](#)

EBooks

- Computer Repair Business Lessons Learned by Dan Hand; [you can check it out here.](#)
- MSP or Fail by Dan Hand [is available here](#) (Never read it, but from what I have heard, it's a good read for those wanting to get into MSP).
- Matt Rodela How to Quit Your Job and Start a Computer Business, 80+ Ways to Advertise Your Computer Business and 20 Things You Can Do Right Now To Improve Your Computer Business, [Check them out here](#)

LinkedIn Groups

LinkedIn has some great groups with good discussions going. Here are some I am in:

- ACRBO is a group that was created to support ACRBO members, it is all basically computer repair and support discussions. [Click here to join.](#)
- Technibble also has a lively discussion group on LinkedIn, [click here to apply to join.](#)
- MAXFocus is a GFI based group. The topics mostly revolve around GFI, but sometimes you'll find a good nugget of other info, [click here to join.](#)
- CompTIA, group discussions are about CompTIA certs and IT related stuff. I don't really do a lot of it, but I went to their convention in Phoenix last year and had a nice time. Met a lot of cool techs from around the country. [Click here to check out their group.](#)

Websites & Forums

- [Technibble](#) Membership forum, ask and give tech advice, focused on anything in general about tech support and owning and running a computer repair business. They sell a good Business Computer Kit, [you can view it here.](#)
- [Britec Tech Support Forum](#) Membership forum, ask and give tech advice. Focused on Malware/Viruses.

- **Bleeping Computer** a Website where a lot of downloads are to fix and help you repair issues (esp. viruses) **you can find their forums here.**
- **Tom's Hardware** Pretty much an "everything tech" type of website and forum, **click here for the forum.**

Podcasts

- **Call that girl's Office 365 Show** I talk about Office 365 and Outlook, in addition to filling you in on my technical horror stories the best I can. You can view show notes at **www.callthatgirl.biz/office365**
- Podnutz, a Tech Podcast Network offers a variety of live and downloadable tech podcasts with many hosts. (Including my own Office 365 show!) **Click here to subscribe and listen while you work!**
- Mike Tech Show is a weekly live tech podcast with video and live chat room. **Click here to download past shows.**
- Matt Rodela's Your Friendly Neighborhood Computer Guy. Matt has an active blog, podcasts and has 3 eBooks available for purchase. **You can click here to read more.**
- **Podnutz**, Technical podcasts produced by Door to Door Geek and hosted by a variety of other hosts. **http://www.podnutz.com**
- **Mike Tech Show**, all Tech, all the time. Mike tells stories about his work from the past week and talks about products and just about anything. You can subscribe and download to his stream at **http://www.mikenation.com.**

- **Tech Vets** Mike Smith and Carey Holzman talk tech. <http://tech-vets.com/>
- **The Force Field** <http://www.theforcefield.net/podcast/>
- **Technibble Computer Business Podcast** www.technibble.com

YouTube Channels

If you're into videos, you need to follow these two guys, and me!

- **Call That Girl** Offers videos from her podcast shows and how-to tutorials about Outlook and Office 365.
- **Britec** "Your Computer Paramedic" Britec Tech Tips – Malware Removal – PC Computer Repair" How-To videos and Troubleshooting and Repair videos to help others help themselves fix computers.
- **Carey Holzman** easily shows how non-intimidating technology can be with entertaining, educational and humorous videos that teach building an entire computer from scratch to reviewing the pros and cons of the latest tech-gadget. From RAID to NAS, Networking to SSDs and even anti-static myth busting and thermal paste application challenges, Carey's 25+ years of experience gives him the confidence to teach you the RIGHT way to use tech, while explaining and demonstrating on video the method behind his madness, offering up the difference between opinion and fact and how to discern the truth from other YouTube tech channels.

Technical Groups

- **ACRBO** Association of Computer Repair Owners, free and paid memberships.

Tips on Growing Your Computer Repair Business

When you first start out with your own computer repair business, fantasizing about what your business can and will become is part of the fun. I can recall many days of dreaming about what would become of Call That Girl and now over 7 years later, it's nothing what I dreamed of in 2007. My first dream was to have techs all over the Minneapolis area doing the onsite work and managing the jobs. I even bought a 6 foot map of the Twin Cities to post on my wall, and circled all the suburbs where I wanted techs. But the problem I found was this...when I first started out, I did the math (like you probably did, we all think alike!)

- I need to do 5 jobs per week to make \$375 and that is enough for me to LIVE on. Barely
- I need 10 jobs to make \$700 per week, GOAL! If I could make that, I would be thrilled!

Then of course, the dreams grew.... but hey, it takes a long time when you first start out to get just 5 jobs a week and when you get over 5 and dream for 10, that takes time. In that first year, I did so much marketing that it took me well into a year to get to the 5 per week. Then after my first year, I immediately jumped to 10 per week consistently. I think all that hard core marketing paid off!

Eventually I found out as the years went by, that I was not doing what I really loved. Doing the onsite was fun, but after I found remote support, I was back in love with my desk life again and didn't prefer onsite jobs. So I got an office for people to bring computers to me so, yep, I could be in one

place. Through the years, I hired techs and opened stores and managed contracts. Again, not doing what I loved, what I had passion for. As you read in the first section of this eBook, I eventually closed all my stores and went remote only.

Dreaming...

- **Dream of growth**, but don't get too excited too early on. You will get there if you want a bigger store/business. You have to go through the tough times of figuring out your company first. Fix processes that need be in place. Fix broken processes that don't work. Every time you experience a failure of any type, try to figure out a success that came from that failure. You will have many and don't worry, you are not alone here. It has been said that without failures, you cannot succeed. I firmly believe that and still have failures even after 7 years.
- **Don't consider projects too big for your britches.** I learned this the very hard way. I took on a contract that I was not ready for. In 2010, I had an opportunity to support a retail location for computer refreshes. After succeeding with one store, they asked me to do 3 more stores, then after that 2 more stores...and within 5 months I was offered all 22 of their stores. In 9 months, I had techs in 4 states and 22 stores. Did I know what I was doing? Hell no! But I did get a managed system in place eventually and by the time it was working like a system, they told me that they decided to go in-house. I didn't have a good contract in place, I didn't have a paid lawyer review the terms of the agreement and really....it was all too much for me. After

they closed the contract, I had to slowly start letting employees go and some of the CTG FT employees, as well. Now that I think back, it was an experience, but one I will never do again.

- **Don't dream of having employees** until you have too much work on your plate for many months. If you get excited too early on and start hiring, then you might go through some slow times (for months) and will not have enough work to pay them.

- **Before you hire employees, consider many factors**
 - Do you have enough money to keep them on payroll for a few weeks if you are slow?
 - Do you have a good bookkeeping system?
 - Do you pay your bills on time now? If not, you need to fix this fast.
 - Taxes are due when they are due, or else you pay penalties.
 - Do you have a training manual in place?
 - Do you have the patience to train someone?

- **Before you open a store, consider many factors**
 - How much overhead you will have
 - How many unexpected expenses you might have
 - How much money you need to live on
 - Taxes! City, State, Federal
 - Profit, you will need it to keep the store running and make you happy

- Savings for when times are slow so you can pay the bills
- Insurance needs for the store/employees
- Workers Compensation
- Location, is it in a good visible place for traffic and foot traffic to find you?
- Parking, you will need good parking
- Do you have the money now to buy all the print materials to set it up right?
- Do you have the money to get the furniture and desks and equipment to set it up right?

How to Start a Remote Support Business

When I started my business part-time in 2003, I was already doing remote support at my job at the Mayo Clinic in Rochester, MN. In fact, that's all I did. Only on very rare occasions was I asked to go onsite (Usually some Outlook emergency for a top Dr.). I worked in a call center and troubleshooting software is a heck of a lot different than supporting hardware. In fact, when I got the job, I remember sitting next to my team members and I could tell that all the guys were definitely not in the position they wanted there, most wanted to be onsite techs, work as an Analyst or be on the LAN team. Helpdesk, while many see it as a stepping stone job...was the job for me. This is where I found the love for remote support. I could manage many things at once from my one happy bench, my master computer. Backing up a bit, you might wonder how did I start Call That Girl at the Mayo Clinic when I didn't go onsite? Well friends, I got

friendly with the staff calling in and they asked me to come over after work to fix their home computers. Without much hardware knowledge, I can't say that I messed up too many jobs. I left with a few bucks in my pocket and realized that "hey, I can do this". For the next four years, I did only onsite home jobs. It was all software usually, side-by-side support I called it.

Remote support is all about being efficient, being more affordable (for some fixes) and maximizing your bench to be a master computer that can do many things at once. Most experienced technicians should be able to manage at least 3 and up to 5 non-talking-to client jobs at once, such as virus removals & tune ups. If you are on the phone with a client, of course you should only be with them, *but heck...if you're doing a virus removal in the background...well, there is nothing wrong with that unless you are not paying attention to your talking client.* After 7 years of doing onsite jobs, running 3 brick and mortar stores, I gave it all up for remote support only. It took a while, but eventually I trained all of my clients on how well I could serve them and they accepted my offer. I have now moved into MSP type offerings, more services, better packages, and I have to say, I'm doing quite well for myself finally. This might not be the life for you, but if you love talking on the phone, love software and helping clients, this is perfect for you, too!

Here is a short list of hardware and software you might need:

Hardware

- 2+ monitors: I have one 19" monitor, 1 24" monitor
- Desktop HP Pavilion, 8 gigs of memory, 64 bit, Windows 7 Home Premium, AMD 2.10 GHz Processor
- Set of speakers
- iPhone holder that is stationed on my desktop
- 2 USB chargers for my iPhone 4 and iPhone 6
- Plantronics Bluetooth has a charger that also charges my Net Gear ATT Hotspot (in case my internet blows)
- External hard drive
- That's all for hardware, except my killer Queen's chair (built for a woman of size). Good chair, HIGHLY recommended. If you are a big person, this is the chair for you! [Best computer chair in the world.](#)

Software

- Remote Support Software: I use LogMeIn Rescue.
- Ticketing System: Mhelpdesk.
- Back up Tech Support (GFI sales, SOS online backup and helpdesk): [RS Tech Team](#)
- File sharing, I use Dropbox for day to day, [Click here to test it out.](#)

Do You Need Certifications to Start a Computer Repair Business

In our industry, as far as I know...we are not regulated by the government (at least in the USA). We do not have to have a computer repair certificate or be A+ certified, or even have any type of background in computer support & repair to open a business. Heck, you don't even have to know anything about business. So basically, if your neighbor who is handy at building computers decides to open "John's Computer Builds" and runs it out of his house, he can do that. Now it's up to him to follow the laws of his city, state and the federal government in terms of taxes, etc. If your area requires a license, be sure to have it. If you're not sure, call your local city office to find out. I personally have no certifications and my business has not suffered from it. So please read my info below, and use it as a guide. As I'm not sure what type of computer repair business you want to start, this is just a guide. You might need to ask other techs, or get counsel from a local tech company.

Below are some questions you may have and my answers to the best of my knowledge.

- **Do certifications help you be a better business owner?** Not in my opinion. Running and operating a computer repair business does not require certifications. It requires passion and the ability to service clients in terms of technical and customer service skills.

- **Do certifications make you a better tech?** Only you can make yourself become a better tech. Some of the best techs I know do not have any certs.
- **Do certifications help you get more clients?** Maybe. Some care and want certs, some just want the job done right and to be treated well.
- **Do your clients care if you have certifications?** Maybe, not many ask me if I have any. Those that do, I tell them "I got my certs from the streets, I have 18 years of experience and certs don't always help in real life scenarios." It's true, though. I can't find a cert that fits my skill set anyway!
- **Should you get certifications for what you want to service and sell?** Sometimes you need to be certified for some software and some hardware. As far as I know, most basic software tools we use as an industry do not require certs (antivirus, etc.).
- **What if I'm supporting a certain manufacturer, such as HP or Dell?** If you want to become a local tech contracted by some of the bigger firms such as Field Nation, Work Market, etc... then they might ask you to be certified for some manufacturers, or you might be able to get more jobs.
- **Should you be A+ certified?** I am a software tech, so A+ cert would not be helpful to me at all. I did take the test though and failed. I also

had 11 extra screws in the PC build I did during the A+ class. Good sign I was not going to build computers. But... Professor Messer is the guy you want to follow to know more!

<http://www.professormesser.com/> He offers great daily quizzes and has a [YouTube channel](#), training courses, study groups, etc.

What if I want to start a MSB business, do I need Cisco network certs?

CCNA? I would think yes (but then again, I don't know...check with other techs on this), networking and servers are very technical and unless you are leaving a job where you have a lot of hands-on experience, the cert is probably a must have, not only because of the knowledge you need, but the training behind it is not "normal" tech work.

Free Marketing Advice for Computer Repair Businesses

Now once you have things set in place to start your computer repair business, your business stuff, your tools and everything else, you have to get on with marketing your computer repair business. This for me was the extremely fun part. I think I had so much fun with this because I was so new to it and didn't know what I was doing and was learning a ton about business from others. And remember in a past section when I talked about working all weekend building my lists? Marketing was most of it, even though I had no idea what I was doing. I knew I had to come up with tons of ideas and fast. I'll begin with definitions of marketing and advertising.

Marketing: the action or business of promoting and selling products or services, including market research and advertising.

Advertising: the activity or profession of producing advertisements for commercial products or services. (Newspaper ads, TV ads, Radio, flyers, more short term effects)

So really, you need to do short and long term marketing and advertising, but this will be determined by your budget. I'll start with a list of things that I did in the beginning and things I would do now that I know more.

1. **Get your website up and running** (after you get your logo done of course). If you are handy enough to do it yourself, great! Of course since I just wrote an [SEO for WordPress guide](#), I recommend using WordPress. If you are not handy enough to do your site yourself, you can talk to my website/WordPress guru, Rebecca, and she can help you with a simple computer repair website for \$500. [Click here to read more.](#)
2. **Business cards**, super-duper important! Once I got my logo, I had my designer do a card template and I uploaded to [Vista Print](#) and ordered 250 cards. Sooner than I thought, I was ordering another set of 500.
3. **Business domain email**, please do not use a Gmail or free email service if you are running a computer repair business. When you buy your domain, I recommend only using your business email for

business. It's just my opinion, but clients judge you by first impressions and if you give them a card that says "Justin@Justinspcrepair.com" it looks better than "justinspcrepair@gmail.com" Right? Yeah.

4. **Go set up all of your social media**, yes if you want to that is! It's not for everyone. Sign up though if for anything to secure your names on the pages. I recommend of course the big ones, Twitter, Facebook, LinkedIn, Instagram, YouTube and G+. Grab any others if you want, but these are what I use.
5. **Get a newsletter program in place**, you will need this. Once you start getting out there and networking with others face to face, you will want to add them to your newsletter and social media. Stay on top of this! I recommend using Constant Contact, very user friendly and affordable. [Click here for 60 free days.](#)
6. **Get out and find face to face networking events.**
 1. Common groups are BNI. I never did join a BNI group, but did consider it once. Many techs SWEAR by these groups. What you can do is attend as a guest two times, then decide to join. From what I remember, the cost is in the hundreds per year, but if you go to the meetings and follow their program, it works.
 2. Try to find local business expos. I launched Call That Girl at a women's expo in 2008. I decided to put \$2,400 into this because it was a huge expo in Minneapolis and knew it would

help me not only meet new clients, but business contacts. Prior to exhibiting at the expo, I did attend many expo's and knew that even paying \$100 for a smaller expo was well worth the "meet and greet" time you get.

3. Check out your local Chamber of Commerce. Usually these groups have a fee and offer many monthly meetings you can attend, most should have a local expo as well.
 4. As you get out there and attend events, present yourself as a local "expert" to do free speaking engagements to groups. This was a huge win for me in the beginning. I talked about computer issues and answered questions. It's a good chance to get your business card out there
-
7. **Talk to the local press.** I got lucky and they came to me many times (new business, found me on social media), but on occasion I did approach them and announced my business and it helped immensely with my third store. We got on page 1 and immediately saw clients walking in the door.
 8. **Social Media,** where do I begin here? What I did in 2007 and 2008 will be completely different than what you all can do now with it. Back then, it was a mad rush of adding more contacts, friends and whatnot! It was really crazy! I did write an eBook/Guide about Social Media and while it's still very relevant, you have to have a game plan for social media to work. Posting out a "hey, here is my business!" is not good enough. And now, pushing out your spam (I love my spam

btw) has to be done in a manner that your networks find as “value” and not spam. It’s a game, really. But in time you will figure it out. If you want it to work, you have to work on it all the time. Hire it out if it’s not for you!

9. **LinkedIn**, I have a special spot for LinkedIn, and while it’s not bringing in the clients it used to (years ago), the value of being on LinkedIn, connecting and joining local groups is still great. Before you jump in and pay the monthly fee and upgrade, check out the blog entry I wrote in 2014, [10 Reasons why you don’t need to upgrade to premium LinkedIn.](#)

10. **SEO/Google** is HUGE for your business. Most people are out there looking on their phones and tablets/iPads now and it’s super important to be listed in Google. You can do many things, depending on the business you are starting. Google Places allows you to “stamp your location” on their Google Maps for services searches. You can pay for Google Ads. I called Google to have a sales rep help me with this because I really didn’t understand it. Right now, I pay about \$100 per week for my calls in and so far, I’m getting in about 12 times back per month on that investment. Back when I first started out, I didn’t do anything with Google. It took me finding out that my own blogs were generating call-ins that sparked me to do more blogging and then creating the magic formula to get higher rankings. And of course, then paying Google.

11. **Find local partners** like website designers, other computer shops, or people who work in the IT industry and become “referring partners”. Some of us don’t watch or track the referrals, but if you want to, you can earn a good commission off a referral.
12. **Hand and Foot**, many days of this! When I opened my first office/store (yeah, hard to explain), I went out to the community and handed out tons of brochures and cards. I think overall I got 5 new clients and it was a great experience to get out and pitch.
13. **Truck Advertisement**, a must have if you are mobile or on the road. I started out doing this and made \$7000 the first year. I was out in the streets of Minneapolis all day and practically all night! So if you are mobile, it’s a thing to do ASAP. I put simple graphics on my truck for \$300. Just this year I re-designed for \$600, a nice upgrade.
14. **Print Advertising**. Of course everyone used to think Yellow Book was the cat’s meow. Now people are less into it and even their online option is junk compared to Google Ads. But yet, there are still folks that get into their program. Phone books should go away at some point, but I have to say that.... honestly, many years ago I did some Yellow Book ads (2008) and still on occasion get the random call from someone who has an old book! Weird! But when I was doing the ads, they did seem to at least pay for themselves, it does take time and from what those who love phone books say, “they used to make tons

of money” and they put in “tons of money”, I don’t think that is the case anymore.

1. **Mailers.** Yep, tried this too. I went to the library and extracted out 1000 zip codes and bought a post card from Vista Print and mailed them out. Got one call, almost squeaked the bill for that. I think I lost \$60.
2. **Brochures.** When I was just starting out, I created my own brochure, printed them at the local FedEx and mailed them out to 150 zip codes (library again) and of all things, one lady called me and ended up being one of my first and favorite long term clients. So the brochure printing and mailing totally paid off!
3. **Magazine ads,** probably not worth it for me. I was in a large metro area, and I got one call from one magazine and a handful from another. The cost of the ads get a good return on the investment. This is my experience though, so if you try it, my only recommendation is you don’t get caught up in a long term contract that is hard to get out of!
4. **Bathroom ads** generated one call. It’s all up to you on this one!

Thank you for purchasing this eBook, I hope it helped you with guidance on what you need, what you should do based upon my past and current experiences. The resources for the forums will be of great help and of course, the podcasts. I wish I had found the forums and podcasts when I started out. I wish you the best!!!

Lisa