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A pessimist sees the difficulty in every opportunity; An optimist sees the opportunity in every difficulty. Winston Churchill

Take a ride with me

On The Road to Positivity!

Your Way Back To a Meaningful Career.

On The Road to Positivity!

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(Intro:2018) If you can realize that within you lies the power to end the devastating effects of this economy, then you can take your first step in learning how only you hold the key to creating a plan of action that will get you back on track earning a steady income at what you do best. As you can see, this report was written 6 years ago and substantially nothing has changed since then. The only updated information is that which reflects my personal status; information substantively concerning the economy has not been altered and remains the same

(Intro: 2019) When you look at the period of time written about in this report which started way back in 2012 and recognizing that it is now at the end of the third quarter 7 years later, you get the notion that not much has changed since then. Sure, there are those that have managed to become better off, but they're the recession-proof business elite and those workers whose job descriptions have moved into the forefront of popularity. For the seniors and the rest of us schnooks not much has improved.

We All Share In This Economy.

From mid-2002 to mid-2008, I was employed by a Long Island Advertising Agency as their Creative Director, quickly working my way up to a very rewarding six-figure income. Since I loved the work I was doing, the great paycheck I was earning made this what people commonly refer to as a dream job. And it didn't hurt that this job was located only a ten-minute drive from my home. Everything just couldn't have been more perfect.

Although the news outlets in 2008 were filled with stories of people losing their jobs to an economy that was beginning to falter, I never thought that it would affect me in any way. After all, things were going along smoothly in my life and it looked like only those people employed in public sector jobs would be affected. I never imagined that anything that had to do with the economic downturn had anything whatsoever to do with me.

On Monday, May 19, 2008, just as I had been doing for the past six years, I began the day at my computer planning how I was going to handle my busy project schedule for the entire week. I noticed that my boss was at work unusually early that day but never gave it a second thought because he occasionally scheduled appointments at that time to welcome new clients. He signaled me by intercom and requested my presence in his office. I knew that business had begun to slow, but I wasn't prepared for any conversation about that, because my duties were more on the advertising ideas and concepts side of the business, and less on things financial. The conversation began with him explaining that business had been decreasing rather rapidly over the last several months and that the agency had been hit hard by a loss of meaningful income. In fact, he noted, several accounts were planning on leaving and others gave notice that they were planning to cut their advertising budgets drastically once their contracts were up for renewal. Long story short: He had been trimming personnel over the last several months in an effort to stay afloat, and I was the last man standing. But with the bleak forecast for the health of the economy, advertisers were pulling back at an alarming rate and he could no longer financially weather the storm. When the day was over, he told me, so was the agency; he informed me that he was shutting the doors for good and I was free to leave at any time.

I Never Thought I'd Have To Start Looking For A Job.

I immediately began to think that unlike other people, I was among the lucky ones who didn't have to worry about finding another job. After all, I make a lot of money for what I do because I'm talented, experienced and versatile, so there would be a lot of solvent agencies fighting for me to join their staff. In fact, I made some calls to industry people I knew and got invited to dinner by some. The ones I sat and spoke with at any length gave me hope that there might be openings in their organizations and it would only be a matter of time before my bad situation would turn into a job and I'd be right back in the earnings game. But

after repeated excuses over the next several weeks as to why they were unable to follow through with their predictions, their stalling tactics took their toll, reality began to set in, and I couldn't fool myself a minute longer. I had to squarely face the fact that networking at this level was not going to be a fruitful endeavor, so I bit the bullet and began to answer classified ads and schedule interviews; I saw ads for Job Fairs and attended all of them: I answered ads by email, attaching a cover letter and my resume; I went to job hunting sites and created a profile; I joined business sites and also created a profile; and I ran ads on Craigslist, I signed up for online job alerts, and sent out resumes to anybody that would take one, but everything I did resulted in a complete waste of time and energy and my confidence level was about as low as it had ever been in my entire working life. In fact, in some face to face interviews I actually attended, I realized that I wouldn't be able to get that job even if I offered to pay for the privilege because as everyone eventually told me, there were so many applicants that I'd be waiting forever for them to come to a decision.

When it eventually sunk in that I had no job prospects, and without any hope of finding any sort of gainful employment, I confronted the reality of being up a stream without a paddle with no hope of rescue in sight. I was thankful that my wife had a decent paying career, but as the majority contributor to the total money needed to pay all our expenses, and with a daughter still in school, there was no way I would be able to bring in an income and keep up my share. But you know what? Although I hated the idea, if we watched our pennies, we were lucky enough to have some savings that could keep us afloat for about a year while I continued to search for that elusive employment. I felt that I was in pretty good shape and this dry spell would be over once I connected with the right set of circumstances. Besides, let's get real, how long could this downturn possibly last?

Now My Back Is Up Against The Wall.

Almost a year later, and with my savings nearing depletion, and without any reasonable prospects for employment, I reached the very end of my rope. I couldn't even get a counterman job of any kind, in any business, on any level. I was in the proverbial dump with no prospects in sight. Now I thought, what am I supposed to do? And just to make matters even worse, I didn't even qualify for unemployment, because although I worked full time at the agency, I worked as an independent contractor under a 1099 paying my own taxes. There was nowhere to turn. I had to resign myself to the unalterable fact that I had reached my personal ground zero.

But wait, (as they say in all those commercials) I had another thought; there was one thing that hadn't changed since I lost my job. My talent and basic intelligence were still intact, and if I was truly a creative person, why shouldn't I be able to apply it to my own life. So I wiped away any "poor me" feelings and got down to the business of thinking about what I could do to create my own opportunity at making a living. It was at that point that I started the fight back.

I was sick of all the negative energy surrounding me and decided to create a plan of action to turn my situation around. And this is where the feeling of panic ceased as well, and I began the development of a serious plan that would put me into the spot I'm in today; attracting business and making a meaningful living. I did it all on my own, I answer to no one, I feel good about myself, and I'm going to pass it on to you.

It's Time To Get Serious About Getting Out Of This Mess.

Before I begin, let's talk about you. I'm using myself as an example here, and you might have a whole bunch of skills that differ from mine. But we're all basically the same. I have a lifetime of experience in print, broadcast, and direct mail advertising. You might be a plumber, an automobile mechanic, a sprinkler installer, an electrician, or a million other wonderful jobs that have great potential to return a nice living. So what I say about me can be applied directly to you. It

might be a different job description, but following my plan is the same for everyone. Want to clean homes or make beaded jewelry or bake cookies or clean up animal droppings for a living, good for you. They're all honest endeavors that can achieve success with the way I tell you that I achieved mine; they're all just different jobs with the same basic theory of turning them into successful earnings.

My first full year out of work gave me a whole lot of free time. Between the job hunting and taking care of things around my house, I began learning all I could possibly learn about the Internet. Even though I am from a generation that didn't grow up with the World Wide Web, I recognized its growing importance and potential, and decided to make myself savvy about everything involving this brand new phenomenon. In fact, I got deeply into it, going so far as to learn how to build websites and participate in search engine optimization, thereby adding to my marketable skills in print and broadcast. However, it shouldn't concern you at that level, because what should concern you, is that becoming basically familiar with the internet will be the key to how you will be thinking about an alternative to the normal hunt for a job and your future prospects using your talents, intelligence, and abilities to create a new path that will bring you renewed hope through opportunity. The Internet is where you will make your mark. It will mean applying your old-school qualities and work ethic and delivering it to a whole new audience in a whole new format. To me, this challenge was rather an exciting one. I imagined all the people out there who would love to use what I had to offer, only the economy put the normal costs for my services out of reach of the average person or business. So my thinking about pricing myself had to change. I had to realize that if I wanted people to utilize and pay for my talents, I had to make my prices too good to pass up, and that is exactly what I did. As an example, if a service I had to offer might cost \$1000 in normal times, I set my price at \$250. The theory being, that when you go for a long period of time without any money, receiving just a small amount takes on new importance. And you'd be surprised

how good it feels to have people wanting to use you on a regular basis as you're putting steady money into your pocket for the first time in a very, very long time. As an added incentive to formulating your new business model, you are starting once again to feel good about yourself and the prospect of earning a real living. You might not be creating a get rich quick scheme, but the realization that you can earn a living is an inspirational moment that will drive you into thinking of more and more unique ways to present your wares. You are about to turn your passion for something into your day job and your inspiration will become infectious, with family and friends offering additional ideas and suggestions, along with a ton of lovingly constructive criticism. That alone will keep you motivated until the day comes when you're ready to do something substantive and make your move. And in my case, it went like this:

I knew from all I read that the Internet held a vast amount of people who were interested in what I had to offer. It was exciting to know that if I presented everything in a way that drew interest, I had a way to attract a huge following, and with the kind of positive percentages I was envisioning, a few curious people here and a few curious people there would add up to the beginning of what could be a substantial customer list. I thought long and hard about how I was going to present myself, asking friends and family for their opinions, and came to the decision that this was surely the right path to take. In fact, instead of waiting for the phone to ring as a result of an ad I might have placed in my local newspaper, I now had the ability to reach out and draw as many customers as I could handle, from as far away as I felt would be reasonable to do so. This gave me the feeling that I now possessed a real business with unlimited potential.

I then named my new business and spent under \$15 to register it for an entire year, ready to advance to the next step. With a name that no one could duplicate because it was mine and mine alone, my next course of action was to develop a website, a place that would serve as my office. It was my business face to the entire world

and I didn't have to spend one thin dime on desks or files. I could make my business appear anyway I wanted it to appear and give it the look that I wanted potential customers to relate to. So, although I didn't have to pay for a brick and mortar office or storefront, I did have to build my own site and pay for hosting. In your case, you might have to come up with money to pay someone like me to build it for you and a landlord of sorts to provide you the rental of real estate on the web; that's what is referred to as "hosting". But having very little money to spend on these endeavors means shopping around for someone that will offer to do it for you at a reasonable price. Believe me, when you start shopping around for all of this, it will be the signal to you that you have separated yourself from all the negative feelings of unemployment and have placed yourself firmly on the solid road heading back to work. Now you're on your way to creating an income with an online business that you'll be able to advertise for free to a large customer base through web venues such as Craigslist, Hoobly, ClassifiedAds, PennysaverUSA, and other social media sites. It beats pounding the pavement looking for a job that may never materialize, while suffering the disappointments and rejections in what continues, to this day, as a very uncertain economy.

It's Now Squarely In Your Hands.

Now that you've seen that there is an alternative to all the worry about finding some meaningful employment, you've joined the ranks of those that are empowered to succeed. Look, the economy hasn't moved in ten years, so if you were looking for a job all this time, think at where you'd be right now. Let's not kid ourselves; it takes a little time by word of mouth, use of social media outlets like Facebook, and advertising on Craigslist, to let people know about your site and what you do, but at least you have found a way. With me, there are lots of busy times and lots of slow times, but it all evens out to a year of decent income. Just be patient and keep the effort going until you begin to get bites from people here and there. Stick with it until it starts to pay off and

make adjustments in your message when people tell you what interests them about what you offer. It's all a growing and learning process that at least has the hope of lasting success. At least you have me to ask about things, and that's a lot of free information you can get right away without having to waste your time experiencing the nightmares. Hey, you're in business my friend, and that's what entrepreneurs have to contend with. Good luck in everything you do.

For the past eleven years (2008-2019) I have been the proud owner/operator of <http://www.CheapAdAgency.com/> and <http://www.SITEenstein.com/>, two online sites that cater to small and medium size businesses with low budgets who still have the desire to compete on the highest levels in print, broadcast, on the web, and in a million other things in between. Both sites have a sufficient amount of samples, editorial matter you will find interesting, informative, and encouraging, with pricing on a number of services. In that time, I also put together my Due Diligence concept of creating successful internet ratings, totally explained in detail on my site at <http://www.Cheeper.info>. You might also enjoy some of my thoughts on my blog at <http://www.CheapAdvertisingGuy.com/> with tips and thoughts relating to a wide variety of advertising subjects. **If you have any questions regarding this article or any of the information found on my sites, you can contact me at any time by the email addresses or Quick Contact Forms on each site or by phone at 516-510-3803. Consultation is always free no matter how many times you use it.** *Keep reading on for many work-at-home ideas I write about that have substantive expansion possibilities.*

The following is a report on how to organize and set up work-from-home businesses, inspired by the current economy that began in 2008, and has to-date claimed millions of jobs throughout America. Written November 2012. Updated September 7, 2019.

First, let's begin with the assumption that you've been out of work for some time now and have been trying to get a job through conventional means, including attending job fairs and sending resumes to anyone who posts a job opportunity on Craigslist, all to no avail. And like millions of Americans just like you, you wonder how long this economy will keep you among the unemployed, and you wonder what else you can do on your own to keep yourself financially afloat. Here it is 2019, and not much has substantively changed.

That's why this report was written; to get you motivated and inspire you with many of the jobs you can create for yourself, real jobs with a real need, all around where you live and throughout the rest of the country. So no matter where you live, these are opportunities that will certainly get your creative juices flowing to create others we don't mention here.

In addition to the jobs we outline here, we include sample Craigslist ads at the end of this report to get you started. In this way, you can begin taking advantage of the particular suggestion you choose to try by running your ads right away. And by the way, since this report was originally written, apps have surfaced where the same business models I mentioned here have evolved into national franchises. You can Google the category on your own to see what I'm talking about. But for all intents and purposes, I'm still treating the categories as jobs you can do in your local or surrounding neighborhoods where your customers might prefer to deal with locals when it comes to food preparation or the safety of their children and pets. So let's get started.

If you're a person with good cooking and organizational skills, and you have access to transportation, you can offer working families in your immediate and surrounding areas one or more of the following services:

Preparing Nutritious Meals Service, providing family suppers and lunches to working adults and their school-aged children. Once you meet with them to discuss their dietary preferences and taboos, you could deliver these meals on a daily basis (maybe on Friday and Saturday as well, for those that want to leave their weekends free). Before setting your prices, be sure to accurately calculate the costs associated with average meals so you can come up with a figure that makes you a nice profit for your labors, and one that they will find to be temptingly

cost-effective. This is a very labor-intensive endeavor, but if you love to cook, and you're good at it, this could turn out to be a really great business that could grow quickly and require that you ask others (in or out of your immediate family) to assist you. It's also perfect for several households in partnership who need the income. Don't forget to seize the opportunity to offer your culinary services when you learn about their desire to throw an event party or just a family backyard get-together. Catering is a very lucrative and welcome business if the price is right for all concerned.

Now here's one that covers a vast amount of territory, but is also perfect for one to several households in partnership:

Offer a Local Concierge Service benefiting people in all areas of society. Here's yet another category where you might find a national app, but where folks might prefer to deal with a trusted local. You can go shopping for stay-at-home or working moms, shut-ins, seniors, and other folks who don't have availability to transportation. Or, you can extend this service by offering a ride to those who would prefer to do it on their own. Either way, it's another idea that can grow into something possibly benefiting several families. Don't forget to accurately calculate your gas costs so you don't wind up under-pricing the value of this valuable service.

You can do the shopping idea as a stand-alone, or you can offer options like running errands to the cleaners (pickup and delivery) or other places like the shoe repair shop or take out food places, (how you organize who pays for what or when is up to you) or you could create a laundry service, where you pick up a pile of dirty laundry, wash and dry it at a local, public laundry, fold it, and return it. What working family wouldn't mind relieving themselves of that chore if the price was right?

What about offering some help to local area businesses who are too small to add another person to their payroll, but big enough to require some assistance. If you have decent typing skills and are detail oriented, you can offer them the services of a "secretary" or "assistant" by offering to help them with their billing, making collection calls, or anything else they need along these lines. They can put in an additional line in their business that rings at your location. The cost to them for the phone line would be a one time charge of \$7.95 for the number and an ongoing monthly charge of \$7.95. There is no contract for them to sign, so they can end it at any time. You can find out all about it online at Hostednumbers.com.

Anything that you can do to help harried working people or business people will be welcomed if you keep your prices to where the service is too good to pass up. Don't forget, we're going through tough times, and if you took the time to read this report, no one has to tell you that everyone's hurting today. But people still need help and if you're there at the right time, with the right business model, at the right price, you could be what they've been hoping for. Consider another idea that might have crossed your mind at one time or another:

Offer a **Handyman Service**. If you're an all around handy individual and you own a vehicle that you can provision as your workshop on the road, then you're ready to offer your service for large or small jobs. Homeowners who are not handy people, apartment dwellers, seniors, the infirm, and small businesses are just some of the parties that might require the services of an all-around handyman. Lights out, fuses blown, door locks not operating properly, doors that have to be hung, window screens torn, hedges need cutting, the list of small jobs is virtually endless. Floors that need tiling, a closet that has to be built, or a new storm door that must be hung, these and even larger jobs await you if you can meet the challenge. If you price yourself fairly, both parties emerge as winners in this venture.

Let's take this one a step further. Let's say you have a particular skill such as an automobile mechanic, an electrician, or a plumber, you're well aware of just how expensive these services can normally be. So if you price yourself to where you are considerably well below the norm in pricing and tout yourself as being well above the norm in talent, you might find yourself very busy. And as you well know when you're out of work, a little bit of money on a steady basis is far more satisfying than a whole-lot-of-nothing-at-all.

Last but not least, everyone is well aware that we live in a throw-away society. How many times have you heard someone say when something of theirs breaks: "I love this thing, but it's cheaper to buy a new one than it is to fix it". Well, if you're handy fixing small appliances and such, you can dispel that notion by coming to the rescue and fixing something that makes it cheaper than buying it brand new. So let's switch subjects for a bit and consider an everyday problem that affects families of every demographic everywhere, that could be solved by you if you're so inclined:

Start a **Babysitting Service in your local neighborhood**: Can you name anyone you know, on any socio-economic level that doesn't ever hunger for a little relief in the form of a babysitter? With this offering, you

can put up a 3x5 card in your high school's bulletin board letting teenagers know what you're trying to accomplish by asking them to contact you with the hours they could work for a babysitting assignment. Check with the local high school staff on how you can further solicit teenagers at the school to avoid any conflicts with policies they might have in place to protect their students. Talk to the students and see if you can get references that will attest to their reliability. This is a surefire way to make money, but it's one that requires a lot of diligence because you're dealing with a precious commodity. And while you're at it, try to learn if there are any forms you need when dealing with the students, such as working papers required in some states. But while we're on the subject of babysitting, let's not forget another sitting service that's equally as popular, **Pet sitting**. It costs a lot of money for people to board their animals, but on a smaller more everyday scale, having someone available to walk or feed your pet while you're on vacation or merely stuck at work can be a welcome service, especially if they see you love animals. People consider their animals as family members, so if they trust you with the responsibility of feeding and tending to the needs of their dog or cat, you can do very nicely in making it into a successful undertaking. There's still more ideas if you haven't yet hit on the one that interests you, so read on.

Good ideas will come to you on your own as you read this report. But until that spark ignites, here's a number of additional ideas I compiled that I feel are winners:

If you're an artsy-craftsy, talented kind of person who likes working with their hands, **Making Unique Jewelry** might be the answer for you. Everyone from tweens to adults are looking for new ways to enhance their appearance with jewelry. You can make a complete line or design individual pieces for people based on their specific requests. You can even make a website and sell it throughout the world. If you've got the talent to turn this into a profitable business, why not give yourself a possible audience in the billions by selling your wares online. Surf the net and visit web building sites that cater to the average person. See if they give prices and samples of websites they've built for others and see if they make the whole process of choosing a name and hosting company easy to understand and afford. It's exciting to realize that what you do can have such a far reaching possibility for profits. And if you can host a jewelry party at someone's home, that too can be an additional moneymaking side of the business as well. But if jewelry is not your forte, maybe **Pottery-Making** is. Just apply the same theories to this artful endeavor and maybe you can make a unique set of coffee cups for a restaurant or as advertising specialty giveaways for local

area fundraisers or organizations. You can make one-of-a-kind pieces and put them in local business establishments or your local library alongside a card that shows admirers who you are and what you have to offer. Being an imaginative person gives you the freedom to think out of the box and come up with different scenarios on your own that you can use to display and sell your wares; it's an exciting exercise as well.

Another talent associated venture that has no boundaries is **The Making Of Party Favors and Invitations**. If you're talented and very creative you could wind up turning this into a real money-maker. This is a business that has wide appeal; think Sweet 16, Graduation, Rehearsal Dinner, Wedding, Birthday, and a host of other special occasions in between. If you had a real knack for making **Greeting Cards** you could also add that to the mix. People with talent for popular things like this thrive, because special events are meant to be celebrated and everyone loves to celebrate a special event. As in everything in this report, be careful to calculate your costs for time and goods accurately, because that could be the difference between making a living at something or having it cost you more than it brings in.

So what else do you have the talent or inclination to do? Are you a person with a truck that can haul junk? **Junk Removal Service** makes people's lives easier by removing unwanted items that clutter their surroundings. These services could be expensive at times, so pricing your service to make it an attractive alternative to stashing an unwanted article on their property might turn into a very lucrative business. In fact, some of the things you haul away, like copper, might have a reclaiming value that adds to your profit. This is an area that requires permits to discard what you pick up, so be diligent in learning all you can about your local area's licensing and permit requirements.

Whether you come up with an idea to use your writing skills to send out **Direct Mail Letters** for local area businesses, or you're a **Seamstress or Tailor** that can do this work from your home, you can get ideas that are specific to where you live that no one but you can create. Use your imagination and your intelligence to work things out. Ask the opinion of family and friends so you can get an idea of where you might make an improvement in the overall concept. Don't let the inability to formally locate a job stifle your enthusiasm. Think creatively and get yourself on track to create your own job and be your own boss. We wish you well.

Here are some generic Craigslist ads that you can apply to any of the categories we have suggested in this report. If you're at all familiar with Craigslist, you'll know that in most cases it's free to advertise, and there are many, many categories to choose from. Best of all, you have the ability to reach as large an audience as you desire. Craigslist has recently begun charging \$5.00 for an ad that runs 30 days in certain categories. Even with that, if you begin running your ads in the local community listings and they begin to pay off, you might earn enough to afford that \$5.00 ad from time to time and boost sales even further.

EXCELLENT COOK WILL FEED YOUR FAMILY!

If you have a busy, working family with kids, making meal preparation a hit or miss proposition is no way to enjoy life. I'll prepare nutritious, wholesome and delicious meals for you and deliver them to your home daily. We can work out likes and dislikes beforehand. You'll love my pricing as well. Joan. 123-567-8900.

MAKE ME YOUR PERSONAL ASSISTANT!

If you have a small business that needs help with deliveries, phone answering, bookkeeping, and other related activities, or if you're a busy individual that needs help with shopping, picking up orders, or anything that will simplify your busy life, call on me. Joan. 123-567-8900.

TRUSWORTHY & REASONABLY PRICED HANDYMAN!

If it needs fixing, don't put it off a moment longer. I have the skills and tools to do it fast and do it right the first time. Free estimates cheerfully given. Large or small projects. Frank. 123-567-8900.

RELIABLE BABYSITTING AT A REASONABLE PRICE!

I have a babysitting service with 5 mature and responsible teenagers to watch your children. All 5 girls are between the ages of 17 and 21 and are scholastic standouts with references. Alice. 123-567-8900.

LOVING CARE PETSITTING SERVICE!

Leave your precious pet with a true animal lover. Reasonable rates that take

the bite out of the usual rates you'd expect to pay. Regular walks to ease confinement jitters and feeding. Joan. 123-567-8900.

ONE-OF-A-KIND PARTY FAVORS!

Party favors, Invitations and other special items for your special events that you won't find anywhere else. See samples of what I have done for others. All events. You'll love what I do. Joan. 123-567-8900.

YOU CANNOT BUY JEWELRY LIKE THIS ANYWHERE!

One-of-kind and unique designs to satisfy every age and taste. I'll show you a variety of samples that will make you a believer. Special cost consideration given for hosted jewelry parties. Joan. 123-567-8900.

These are just suggested ads to get you started. They're intended as a guide to writing an effective Craigslist ad for all your endeavors. Be sure to substitute your actual information and feel free to change the content as it meets your individual needs. We hope you are inspired to give it a try.

Good Luck. Barry