

## **Small Business Trends: 4 Top Money-Making Small Business Ideas**

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It doesn't matter whether you're a want-to-be entrepreneur looking for just the right business to start or you're the owner of a growing business with an eye on expanding your line-up, you can always benefit from hearing about trends and money-making opportunities.

You should know that these are not definitive in any way. They're not ranked or sorted: they are just 4 great business ideas for business owners.

### **1. Health, Fitness, and Lifestyle Solutions**

People are busy. They rush to work, rush home, gobble down their food, and rush to take kids to piano lessons and soccer practice. Then it's time to rush home, watch *American Idol* and *Law & Order* then rush to bed for a rushed sleep.

All this rushing around can cause serious health problems: people don't sleep well, they don't eat well, they are not able to handle stress as well, and their health and quality of living suffers as a result.

Your business can help them find a calm moment in life to unwind. Your business can help them make healthy choices -- either in the integration of exercise or diet into their busy schedules. For example, healthy meals that can be packed into an executive's briefcase as a lunch alternative or exercise equipment that is easy to use and portable. Another idea includes a day spa or retreat for busy moms or executives who are traveling.

### **2. Small Business Solutions**

Everyone wants to live the American Dream, but few people know how to get there. They flounder around; they know it may have something to do with the Internet and they wonder if their own skills could somehow help others while helping them make money, but implementing an idea is vastly different from dreaming one up.

You can create a business that allows people to set up their own business. Although many people have tried and failed at multi-level marketing (MLM) businesses, these types of businesses offer a "white label" type of branding. There are other white label types of companies available online, including web host reselling. There are other turnkey businesses in existence already, like [cafepress.com](http://cafepress.com) or [getestore.com](http://getestore.com), which allow people to create a business without the fuss and muss of inventory and warehouses.

### **3. Busy-ness Solutions.**

People are busy. That leads to health problems (see item #1). But it also leads to productivity problems. People are simply not able to get things done anymore because everything else is grabbing away at their time. As people prioritize, the essentials take a backseat: grocery shopping, dry cleaning, theater tickets.

This is a perfect local business for someone to provide concierge services. If you have a car and some time on your hands, a concierge service can help busy people - both professionals and parents - make the most of their valuable time by turning over the de-prioritized essentials to you. There are online concierge services, but you may find a local market to be the best place to start.

### **4. Inflation Solutions.**

Prices are rising and people are not able to keep up. Their paycheck disappears faster and people have to fight to spend less. Also, people are becoming better, more informed consumers because of the Internet and information found in *Consumer Report* guides and similar publications. They want good quality products and services for low prices and with great customer service.

This means that you can find a product or service currently in your market (either locally or online) and simply do it better... for less. Find something that is currently done at a moderate price and get creative to think of how you can become the low-cost provider.