

Hello

As I was making my merry way to work this morning, I saw a council worker on his knees next to a wall near Smithfield Market in London.

He had a container of industrial strength cleaning fluid and was scrubbing away at some 'graffiti' . . .

. . . a picture of a rat holding a ghetto blaster!

Nothing strange in that, you might think - the guy was simply doing his job and really not worth a second glance or mention in this eletter.

But what made this scene so poignant was he was actually destroying £25,000 worth of 'art'!

You see, the rat graffiti was by THE artist of the moment - the mysterious Banksy. In fact you may have seen in the news that another piece by him in West London was auctioned for £215,000 on eBay!

The piece I saw being destroyed was a lot smaller, but anything by Banksy is hot right now and this little stencilled rat was still worth serious money.

Of course, the worker probably didn't know or care that this was the cutting edge of contemporary art and that the value of this square foot of brickwork was worth more than his annual salary, but this raises an important point.

The owner of the building where 'ratty' lived, was probably equally unaware of the true value.

I mean, how often do we ignore things that in our own lives have great value - especially when it comes to the making money?

- The most obvious are those items we have lying at home that could be sold on eBay or Amazon.

- Then there is our accumulated specialist - the skills and experience we have acquired from our work. Just because we take it for granted doesn't mean that someone else wouldn't put a value on it.

- And what about your hobby or recreational interests? You probably enjoy your pursuits so much that you have never considered that they could be turned into a business.

- And what about your personal skills? Are you a good listener? Organised? A good talker? Stand back a bit and see where your strengths lie and think about what kind of business could exploit those talents? I saw a woman on TV last week who was charging £450 a day to organise people's wardrobes! OK, she had high-end clients, but surely it can't be that difficult!

- If you are in business then what about the profits that you are ignoring? I was speaking to a guy just the other day who sells seeds and plants at all the major flower shows across the UK. He said that he probably has tens of thousands of people visit his stall between May to October and had never really done anything to capture those qualified prospects . . . seriously, this guy is sitting on a absolute goldmine and I'm going to hopefully help him to figure out how - watch this space for updates . . .

Could you make money from magic heat packs?

A couple of months back I received a package at our offices from Lorna and Mark Evans.

Inside was a heat pack. Now I'd never seen one of these before. By clicking a small metal ring inside a gel filled plastic pouch, a chemical reaction occurs and the pouch heats up quickly and can be used to ease muscular aches and pains.

How cool is that!

I'd never seen one before and I proceeded to show this magical transformation around the office.

Well, the people who had sent this to me were trying to promote these heat packs as a potential business opportunity and wanted my opinion - I looked into it further and I thought this was a great idea.

I gave them a few pointers and I promised that I would give a plug in my eletter and so that's what I'm going to do . . .

Take a look at this link:

<http://www.distributors.instantheatpacks.co.uk/>

And if you need further info just make contact with Lorna or Mark - they are genuine, approachable and down to earth.

The true size of home-based business

Statistics don't normally excite me, but when I came across this survey sponsored by BT on home-based businesses I was staggered by the numbers:

- There are 2.1 million home based business in the UK - just about half of all small to medium large business
- Home businesses account for 28% of total employment - that's about a third of the workforce!
- Over 60% of new businesses are now started from home and works out at around 1,400 a week!
- The highest growth is coming from mums, young people and the over 50s.

And here's where it gets interesting: the fastest growing sectors are:

- Professional services (from book keeping to web development)
- Online trading (i.e.: our old favourite eBay and my guess is financial trading too!)

- Personal services (think interior design, party planners)

- Food (products and caterers) and even domestic energy (including people selling excess DIY 'green' power back into the national grid!).

Anyway, take a look there's a load of information in there that might spark some ideas and I will certainly be digging deep into the data to see what I can come up with.

<http://www.enterprisenation.com/downloadfile.aspx?ID=83>

Have a great weekend

Regards

Nick

PS: I know I went on about it earlier this week, but please do go and check out Don't Tell The Professionals - the markets in 2008 looks all set to be perfect for active traders using this proven strategy . . .

<http://www.canonburypublishing.com/dtp/>

 [Previous](#) | [Next](#)

 [Back to top](#)