

Your Student Business Ideas

HOW TO MAKE A FEW BUCKS, OR START A BUSINESS THAT CAN GROW WITH YOU

Lots of ideas that can make money, from a guy who has tried them. He's old – but that's not his fault.

by

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Legal Mumbo-Jumbo

Allan has been a consultant to small business for decades. He has started money making businesses and failed at starting businesses. He has also helped a bunch of peeps do the same.

Allan Wallace, has college degrees, is the Rector of [Bastiat Free University](#) and the author of [Speculation Rules](#) and the [Small Business Ideas](#) blog. He has a [rant blog](#) too, but that won't make you money.

There are lots of reasons you may have downloaded this, and that's okay.

No one cares more about your life than you do – be in charge of your own destiny. Do not be more dedicated to organizations or people than they are dedicated to you. **You** can do this.

Put these business ideas wherever you want in your own life. Do what you want to do – if it's your business you want to be in control, not the business.

Business is like sports. You don't score every time you try. At the end of the season even the total winners had some bad days – your first business may fail, and your second one too.

Try hard in each business and don't give up as long as it keeps growing. Business is better than sports in one way – hit a home run and you may be set for life.

That happened to those YouTube guys and the google guys.

Stuff that will help

Free down loads. *You will want to download these four now.*

I. [Unleashing The Idea Virus](#) – by Seth Gooden

This book is a great introduction to the power of the Internet. Seth Gooden is a marketing genius. You want proof? I own a physical copy of this best selling book and have read it several times – even though I can down load it for free. He gives it away – and it becomes a best seller – that is Internet marketing.

II. The commentary addition of [The Adventures Of Jonathan Gullible](#)

Those of us that fall under the influence of “modern education” have been taught to distrust capitalists. It is hard to overcome that and become a business success unless you see the benefits that capitalism offers. If you are happy to not be living in a filthy dirt hut with an overhanging constant threat of famine and plague – thank a capitalist.

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III. [Income for life](#) - they over sell this, you can just take a look now and give them your name and e-mail – you might want to sign up for the free trial latter.

No-cost to start and a free trial. The bummer is it takes a credit card to sign up for the free trial. They will let you out easily if you call this number (1) 760-602-3000 Extension: 5804 Monday-Friday 8am-5pm Pacific Standard Time. There is no charge or credit needed to get a few e-mails from them, put in that info.

IV. The free e-book [Seven Strategies](#) and the included two month follow up suggestions.

This is where you really get started. Join the free programs, save the GDI program for latter if you want. It is your business.

Also check into the – **free** - program at [Success University](#). Some people can pick up a lot from hearing excited guys talk – it doesn't do much for me. I have a very successful friend that listens and reads this stuff all the time – [he claims it helps](#) him a bunch.

What We Plan To Do

Our first goal will be to make you comfortable with starting your own business. This is not as easy as it seems.

We are leaving the industrial age where everything was done on a grand scale.

The “one size fits all” society did a bit of central planing and gave almost everyone a small piece of the pie – even if they didn't like pie.

The new age is being built by individual people, like you, like me. With a computer and an Internet connection we can help create an “exact fit” society.

If you love purple left handed doohickies – so do others in the one billion people on the Internet. If you do a search and can only find orange left handed doohickies, there is a market for your beloved purple ones you can sell to today.

That is a niche market – a tiny piece of the pie that before the Internet was not worth making into a business.

Today it is.

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Our second goal will be to show you it is possible to run a student business and make real money – real students are really doing it.

There are several ways you can approach your student business. You can dive in and do it right – right now. You can dabble a bit and learn the tools as you go. You can start in a network business – not with the intent of building a network, but with a goal of gaining knowledge that you can apply to selling your own product.

This will be your business – you want to be in control.

Our third and final goal will be to help you set up a business that you can grow into anything you want.

This is like a classroom except for one major difference – you are in charge. This is self directed learning.

You can leave now and no one will ever say anything about it. You can get a few ideas and then delete the rest of the course. You can also go the whole way – it's not too long – and take those ideas that suit you best.

Don't worry about insulting Allan – *this is about you!*

Introduction

Money is a tool – nothing more.

If you don't have any money there are a lot of things you will not be able to do.

If you make a lot of money, you can help yourself, your family, people that are important to you, and society at large.

If you don't have money you will have to hope others will help you. It is the love of money that is the root of all evil – not the money itself. Both poor and rich can be trapped by love of money.

Money is a neutral tool - like a crowbar. Some people will use it to open things – others will drop it on their toes. Your first step to a successful business is to decide if you want to make enough money to have personal freedom of choice – or just want to pay for a movie.

If you do not want to be rich because you have been taught that money is evil and the people that have money are evil – you will subconsciously sabotage your own efforts to create wealth.

Money is just a tool.

In a blog post I talked about the value of persistence.

A guest comment on that post suggested:

"I agree that persistence and determination are necessary attributes for success, but it sure helps to love what you are doing ." - Beau

That is a wonderful comment.

Without joy, success has no value.

Pursuit of the trinkets of success, - cars, houses, fame, travel and such is not enough of a reward on their own. Look at the celebrities that kill themselves trying to find joy – when they already have all the physical stuff.

Pursue a full life instead.

Don't anchor in things, enjoy them yes, but in the end they are just things.

Anchor in [relationships](#).

There you will find enduring joy.

Small & Cheap Ideas

These are some of the responses I got at [Blogshares](#) on how to double up ten dollars. These could be done time and time again.

- Use an item personalization site such as CafePress which has no set up costs or initial outlay, come up with some witty slogans (free!) or use some well known phrases on tshirt, mousemats etc. Use the \$10 for street advertising/google adsense and you're almost certain to at least make a few sales if you have good, unique and amusing products. As you choose your own markup you can reclaim the \$10 with just 1 tshirt and make a profit with 4.
- Hangout in a local landmark with a digital camera. Offer to photograph passers by for just 25c. Create a sign board that highlights some interesting aspects of the local landmark. And also list that the photos will be uploaded on to an(your) Internet blog. Give a piece of paper with the specific url of the photo entry for each person/group who have paid 25c to get photographed in the landmark.

It could be as simple as a store that has served the community for 20 years.

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- You can buy glow sticks to make necklaces or bracelets from Chinese factories for very cheap - \$10 for 100 of the sticks and connector pieces.

Sell them for four for a \$1 at Haunted Houses or outside malls during Halloween, outside kids concerts, etc.

- Get a can of white and black spray paint (approx \$2-\$3 each).

Go door to door in suburban neighborhoods offering to paint mailboxes and posts for \$15. Get just two and you've doubled your money.

In our area, neighborhoods have websites and mailing lists. You can easily post on that and not even do the door to door. A local teenager in our neighborhood used the idea and got approx 15 houses to sign up.

His overall cost was around \$20 and he made \$200 - tax free, not to bad for a 14 year old.

Whats Your Idea?

Speaking Of Door To Door

No you don't have to do it, but this is a good time to learn a business fact.

In high school I sold Fuller brush door to door – sounds tough.

In reality it is very easy. You go down the street offering free samples. Some people say no nicely, some talk a bit, some are grouches, and a few buy a huge amount.

The next time you go down that street you only go to the houses that talk pleasantly or buy a bunch. If you need some quick money for a date – you just go to the big spenders.

You can do a lot of neighborhoods, and create a list of big spenders. Once the grunt work is done, the next sale is easy. The guy above that painted mail boxes would find those same homeowners might need their lawn mowed, their windows washed, or their address painted on the curb using a stencil.

That is the business fact worth learning – keep your customers happy. It is a lot easier to sell to them again than to find new customers.

[Promote Your Business With A Mailing List](#)

As you cruise the net you see lots of requests for your e-mail address.

These will normally give you some information, and add you to a mailing list. Under current US law you can get off the list easily - but many either don't want off, or won't bother un-subscribing. If the offered information is seen as valuable - the list will continue to grow. ([example](#))

The software that picks up your name in an autoresponder, it automatically sends the requested information, and probably has programmed a series of follow-up e-mails or newsletters at set intervals.

As a small businessman with a unique product - these lists can become invaluable to you.

The building of [your first auto-responder](#) sales page takes a bit of effort - but the resulting list will bring you business for years - you will have the ear of the respondent until they quit or die.

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A low effort alternative is the [My Lucky List](#) list generation site. The results won't be as good – but they will be quick.

As soon as you are signed up with YLL send out an e-mail - even if you have no list yet, this seems to trigger their system. As a free user You will be allowed to mail to a redrawn random list once a week. You will also receive several e-mails from folks that are provided your e-mail. My list sizes have grown and shrunk, but it is worth getting that e-mail sent - I have received some nice business from it.

The e-mail subject line says YLL first - I'm sure many are deleted by reflex. I scan the e-mails I receive and open only those that interest me. A compelling and original subject line is therefore imperative.

Sending just one e-mail a week to a growing audience takes little time - but [your YLL list](#) may yield some fine results.

Building you own exclusive list that is targeted from your special business is far better. It is worth the effort to learn to use [your own free auto-responder](#).

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There is of course no reason not to do anything and everything that ethically helps your business.

One additional tool would be [ad tracking](#). As you get clicks and sales it helps to know which ads and headlines worked. You can even change a small element and compare the results of two ads - that makes ad tracking a very powerful marketing research tool.

You can pay for an adtracking system – but the free one above will help you decide if you want or need one.

Calvin Coolidge On Being Persistent

I think most of us see ourselves in something other than the persistent category. A review of this is sometimes all it takes to remind us of what creates success.

- Nothing in the world can take the place of Persistence.
- Talent will not; nothing is more common than unsuccessful men with talent.
- Genius will not; unrewarded genius is almost a proverb.
- Education will not; the world is full of educated derelicts.
- Persistence and determination alone are omnipotent.
- The slogan 'Press On' has solved and always will solve the problems of the human race.

President Coolidge was looking at a bigger picture than most of us. Before we can solve the problems of the human race - we need to solve our own problems.

The solution is frequently the same - persistence.

Start Your Own Business Today

You know what you love to do. You have an idea of how to make money doing it.

You will never have all the information necessary to eliminate all risk. If it is to be done, you may as well start now.

You do not have enough knowledge to handle everything that will come your way - but then you do not know everything that will come your way.

It is a lot like worrying, most of what you worry about will never happen. A surprise that you never even considered is waiting until you reach it.

We all learn best when we have a need to learn. Necessity is not just the mother of invention - necessity is the required attractive force of education.

You know enough to start - but not enough to finish. Of course you will never know enough to finish unless you start. Start your own business today.

*Then learn how to make **your** business grow and prosper.*

Don't Dilute Your Potential

Specialize and focus on one thing.

At one time I was an executive with a start up.

We were well funded by a single source, and had a unique product that had good potential. We also had an excellent executive team; and a founder and president of the company that had been successful in another industry.

The founder found more products that he became enamored with. He bought some other companies. He had us add running these other almost related products. Soon we had three sales teams, a set of product reps, and several companies running at once.

I went into the president and suggested we needed to concentrate on our primary market, we had diluted our executive staff to the point it could no longer be effective.

When I walked out of the meeting one of the other execs asked what had happened. I told him the president was actually considering adding even another company; - and I had fired him. He said I couldn't fire the president, I said I knew that, I had just quit.

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Everyone was worried I might have upset their apple cart. They all kept their jobs, and worked at trying to stretch themselves four directions; until the company started to dissolve about 6 months latter.

That *was* the short version.

What the president did to that company, we can do to our lives.

We can do a couple of thing very well, say be a student and start a business. If we add a third thing, we have to make some sacrifices in the first two. If we add a fourth direction we risk doing nothing well.

Concentrate your effort where you want to make an impact.

Don't dilute your potential.

Live Your Passion

No "life of quiet desperation."

"Life is either a daring adventure or nothing. Security does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than exposure". - [Helen Keller](#)

We are here for just a short time.

My kids say something when they are about to head off on an adventure, I think they got it from a movie, or me.

"Everyone dies, but not everyone lives."

As a parent that doesn't make me comfortable, but it does reflect reality.

The kids have chosen to live life large, It is a good choice, made with a knowledge of the risks.

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My youngest son is working on his boat. It is a Cal 20, a solid built excellent sailor; - so is he. It has the latest in navigation aids and safety equipment. But it is a 20 foot bubble that by nature is more comfortable at the bottom of the sea than bobbling on top of it. Matt has every intention of sailing her around the world. If determination is all that is required, he has plenty.

I've told Matt about a guy I knew that intended to sail around the world, - he got as far as Hawaii before he met a gal and settled down. Matt just smiles.

In 40 years he will ***not*** look back and say, "If only."

He knows he may die, you can die walking out to the mailbox. [He is ready](#) for both life and death when it comes. He will do what he can to mitigate risk; but life must come before fear.

Life is risk, don't try to avoid risk, try to manage risk.

Is there something ***you*** really want to do?

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Your lifespan on Earth will likely be only 70 or so years, with a chunk of it used growing up or growing old. *If you have a passion pursue it.*

Your future will be determined by the actions you take now – *why not do your best?*

Live your Passion.

Start Now.

Allan