

# Turning Personal Resources Into Income



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**A**ll of us need enough money to live a decent life and support our loved ones who depend on us. You've probably heard it said that it's easy to make money if you have money. If you don't already have money, sometimes you have to be especially creative in using what you have to get what you want. That's why we want to think about personal resources, and how to turn those resources into income.

A personal resource is something you already have that can be used to get other things you want or need. Examples of personal resources you have that can be turned into income are your time, talents, know-how and money. Things you own and people you know may also help you increase your income. This booklet will help you think creatively about ways to use personal resources to make money, even if you don't have much of it now.

## Use your time to...

- Make something you would otherwise purchase.
  - Make a resume and search for a job.
  - Learn a new skill that will help you get a job.
  - Plan and start your own business.
  - Volunteer in an organization where you can get valuable experience or training for other jobs.
- Go to page 3 to plan how you'll spend your time.

## Use your talents and know-how to...

- Develop a resume listing your talents and know-how to give to employers or people who might help you get a job.
  - Make something to sell — develop a product you can market to others.
  - Sell a service — something you will do for others.
- Go to page 7 to see a sample resume.  
→ Go to page 5 for ideas.

## Use your money to make more money ...

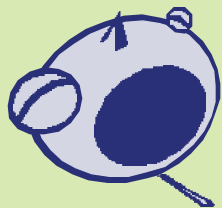
- Save and invest money to collect interest.
  - Buy equipment or supplies you will need for your own business.
- Go to page 6 to see how money can grow through investments.

## Use the things you own ...

- Sell something you don't need for cash.
  - Use things you have in a business to make money.
- Go to page 4 for ideas.

## Involve the people you know ...

- Give them a resume and ask their help in locating a job.
  - Ask their advice about starting your own business.
  - Sell them a product or service.
  - Ask for their help to get the word out about your product or service.
- See pages 7 and 8 for ways to start.



**“All I ask is a chance to prove that money can't make me happy.”**

Unknown



## Use Things You Own to Make Money

### With a Reliable Car you can:

- Run a grocery shopping and delivery service.
- Distribute flyers and promotional materials for a fee.
- Deliver lunches to workplaces for a fee.
- Run a comparison shopping service.

### With a computer and Internet service you can:

- Do Internet research for other people.
- Make Web sites for individuals and businesses.
- Set up a birthday and anniversary reminder service.
- Sell something over the Internet.

### With gardening equipment and a small truck you can:

- Run a flowerscaping service.
- Run an herb gardening service.
- Plant and maintain vegetable gardens for others.
- Contract with real estate companies to “spruce up” the front entrances of their listings.

### With a sewing machine you can:

- Make costumes for community theaters, festivals or parties.
- Have an alterations and clothing repair service.
- Sew custom curtains, drapes and window treatments.
- Make custom pillows, cushions and bed covers.



## Plan Carefully

The businesses mentioned in this publication do not require large investments of money, equipment or property. Most of them can be done without having to take out a loan from the bank. Some of the businesses mentioned, however, will require special training, licenses or insurance. Therefore, it is important to research business ideas before you decide what you will do. The last page of this publication talks about how to research a business idea.

### If you are good at ...

- Getting along with people
- Settling quarrels
- Planning
- Organizing
- Making people laugh
- Fixing things
- Cooking
- Cleaning
- Sewing
- Dressing well
- Helping people
- Numbers
- Details
- Arguing for a cause
- Dealing with children
- Words
- Being out and about

### Make money by ...

- Becoming a customer service representative.
- Becoming a divorce mediator.
- Starting a meal planning and food shopping service.
- Organizing community garage sales.
- Clowning.
- Starting a home maintenance service.
- Being a personal chef.
- Starting a home dust and allergy control service.
- Starting an alterations and clothing care service.
- Becoming a personal shopper.
- Becoming a counselor.
- Becoming a bookkeeper.
- Start a birthday and anniversary reminder service.
- Filing and pursuing settlements for insurance claims.
- Starting a family day care home.
- Telling stories at children's parties.
- Running an errand and delivery service.



## Use Money to Make Money

It can be surprising how small savings add up over the years. The chart below shows how money saved in small ways and invested in a mutual fund or certificate of deposit (CD) might increase in value over the years.

### *Small Savings Add Up\**

Item	Cost Each Purchase	# Per Month	Cost Per Month	Cost Per Year	Amount Invested for 5 Years**	Amount Invested for 20 Years**
Soft Drinks	\$0.75	30	\$22.50	\$270.00	\$1,653.22	\$13,252.95
Pack of Cigarettes	\$3.00	20	\$60.00	\$720.00	\$4,408.61	\$35,341.22
Lunches Out	\$5.00	12	\$60.00	\$720.00	\$4,408.61	\$35,341.22
Long Distance Calls	\$.12 per minute	180 minutes	\$21.60	\$259.20	\$1,587.10	\$12,722.84
Movies	\$7.00	4 tickets	\$28.00	\$336.00	\$2,057.35	\$16,492.57
Snack Food	\$1.00	15	\$15.00	\$225.00	\$1,102.15	\$8,853.30
<b>Total</b>			\$207.10	\$2,485.20	<b>\$15,217.05</b>	<b>\$121,986.20</b>

\*Adapted from "Little Things Can Mean A Lot", Dr. Wayne Moore, University of Tennessee Agricultural Extension Service.

\*\*Assumes annual earnings rate of 8 percent, compounded monthly. This is a reasonable expectation of return from money invested in mutual funds. A financial representative of your bank can help you decide how to invest your money for the best return.



## Do You Need A Resume?

A resume lists the talents and experiences you have in a way that will help employers see how you might be a good worker for them. Here is a sample resume for someone just beginning a job hunt. What ideas does it give you for your own resume?

### **SAMPLE RESUME**

Sue Henson  
683 Meyer Hill Road, Apt. 1155  
Nashville, Tennessee 37210

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**Objective:** Entry-level job which offers opportunities for skill development and advancement in technical or financial service industries.

**Personal Assats:**

Reliable	Enthusiastic
Strong work ethic	Learns quickly
Well organized	Mature
Gives attention to detail	Task oriented

**Related Training and Experience:**

- Completed high school typing, business communications and computer courses.
- Performed data entry, other computer tasks, and filing during summer jobs while in high school.
- Prepare and make use of spending plan to manage family finances; maintain records of expenses and payments.
- Assisted Families First classroom group with spending plan preparation.
- Worked with local bank to organize class field trip and tour.
- Worked as volunteer with local youth agency, taught groups of youngsters to plan their spending and shop wisely.

**Work History:**

Davidson County Clerk's Office. Summer jobs program, two years. Data entry, copying and formatting disks, filing.

U.S. Census Bureau. Temporary. Collected and reported census information for assigned tracts according to procedures established by the Census Bureau.

**Education and Training:**

GED Equivalency Degree. Davidson County GED Program.

Grades 9-10. Williams High School. Concentration in business and vocational courses.

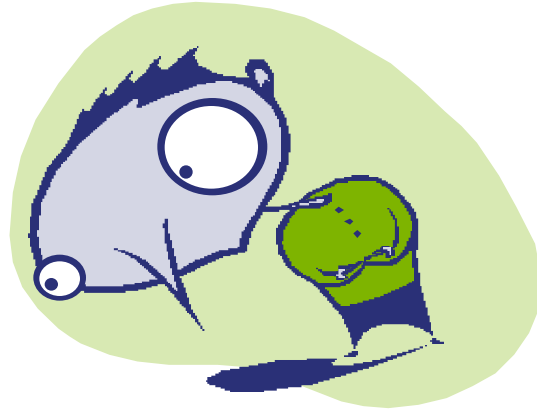
**References available upon request.**

## Ideas for Businesses With Low-Cost Start-up

- \_\_\_ grocery shopping and delivery
- \_\_\_ meal planning/grocery shopping
- \_\_\_ comparison shopping service
- \_\_\_ errand running
- \_\_\_ distributing flyers and promotions
- \_\_\_ flower/balloon delivery
- \_\_\_ singing message delivery
- \_\_\_ workplace lunch delivery
- \_\_\_ diaper/formula delivery service
- \_\_\_ fresh meat/produce delivery service
- \_\_\_ pharmacy delivery service
- \_\_\_ personal chef
- \_\_\_ cake decorating
- \_\_\_ catering
- \_\_\_ alterations
- \_\_\_ sewing
- \_\_\_ window treatments
- \_\_\_ making cushions and pillows
- \_\_\_ monogramming
- \_\_\_ decorative painting
- \_\_\_ holiday decorating
- \_\_\_ gift shopping service
- \_\_\_ gift wrapping service
- \_\_\_ organize garage sales
- \_\_\_ resale clothing
- \_\_\_ closet organizing
- \_\_\_ kitchen organizing
- \_\_\_ garage organizing
- \_\_\_ in-home laundry service
- \_\_\_ dry-cleaning delivery service
- \_\_\_ house sitting
- \_\_\_ plant sitting
- \_\_\_ pet sitting
- \_\_\_ pet walking
- \_\_\_ pet daycare
- \_\_\_ mobile pet grooming
- \_\_\_ home delivery of pet food and supplies
- \_\_\_ aquarium maintenance
- \_\_\_ auto maintenance scheduling
- \_\_\_ auto repair negotiation
- \_\_\_ auto cleaning/washing
- \_\_\_ telephone fitting and extensions
- \_\_\_ floor/deck refinishing
- \_\_\_ house painting
- \_\_\_ painting furniture
- \_\_\_ specialty paint finishes
- \_\_\_ sidewalk repair
- \_\_\_ furniture refinishing/repair
- \_\_\_ small home repair
- \_\_\_ home repair referral network
- \_\_\_ home weather proofing
- \_\_\_ home dust and allergy control
- \_\_\_ window cleaning
- \_\_\_ gutter cleaning
- \_\_\_ erecting fencing
- \_\_\_ in-home sick child care
- \_\_\_ in-home child care
- \_\_\_ recuperative care
- \_\_\_ elder care
- \_\_\_ tutoring
- \_\_\_ after school child transportation/care
- \_\_\_ working mom's children's taxi service
- \_\_\_ elderly taxi service
- \_\_\_ herb gardening
- \_\_\_ flowerscaping
- \_\_\_ garden consulting
- \_\_\_ flower gardening
- \_\_\_ vegetable gardening
- \_\_\_ indoor plant maintenance
- \_\_\_ home and office fresh flower service
- \_\_\_ yard work
- \_\_\_ packing/unpacking service
- \_\_\_ local moving service
- \_\_\_ Internet research
- \_\_\_ family tree research
- \_\_\_ bookkeeping
- \_\_\_ paying bills
- \_\_\_ preparing and mailing newsletters
- \_\_\_ calendar and reminder services
- \_\_\_ resume preparation
- \_\_\_ income tax service
- \_\_\_ word processing service
- \_\_\_ video taping service
- \_\_\_ photo service for weddings
- \_\_\_ informal family photo service
- \_\_\_ tracing family trees
- \_\_\_ creating menus for restaurants
- \_\_\_ supplying specialty herbs/vegetables
- \_\_\_ specialty food preparation
- \_\_\_ business travel management
- \_\_\_ walking tours
- \_\_\_ reunion organizing
- \_\_\_ personal travel planning
- \_\_\_ event promotion
- \_\_\_ party planning
- \_\_\_ clowning
- \_\_\_ disc jockey service
- \_\_\_ serving at private dinners or receptions
- \_\_\_ bartending for private parties
- \_\_\_ wedding coordination

## Should You Volunteer?

What volunteer activities appear on Sue Henson's resume? Do you need to volunteer with a local church or agency to get some new job experiences? Ask your minister, county Extension agent, DHS case worker or school counselor about opportunities to get job training through volunteer work.



## Research Your Career Ideas to Know if They Are Right for You

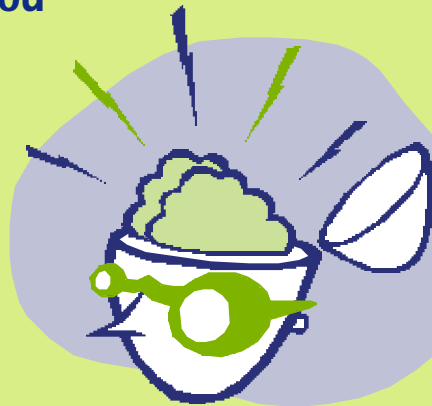
Before you spend much time or money on a career or business idea, find answers to these questions:

1. **Is special training required for the career?** Some careers require special training or certifications. Check with your local career center or job service office to see if the career you plan requires training, and if you qualify for training assistance or free training.
2. **Will I have to move to another town or community to find work in the field?** Your career center counselor or job service officer can help you determine whether employers are hiring in the local area for the job you want, or you will need to look in other locations.
3. **Will the income from this career be enough to support myself and my family?** Your career center counselor or job service officer can also help you find what jobs in your new career might pay. You should ask for a typical entry level salary, which is what you can expect to make right away if you are hired in the field with no job experience. You should also ask what experienced people make in the field. This will tell you what you might expect to make after you get experience on the job.
4. **If you plan to start your own business, is there a market for your product or service?** The 'market' for a product or service is the number of people who would pay money for it, and the amount of money they would pay. A good way to start researching your market is to ask people in your community if they might use your product or service and what they would pay. You will need to be flexible and willing to change your ideas for a business as you learn more about what people need or expect. Lots of experimenting with different ways of doing things will help you learn what works.

5. **If you are making a product to sell, does it meet health and safety requirements?** If you are making a food product, health laws require that your food preparation area be inspected and certified. Some communities have certified kitchens in community centers or churches that can be rented to prepare food products for sale. Check with your local health department and your Extension agent to learn what safety precautions you need to take when preparing and packaging food or other products.
  
6. **If you plan to provide a service for pay, do you need special licenses or insurance?** You may want to talk with people who are doing similar businesses about these requirements. If your local school or library has public Internet access, have the librarian help you find government requirements for licensing or insurance on state government sites on the Internet.
  
7. **Do you need help with your plans?** A very good way to get help is to talk with people who do or have done similar businesses. Retired business people can often give you excellent help and advice. Some local agencies and organizations also offer help. These may include:
  - Extension Service
  - Small Business Development Center
  - Chamber of Commerce
  - Retired Business Executives
  - American Association of Retired Persons
  - Public Librarian
  - Community College or Technical School

**“Sometimes you gotta create what you want to be a part of.”**

Geri Weitzman



**PB1662-2.5M-12/00 E12-5315-00-022-01**

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**COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS**

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and county governments cooperating in furtherance of Acts of May 8 and June 30, 1914.

Agricultural Extension Service

Charles L. Norman, Dean