

## How To Collect Business Debt The Right Way

Many businesses are losing money from non-paying customers. You need to know how to collect debt the right way without getting in trouble with the Federal Trade Commission. Companies must comply with the Federal Trade Commission Act and with the Fair Debt Collection Practices Act.

With these laws it makes it illegal to use unfair or deceptive practices in order to collect debt. Many states have their own laws on how you can collect debt, so make sure you check out your local governing office for information, before you try and collect a debt. You should also look into talking with an attorney for consultation or you can hire someone who knows about debt collection to collect the debt for you.

If you don't follow the rules, you can put your business in jeopardy. A debtor can come around and sue you for libel or harassment, you can end up losing more than you were owed.

If you conduct business in the U.S.A you cannot do any of the following:

1. You cannot pretend to be someone else, such as a law enforcement agency or official, or attorney. You cannot use a fake identity on a letterhead.
2. You cannot send out a collection letter that looks like it came from court or create a document that looks like its official court summons. Your collection letters should appear to be like a regular business letter, you can state that you are letting the receiver know that you are attempting to collect an over due account. They must not appear to look like you got an approval from an attorney or a government agency.
3. You try to collect or act like you have a right to collect any fees is illegal. Fees such as attorney fees, court costs, or any other fees cannot be collected unless you know you can justify collecting such fees. In your contract you must state all of your penalties that you charge for late payment, if you fail to list these fees you cannot collect these fees.
4. You cannot do any of the following unless you are going to follow through with it.
  - a. Threaten to turn over an account over to a collection agency.
  - b. Threaten to take legal action.

5. There are times when you are allowed to make collections calls which is calling after 8 am or before 9pm is ok, but you must not make repeated phone calls or you call to early or to late. If you do it can be considered harassment.

6. You cannot attempt to ruin a debtor's reputation by letting others know that they owe you money. Which includes sending collection letters, notices on postcards, that anyone can read. You cannot put anything on the outside of an envelope that suggests it is a collection notice. You can not tell anyone or even threaten to tell anyone else the essence of the debt, to a debtor's employer, before you obtain a final judgment against said debtor.

7. Last but certainly not least you can use intimidation to collect a debt, such as threaten violence, use abusive language, go visit a debtor, or refuse to leave their premises.

Once again check out your local laws to see what is an acceptable way of collecting a debt, make sure you follow the rules above as well as the rules associated with your state. Failure to do so can get you in big trouble, and possibly lose your business. When in doubt consult with someone who is knowledgeable with collecting debt.

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About the author: Jen W is a work at home mother of 4 beautiful children she is also the owner of [New Wave Design Virtual Assistant Services and Website Design](#). Jen also owns several businesses such as [New Wave Graphics](#) and of course [The Informer](#), [All Kinds Of Reviews](#), [Hispanics United in Business](#).

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### [Tips For Direct Sales Companies](#)

If you are in a direct sales company or thinking about belonging to one then these tips are for you. We want to make sure you get the most sales possible. Maybe you already know about some of things we are going to mention, maybe you don't or every thought about it. Needless to say this could be a refresher course for you. Get a pen and paper ready you are going to need it.

1. Send a catalog to everyone you know. Including to reps from other companies.
2. Place a catalog or flyer in your neighbor's door; add a coupon or some sort of gift. But make sure you don't put it in their mail boxes its against the law.

3. Find out who just moved to the area you could do this through the post office and send them information.
4. Get a booth at the school fair.
5. Do an open house.
6. Have a friend or relative host a party.
7. Put an ad in newsletters, such as your alumni newsletter, and ad in your local papers also advertises your business online with websites like this one.
8. Make sure you are targeting the right people know your target market.
9. Put information in the employee lunchroom.
10. Pass out information at the next school's PTA meeting, or ask if you can do a presentation to the parents.
11. Leave catalogs at various doctors' offices or other places that have a waiting room.
12. Host an office party or brunch.
13. Advertise in local church bulletins.
14. Do a fundraiser.
15. Look through your phone book and mail out information to some of the people that are listed.
16. Have your husband or wife help you promote it at their company.
17. Make up promotional items such as shirts, buttons, pens and pencils and have others wear or use them.
18. Set up a display at the mall.
19. Ask some of your past hostesses to host another party.
20. Start an email address book of your past customers and email them with special offers or ask them to refer someone and if they make a purchase you will give them a free gift or something.
21. Go to bridal shows.

22. Follow through on any leads you may have.
23. Place flyers all over your neighborhood where you have permission to.
24. Ask, others for advice and have them recommend places to you.
25. Talk about your upcoming specials with everyone.
26. Give your business cards to everyone you come in contact with.
27. Stay positive, and keep smiling.
28. Don't give up! Things will take time, but with hard work anything is possible.

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### **Top 10 Principles of Great Sales Messaging**

Sales Messaging the stated reasons you give people to buy from your firm is the foundation on which all your sales and marketing efforts rest. Sadly, most companies lack a definition for their sales messaging, let alone a methodology for developing and deploying it. The results are millions of dollars in lost revenue, higher sales costs and missed bonuses.

Sales messaging is the foundation for all your sales and marketing efforts

Here is your chance to break from the pack and enhance your competitive advantage. Use these top 10 principles to create a definition for great sales messaging that will enable your company to win more orders, increase market share and improve margins.

1. **Specific to One Offering.** Sales messaging is about selling one offering --a complete product or service. If you sell a number of products and services bundled together, then you can think of this as one offering. If the products or services are sold on a standalone basis, then you must have separate sales messaging for each offering.

2. **Target Each Buyer.** There are a number of buyer types to consider, including the prospect, customer, channel partner, industry analyst and investor. There are also buyer roles like User, Technical and Financial. It's important to identify buyers by offering, by title and by role so that the sales messaging resonates with each buyer's interests and perspective.

3. **Answer Buyer's Primary Buying Questions.** Each buyer has different buying questions. For example: Prospects are asking, Why should I buy your solution rather than a competitive option? Customers are asking, Why should I keep buying from you? Channel Partners are asking, Why should I distribute your product or service? Each buyer's questions are different and thus require tailored answers.

4. **Support the Product and Sales Cycle.** In the early stages of a product life cycle, the most important buyer question to answer is Why should I change what I currently do and buy a product or service like this? The question has nothing to do with your company. It's about educating the buyer on why they should make a change. The primary goal is to create a buying event.

In the later stages of the product life cycle, when market demand is established, the primary buying question shifts to Why should I buy your solution rather than a competitive option? It's about competitive differentiation and educating the buyer on why they should buy your offering. The primary goal is to create an order for your company.

Great sales messaging supports each phase of the sales cycle

Like the product life cycle, the sales cycle has distinct phases. For example, let's say you're selling an early stage product. At the beginning of the sales cycle, the primary buying question to answer is Why should I meet with you? Once you have a meeting, the next phase in the sales cycle is answering, Why should I change what I currently do and buy a product or service like this? The final phase of the sales cycle is then answering, Why should I buy your solution rather than a competitive option? Great sales messaging supports each phase in both the product life cycle and sales cycle.

5. **Determine the Key Differentiation Factors.** There are 5 important differentiation points including Time, Money, Risk, Strategic, and Personal. The more of these differentiation points you appeal to, the more likely you are to attract and create buyers.

6. **Apply the Black and White Factor.** Numerous studies conclude that the brain comprehends best when presented with clear contrast between opposites. Statements like We are one of the leading is not as compelling as We are the leader in Use lots of sharply contrasting adjectives like Only, Fastest, Easiest, Best, etc. to create powerful sales messaging.

7. **Test Against the Me Too Factor.** In order to have truly effective sales messaging, especially for competitive differentiation, no other company should be able to make the same claims that you do. The buyer must perceive that your company is different from all the other competitive options and vendors.

8. **Organize into Three Points.** People remember things best when they are presented in groups of three. The brain works this way, so optimize your sales messaging for maximum effectiveness by incorporating this important principle.

9. **Summarize on One Page.** The answer to each buying question must be simplified to a one-page format for a few of reasons. Your sales reps cannot remember and articulate more than this and your buyers surely will not. In order to be effective, sales messaging must be delivered to the buyer in digestible amounts.

10. **Provide Proof Points.** Most buyers consider your sales messaging to be claims. To add more credibility to your key points, you must provide lots of evidence that your claims are true. The more evidence you have, the more believable your claims. The best way to validate that your claims and evidence are true is to use proof points such as customer testimonials, case studies, etc. The second best proof points include third-party organizations like International Organization for Standardization or Gartner Group, etc. The next best proof points are a demonstration or proof-of-concept.

Great sales messaging gives your company the foundation on which to create more meetings, buying events and orders for each of the products and services that you offer. Since most companies do not know what sales messaging is, and you do, you have a tremendous opportunity right now to gain a competitive advantage. This advantage has been proven to increase sales, reduce costs and improve margins. To learn more about how to develop and deploy great sales messaging go to: <http://www.silverbulletgroup.com/training.shtml>

### Starting a Business Are you Ready?

There are many things you need to know before starting a business. And sometimes it can get so over whelming that you wonder if it is worth it at all. It is worth it if you want to gain financial freedom and that special time you need to make for your family.

When you go into business for yourself you are your own boss, you set your own hours and the days you work. But along that comes the responsibility of making

sure you are working to your fullest potential, and not slacking off. Still being professional even if your office is in your bedroom.

There are no guarantees when it comes to business. So to avoid the pitfalls of failure you need to have good planning skills, preparation and have some insight.

Answer these questions to see if you really got what it takes to be in business for yourself.

Do you have the drive to be in business for yourself?

Can you get along with different people who have different personalities?

Are you a good planner and organizer?

Can you make good and wise decisions?

Are you a self-starter?

How will this business affect you Physically, emotionally, and mentally?

These are just some of the things you must consider in order to see if being in business is right for you. There are so many factors included with this. Can you work for 12-15 a day 7 days a week? Can you make sacrifices? The list goes on and on. We hope this does not scare you into going into business, but we must be realistic and not assume it will be peaches and cream.

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### Home Business Ideas

Here are some ideas to help you start a home business. Please remember these are only ideas on some businesses you can start from home. You must do the research and see if these businesses will work in your area.

1. Internet Consultant [details](#)
2. Personal Organizer [details](#)
3. Marketing Consultant [details](#)
4. Mystery Shopper Check out our work at home link we have companies that are accepting mystery shoppers. [details](#)
5. Career Coach [details](#)
6. Photographer [details](#)
7. Home Care-Giver for Elders [details](#)
8. Wholesaler [details](#)
9. Medical Biller [details](#)
10. Crafts Person [details](#)
  
11. Bodywork or Massage Therapy [details](#)
12. Human Resource Service [details](#)
13. Computer Consulting [details](#)
14. Computer Repair [details](#)
15. Notary Services [details](#)
16. Collection Agency [details](#)
17. Pet-sitting and other services for animals [details](#)
18. Writer [details](#)
19. Tutoring [details](#)
20. Web-Mastering [details](#) , [more details](#)
  
21. Medical Transcriptions [details](#)
  
22. Freelance writer [details](#)
  
23. Personal Chef/Catering Business [Details](#)
  
24. Child care owner [details](#)
  
25. Personal Shopper [details](#)
  
26. Office Cleaning Business [details](#)
  
27. Mortgage/loan officer [details](#)

These are only a few of the hundreds of possible home-based businesses. Remember to choose something you are passionate about doing, and that you will really enjoy. Also research what is required of each business, including how much you will need to start. Supplies, marketing etc....

Look up the competition and see how they are doing it.

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### Start an EBay Business

eBay is a great way to earn a full time living, part time living or just sell off some of your personal items you have no need for. If you're looking to start an eBay auction business, whether part time or full time, then you've come to the right place.

In order to start selling or buying on eBay you would need to register at eBay.com its is free to do. Next you will need to figure out what forms of payments you will be accepting from your buyers. There are many forms of payments you can accept Checks, Money Orders, Cash or third party credit card processors such as paypal.com, storm pay, etc....

Keep in mind that if you accept payments from a third party credit card processor they will charge you a percentage to accept payments for you. Be sure to read their terms and read it again before you sign up.

Some sellers will only accept checks from a buyer with good feedback (we will talk about feedback in a minute), most sellers will not ship out the product until the check clears.

eBay also charges a listing and a final value fee. They also charge other fees for various services. You can [click here](#) to see all of their fees.

Write a list consisting of all the things you would like to sell on eBay. You can start off small by selling things you have around your house that you don't need anymore.

Research, Research and Research. Before you sell anything do a search on eBay and find out how much a similar item went for, that way you will see if it is worth putting up for auction.

You may also want to browse around eBay if you have never been there to get a feel for the categories, and feel for the site in general.

If you are interested in buying on eBay and find something that you like make sure you read the whole entire auction before you bid. Remember when you place a bid you are entering into a binding contract, and can have your account suspended if you don't follow through with the auction and don't pay the seller. You wouldn't want that to happen to you if you sold something, so be considerate and don't do the same. Make sure the seller is describing the item in as much detail as possible. Is the item brand new in original packaging? Is the item brand new but not in packing? Is the item used? If so, is there any wear and tear on the item? If there is you want to be sure what condition that item is in. Look at the picture, some items are just not worth bidding on without a photo. How much is the seller charging for shipping? How is the item going to be shipped? What payment methods can you use? These are some of the questions you need to find out before bidding. These questions can also be used by a seller to see if they are listing everything in the right fashion in order to get the most bids. If you have any questions you should email the seller prior to bidding. One pet peeve I have is hearing people complain about the shipping charges when they bid on an auction, if you don't agree with the shipping charges then just don't bid! Once again your bid is a bidding contract, you as a buyer have a responsibility to read the posting, ask any questions you may have and agree to the terms prior to placing a bid. Many sellers will only accept payment through Paypal. There will be sellers who don't accept personal checks. Make sure you have a method of paying for your item that the seller accepts. Know what country the seller is in, there are sellers who only sell within their own country. Some sellers will not ship outside of their country. Check a seller's Feedback prior to bidding. Feedback gives you an idea of what kind of seller you are dealing with. If the seller has a lot of negative feedback for misrepresenting their items, not shipping in a timely fashion, etc..... then you should avoid bidding and spending your money with this seller.

Lets talk about feedback, feedback is a good way to let buyers know what kind of seller you are, and also let sellers know what kind of bidder you are. No one likes to deal with a bad seller or buyers who do not pay. Some sellers will not accept bids from people who have too much bad feedback or no feedback at all so I can't stress it enough read, read, read. When you receive an item you bid on in and are happy with your purchase be sure to leave the seller feedback! This helps other bidders know what kind of experience they may have with the seller. At the same time sellers should leave feedback for bidders who pay in a timely manner. This is good business for both buyer and seller.

Here are some more tips for selling on eBay, make sure you ship the item in a timely manner, if you need time to ship out an item state that in the auction. If

you are going to accept checks, make sure you state that you will not ship out an item until the check clears. You have many options to chose from when it come to shipping there is of course the postal service, UPS, FedEx, DHL etc.... eBay allows you to add a shipping calculator so that your buyers know how much it will cost for shipping, some sellers charge a handling fee to the shipping price, some sellers charge a flat rate for shipping. There are some companies that allow you to print out shipping labels from their site. Find out how you want to sell your item in an auction format or at a fixed price. Do you want to open up a eBay store, etc....

This is only a few tips to help you get started with eBay you can [click here](#) to go to eBay and read and learn more about eBay.

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