

Startup Success

MODULE 0 // CHOOSING THE RIGHT BUSINESS

Service-Based Businesses

3D artist	A 3D Artist uses complex software to develop graphics and animations for use in various media, such as video games, television shows, and multimedia presentations.	<ul style="list-style-type: none">- 3D design- Adobe Photoshop- Adobe CAD- Adobe Dimension	\$64,000.00
Accountant	Accountants and auditors prepare and examine financial records. They ensure that financial records are accurate and that taxes are paid properly and on time. Accountants and auditors assess financial operations and work to help ensure that organizations run efficiently.	<ul style="list-style-type: none">- accounting skills- accounting software- mathematics- analytical skills- attention to detail- optional: become a Certified Public Accountant (CPA)	\$50,000.00
Ad copywriter	Copywriting is the process of writing advertising promotional materials. Copywriters are responsible for the text on brochures, billboards, websites, emails, advertisements, catalogs, and more.	<ul style="list-style-type: none">- psychology of sales- grammar- creative writing- marketing	\$65,000.00
App developer	An App Developer is a specialized type of Software Engineer. App developers understand coding languages and how to use them, and may also work alongside graphic artists, data scientists, and other software experts to create applications. They also test and fix any bugs that are found before the product is launched.	<ul style="list-style-type: none">- one or several coding languages, such as C, C++, Python, Java, Swift or Objective-C- in-depth familiarity with a specific operating system- analytical skills- attention to detail- creativity	\$80,000.00

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Article writer	An article writer creates content (articles) for magazines, ezines, blogs, and news sites.	<ul style="list-style-type: none">- grammar- creative writing- technical research- composition- attention to detail- creativity	\$30,000.00
Book designer	A book designer creates the cover and visual designs for a published book.	<ul style="list-style-type: none">- graphic design- adobe illustrator- adobe photoshop- adobe indesign- creativity- attention to detail	\$45,000.00
Bookkeeping	Develops system to account for financial transactions by establishing a chart of accounts; defining bookkeeping policies and procedures. Maintains subsidiary accounts by verifying, allocating, and posting transactions. Balances subsidiary accounts by reconciling entries.	<ul style="list-style-type: none">- accounting skills- accounting software- mathematics- analytical skills- attention to detail- organizational skills	\$37,000.00
CAD designer	As a CAD or computer-aided design technician, you'll use software to create design plans for buildings and machinery. You could work in a wide range of industries from engineering and construction to manufacturing.	<ul style="list-style-type: none">- engineering design principles understanding- numeracy and computer skills- knowledge of material properties- understanding of manufacturing processes and construction methods- problem-solving skills- creativity	\$60,000.00

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Coach	Guides, supports, and encourages individuals to do their best work, reach their goals, and achieve success in a specific aspect of life.	<ul style="list-style-type: none">- psychology- problem-solving skills- high Emotional Quotient- great communication skills- technical skills pertaining to their specific field of coaching	\$65,000.00
Consultant	Offers professional advice to help businesses and/or individuals accomplish specific projects and/or reach specific goals. Might specialize in any number of fields.	<ul style="list-style-type: none">- technical skills pertaining to their specific area of expertise- past experience with successfully overcoming similar problems to reach similar goals- problem solving skills- communication skills- planning and organizing skills	\$85,000.00
Content marketing strategist	Works with businesses to create a content marketing strategy. Offers professional advice on choosing which platform, content form, and specific content ideas will effectively attract new customers and encourage them to buy.	<ul style="list-style-type: none">- digital marketing- sales psychology- marketing psychology	\$65,000.00

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Copy Editor	A copy editor makes sure that a text is readable, accurate and ready for publication. They work on publications of all kinds, including books, newspapers and magazines, checking text to ensure it is well written and logically structured, with correct grammar and spelling.	<ul style="list-style-type: none">- grammar- composition- communication- writing style- attention to detail- technical research	\$39,000.00
Data entry clerk	Data entry is all about speed, accuracy, and attention to detail. A data entry clerk enters information into computer databases for effective record keeping. Daily responsibilities include: Organizing files and collecting data to be entered into the computer.	<ul style="list-style-type: none">- attention to detail- communication- organizational skills	\$28,000.00
Digital Marketing Strategist	A Digital Marketing Strategist is responsible for developing solutions to meet clients' brand objectives based on consumer insight and data. Spotting trends and technologies that play roles in consumers' lives, as well as familiarity with SEM/SEO strategies are beneficial skills to have in this position.	<ul style="list-style-type: none">- digital marketing strategy- organizing and planning- project management- marketing psychology- communication	\$67,000.00
Ebook formatter	Formats content to be published digitally.	<ul style="list-style-type: none">- adobe indesign- microsoft publisher- adobe illustrator- attention to detail	\$34,000.00

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Facebook ad strategist	Works with businesses to create a solid strategy for their advertising campaigns on Facebook, including campaign structure, audience creation and targeting, and ad creative.	<ul style="list-style-type: none">- marketing psychology- Facebook advertising knowledge- sales psychology- problem solving skills- analytical analysis	\$62,000.00
Fashion designer	Fashion designers study trends and sketch the initial clothing or accessory design. They attend trade shows or visit manufacturers to select fabrics and trims. Designers conduct fittings and adjustments on prototypes of their designs, and the end product is then marketed to clothing retailers.	<ul style="list-style-type: none">- very creative- detail oriented- design skills- knowledge of materials- drawing skills- sewing skills- graphic design skills	\$64,000.00
Game developer	Game developers, more specifically known as video game developers or video game designers, are software developers and engineers who create video games. Game developers may be involved in various aspects of a game's creation from concept and story writing to the coding and programming.	<ul style="list-style-type: none">- high level mathematic skills- one or several programming languages- creativity- problem solving	\$95,000.00
Ghost writer	A ghostwriter is hired to write literary or journalistic works, speeches, or other texts that are officially credited to another person as the author.	<ul style="list-style-type: none">- creative writing skills- grammar- composition- excellent communication skills- creativity	\$78,000.00

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Google ad strategist	Works with businesses to create a strategy for advertising on Google that will generate sales. Advises on keyword targeting, advertising campaign strategy, and ad creative.	<ul style="list-style-type: none">- marketing psychology- Google advertising knowledge- sales psychology- problem solving skills- analytical analysis	\$67,000.00
Grant writing	Grant writers research, draft, and submit proposals that help organizations or individuals receive grant funding. Many grant writers work for nonprofit or charitable organizations. Others are self-employed and take on projects from a variety of sources, such as museums and schools.	<ul style="list-style-type: none">- analytical research- technical knowledge of grant writing process- legal knowledge of grant writing- creative writing- problem solving- attention to detail	\$68,000.00
Graphic designer	Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.	<ul style="list-style-type: none">- creativity- design training- adobe photoshop- adobe illustrator- communication	\$47,000.00
Illustrator	Illustrators are commissioned to produce still drawings for use in advertisements, books, magazines, packaging, greetings cards and newspapers. It is essential to prepare a sound portfolio of work that can be used to demonstrate abilities.	<ul style="list-style-type: none">- creativity- artistic skill and vision- adobe photoshop- adobe illustrator- communication	\$54,000.00

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Interpreter	Interpreters aid communication by converting spoken messages into another language.	<ul style="list-style-type: none">- bilingual- communication- grammar	\$46,000.00
Language instructor	Foreign language teachers train students in the vocabulary, grammar, pronunciation, reading and writing of a foreign language. Like other teachers, you are also responsible for lesson planning, recordkeeping and student assessment.	<ul style="list-style-type: none">- bilingual- communication- grammar- planning- teaching	\$62,000.00
Media buyer	As a media buyer you will negotiate, purchase and monitor advertising space and airtime on behalf of clients. The aim is to reach the highest number of people in the target audience at the lowest possible cost.	<ul style="list-style-type: none">- communication- sales- negotiation- technical research- analytics	\$65,000.00
Motion graphic designer	Motion graphics designers create artwork for the web, television or film. They use visual effects, animation and other cinematic techniques to bring life to their creations.	<ul style="list-style-type: none">- graphic design- adobe after effects- adobe premiere pro- video editing- creativity- communication	\$63,000.00
Music composer/producer	A music producer oversees the production and development of songs, whether they are bringing together instrumental and vocal elements for sound mixing or ensuring that the people involved hold a singular vision for that song's success.	<ul style="list-style-type: none">- music composition- music theory- organization- team leadership- musical engineering- musical arranging	\$49,000.00

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Music teacher	A music teacher is someone who teaches people how to play an instrument (for example the piano, guitar or violin) or gives singing and voice lessons.	<ul style="list-style-type: none">- music theory- musical instrument proficiency- teaching- communication- organizing and planning	\$40,000.00
Online business manager	An online business manager is responsible for important managerial duties, such as the smooth functioning of your day-to-day business operations, big-picture planning and strategy, team management and motivation, logistics and overall business goals.	<ul style="list-style-type: none">- business management- project management- organizing and planning- communication- problem solving- team management	\$62,000.00
Personal stylist	Personal stylists help clients achieve their desired looks by aiding them in the selection of personal style items, such as clothes and shoes.	<ul style="list-style-type: none">- fashion knowledge- design- trends knowledge and research- research- planning- communication	\$34,000.00
Photo editor	Photo editors often work for a website, newspaper, magazine or book publisher. They're typically responsible for selecting, editing, positioning and publishing photos to accompany the text of a publication.	<ul style="list-style-type: none">- artistic skill- photography knowledge- adobe lightroom- adobe photoshop- creativity	\$67,000.00

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Podcast producer	A Podcast Producer is in charge of managing, recording, editing and transmitting a podcast. Although there are exceptions, such as video-based Vodcasts, a podcast is typically an audio-only file with a focus on sound quality and conversation.	<ul style="list-style-type: none">- technical knowledge of audio production- adobe audition- project management- communication- planning and organizing	\$62,000.00
Project manager	As the project manager, your job is to plan, budget, oversee and document all aspects of the specific project you are working on. Project managers may work closely with upper management to make sure that the scope and direction of each project is on schedule, as well as other departments for support.	<ul style="list-style-type: none">- planning and organizing- project management- task management- team management- strategic thinking- problem solving- communication	\$96,000.00
Researcher	Freelance research involves finding information about a particular topic, and then organizing that information to make it easy to use. Often, freelance research goes hand in hand with writing.	<ul style="list-style-type: none">- research- organizing- attention to detail- communication	\$63,000.00
SEO expert	A Search Engine Optimization (SEO) Specialist analyzes, reviews and implements changes to websites so they are optimized for search engines and show up at the top of search results.	<ul style="list-style-type: none">- technical SEO knowledge- analytical research- strategic thinking- problem solving	\$43,000.00

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Social media manager	Develop relevant content topics to reach the company's target customers. Create, curate, and manage all published content (images, video and written). Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.	<ul style="list-style-type: none">- digital marketing strategy- organizing and planning- project management- scheduling- communication	\$51,000.00
Transcriptionist	A transcriptionist listens to recorded materials and types the material into written form. The most common industry for transcriptionists is the medical field but transcriptionists do work in the legal industry and others.	<ul style="list-style-type: none">- attention to detail- language- communication- typing	\$35,000.00
Translator	Interpreters and translators aid communication by converting messages or text from one language into another language. Although some people do both, interpreting and translating are different professions: interpreters work with spoken communication, and translators work with written communication.	<ul style="list-style-type: none">- bilingual- grammar- language- communication- attention to detail	\$44,000.00
Tutor	A tutor helps students improve academically in a private, non-classroom setting either individually or with small groups by instructing them to improve their study skills, test-taking strategies, note-taking skills, or grasp of content.	<ul style="list-style-type: none">- knowledge of a specific subject- teaching- communication- planning and organizing	\$35,000.00

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UI Designer	User interface (UI) designers work closely with user experience (UX) designers and other design specialists. Their job is to make sure that every page and every step a user will experience in their interaction with the finished product will conform to the overall vision created by UX designers.	<ul style="list-style-type: none">- communication- creative thinking- problem solving- research- graphic design	\$92,000.00
Video editor	As a film or video editor, you'll be responsible for assembling recorded raw material into a finished product that's suitable for broadcasting. The material may include camera footage, dialogue, sound effects, graphics and special effects.	<ul style="list-style-type: none">- video composition- logical thinking- adobe premiere pro- audio editing- communication- project managementattention to detail	\$47,000.00
Virtual assistant	As a Virtual Assistant, you perform various administrative tasks, including answering emails, scheduling meetings and making travel arrangements.	<ul style="list-style-type: none">- organizing and planning- project management- communication- attention to detail- writing	\$31,000.00
Virtual personal trainer	A personal trainer is an individual certified to have knowledge of exercise prescription and instruction. They motivate clients by setting goals and providing feedback and accountability to clients. Virtual personal trainers provide these services remotely via video conference calls and instructional videos.	<ul style="list-style-type: none">- fitness knowledge- proficiency in exercising techniques- basic understanding of anatomy- optional: certificate of training program completion	\$45,000.00

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Voice actor	Voice acting is the art of performing voice-overs or providing voices to represent a character or to provide information to an audience or user.	<ul style="list-style-type: none">- clear pronunciation- language skills- communication- optional: vocal training	\$40,000.00
Web designer	A web designer creates the look, layout, and features of a website. The job involves understanding both graphic design and computer programming.	<ul style="list-style-type: none">- HTML- Javascript- CSS- other programming languages- adobe photoshop- adobe illustrator- creativity- design- project management	\$65,000.00
Web developer	The role is responsible for designing, coding and modifying websites, from layout to function and according to a client's specifications. Strive to create visually appealing sites that feature user-friendly design and clear navigation.	<ul style="list-style-type: none">- HTML- Javascript- CSS- other programming languages- adobe photoshop- adobe illustrator- creativity- design- project management	\$65,000.00

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Wordpress support specialist	Assists website owners (such as small business owners or bloggers) with editing, updating, and managing their WordPress websites.	<ul style="list-style-type: none">- technical knowledge of WordPress- basic knowledge of programming languages (such as CSS, HTML, and Java)- organizing skills- problem-solving skills- communication	\$50,000.00
Youtube advertising strategist	Works with clients to create video marketing campaigns to attract new customers.	<ul style="list-style-type: none">- marketing psychology- digital marketing- strategic thinking- sales psychology- planning and organizing- project management- communication	\$60,000.00
Youtube channel manager	Assists Youtube creators with managing video schedules, uploading content, sharing content on social media, and audience management.	<ul style="list-style-type: none">- content marketing strategy- project management- organizing and planning- attention to detail- communication	\$55,000.00