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These 7 industries hold seven-figure potential. Find out how to get started in each one—and take one step closer to a richer life.

BY SARA WILSON

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Startups Cover Photo: Larry Ford Photo: Larry Ford Photo: Sam Holden Photo: Mark Wemple Photo: Mark Wemple Photo: Larry Ford

SMART IDEAS GIVE STELLAR SERVICE

WHAT: Hotel-style concierge services offered to the residential and commercial real estate world

WHO: Michael Fazio and Abigail Newman of Abigail Michaels Concierge Co.

WHERE: New York City

WHEN: Started in 2002

STARTUP COSTS: \$60,000

Buy edible flowers, hire an elephant for a birthday party and track down a special type of peppermint ice cream sold on 49th Street five years ago—it's all in a day's work for Michael Fazio and Abigail Newman of Abigail Michaels Concierge Co. With backgrounds in the entertainment, nightclub and restaurant industries, Fazio and Newman decided to open their own business in 2002 while working together as concierges at the Intercontinental Hotel in New York City.

"Customers of the hotel, even when they weren't staying at the hotel, would start calling us," recalls Fazio, 43. "Abby and I looked at each other one day when somebody asked us, 'How much can we pay you for making that dinner reservation for us?' It was those customers who planted the seed accidentally in our minds."

AMC caters to condominium and commercial building owners, who can hire the

Michael Fazio and Abigail Newman started a concierge service that prides itself on being able to handle any request.

company's concierges to provide occupants with "everything from what you would expect at a world-class hotel to what rock stars' personal assistants do for them," says Fazio. The service is virtual, meaning residents simply call or e-mail their requests to AMC, which then sends out one of its 26 concierges. Building owners can also arrange for on-site concierge services and/or training for in-house staff. Residents only pay for the items they request, such as dog-walking services or a driver.

"We let them know we're available to do anything, from a dinner reservation to maid service, transportation, catering in their home—anything you can imagine, as long as it's legal," says Newman, 48.

With 2008 sales projected at \$5 million, the pair hopes to expand to the Chicago, Los Angeles, Philadelphia and Florida markets, while seeking more business opportunities in the corporate arena. "We're in the 'yes' business," says Fazio. "There's no such thing as 'I don't know' or 'I don't think I can do that.'" —CELESTE HOANG

GREEN FUNDRAISING

WHAT: Fundraising with green and socially responsible products

WHO: Lisa Olson of Greenraising

WHERE: Agoura Hills, California

WHEN: Started in 2007

STARTUP COSTS: \$30,000

As a stay-at-home mother of three, Lisa Olson noticed a problem with traditional school fundraising. While schools were teaching students to stay healthy and care about the environment, fundraising relied on products such as cookie dough and gift-wrap. "I thought, 'There has to be a way we can do both,'" says Olson, 42. "We can stay true to our values and still fundraise."

In May 2007, Olson founded Greenraising, a company that helps more than 600 schools and nonprofits in 45 states raise money by selling eco-friendly and fair trade products. Registered groups can

earn 40 percent of the profits from fundraising through Greenraising's print and online catalogs. Consumers can also order directly from the website year-round, with 25 percent of the profits going to the organization of their choice. Olson says it's a great way for busy people to incorporate green practices into their lifestyle.

Among the company's most popular items are reusable grocery bags, aluminum and stainless steel water bottles, and fair trade chocolate. Greenraising features products from around the world as well, such as lunch bags made from discarded juice pouches by a women's cooperative in the Philippines. Part of the challenge for Olson is finding the best products to include in the catalog. "It's a lot of research," says Olson. "We need to find people who are in the business for the right reasons and using the right labor practices."

Olson, who expects sales to reach almost \$700,000 this year, says, "Every sale we make is money going to a good cause."

—KEVIN MANAHAN ●

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