



National Resource & Training Services

**Private Investigations Seminars**

# **INCOME & BUSINESS DEVELOPMENT FOR PRIVATE INVESTIGATORS**

**Presented by**

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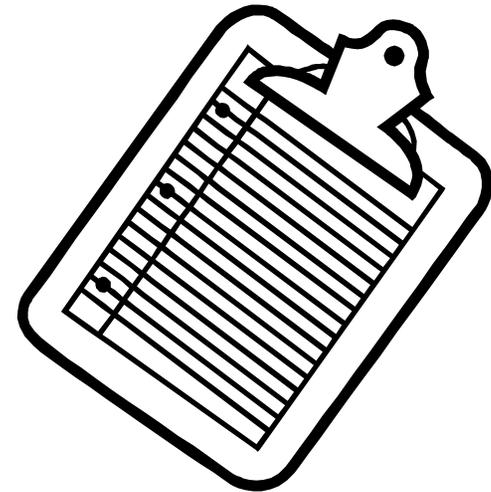
# **Business & Income Development**

- 1. Promotional Ideas**
- 2. Increasing Business**
- 3. New Businesses and Income**



# Things You MUST Do!

1. Telephone / Toll Free Number
2. Business Cards
3. Brochures
4. Website
5. Chamber of Commerce Membership
6. Listed in the Yellow Pages



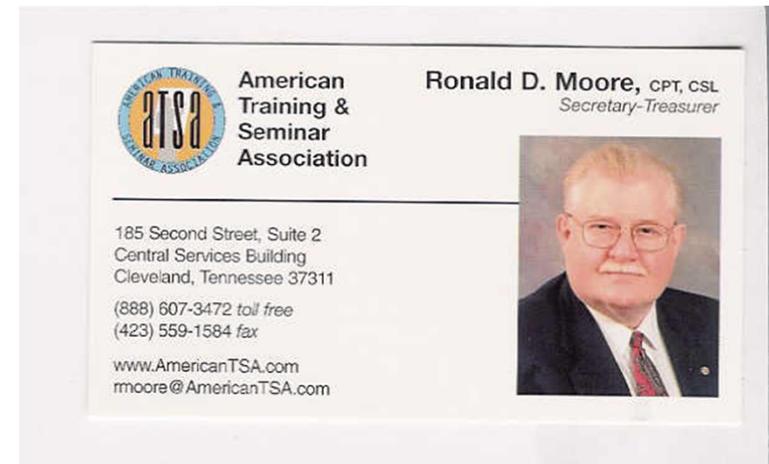
# Toll Free Numbers



- No "800" numbers left. All are going to be 888, 866, etc.
- MCI – 800-888-0800
- US Sprint – 800-877-4000
- AT&T – 800-222-0400
- Rolls over to your regular telephone number
- Make it available on all printed pieces

# Business Cards

- ✓ Your Name
- ✓ Your Company
- ✓ Address
- ✓ Telephone Numbers
- ✓ Website address and Email Address
- ✓ Licensed



*Great American Printing Company*

800-440-2368

# Brochures

- This is who you are ... don't go cheap
- List your web site and phone number
- Sell yourself on the front page
- Tell the who, what, when and where



# Promoting Your Business with the Internet

## *Web Sites: Why Do You Need one?*

- It is your link to the world
- You can expand your services beyond investigative
- It is inexpensive name recognition
- It makes you competitive with the big dogs



# Web Sites



- Have a web site for you or your company
- Pretty is not always what is needed
- Keep it up to date
- Look at the different ways to promote the site

# Promoting Your Business with the Internet

## *Using Links to Promote Your Business*

- Chamber of Commerce
- Nationalpidirectory.com (Best @ \$24.00 year)
- Findpis.com (Fee @ \$45 per year)
- Iprocessservers.com (Fee @ \$75 per year)
- Tninvestigator.com (Fee @ \$24.95 per year)



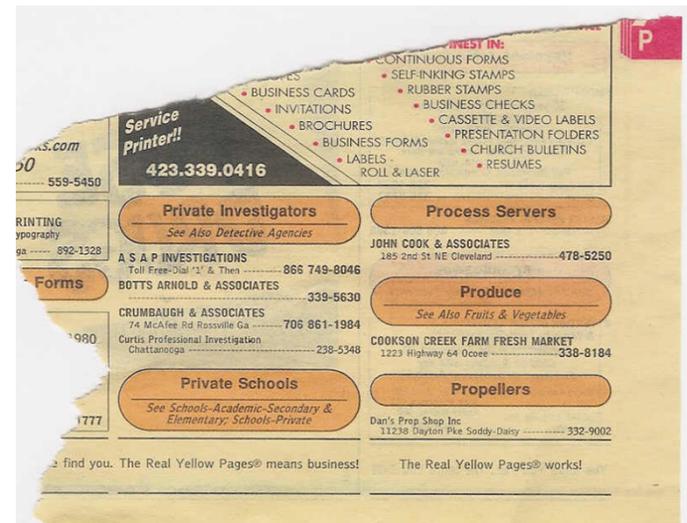
# Chamber of Commerce Memberships

- ✓ First Place Out Town Businesses Check
- ✓ Gives you Creditability
- ✓ Good Resource to Network
- ✓ Benefits
- ✓ Use the Assets (Membership Listings, Discounts)



# Yellow Page Listings and Advertising

- Cost Consideration
- First Time Users will Check the Yellow Pages
- Why Should They Choose You
- List Website and Toll Free Numbers
- Licensed
- Consider other categories



# News Releases

- Send to all local area media
- Consider timing
- Beat deadline traps
- List your web site
- Use the Internet and save time



# Increasing Business:

Things to consider:

1. Image
2. Cost
3. Location
4. Distraction factor
5. Basic Equipment Needs



# Getting Up And Running

- **Do what you do best**
- **Build a client base**
- **Advertise**
- **Build a professional image**



# **New Business and Income:**

*Ways to make additional income in the investigation business*

- ✓ **Civil Process**
- ✓ **Personal Security**
- ✓ **Reference Checking**
- ✓ **Pre-Employment Screening**
- ✓ **Skip Tracing**



# **New Business and Income:**

*Ways to make additional income in the investigation business*

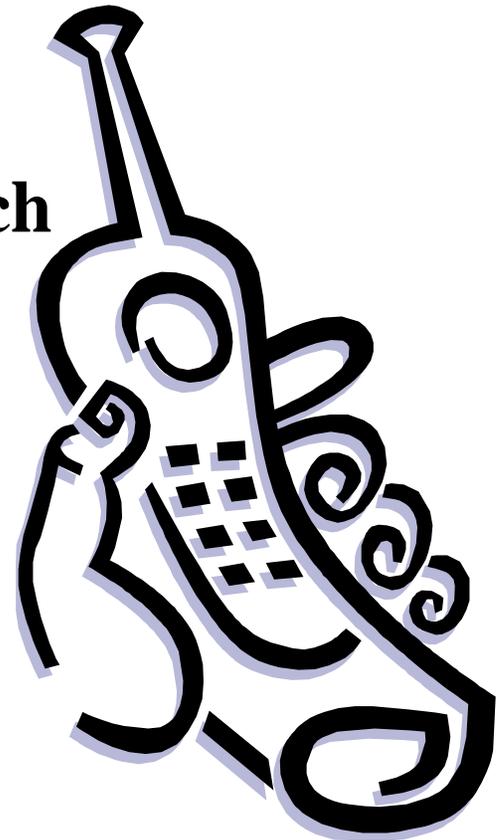
- ✓ **Courier**
- ✓ **Witness Interviewing**
- ✓ **Alcohol and Tobacco Stings**
- ✓ **Countermeasures**
- ✓ **Fingerprinting**



# **New Business and Income:**

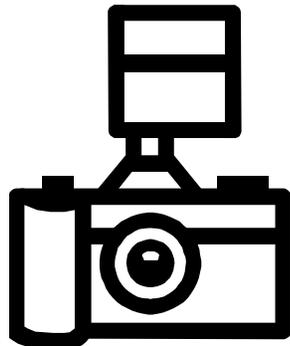
*Ways to make additional income in the investigation business*

- ✓ **DTMF Decoding**
- ✓ **Cellular Name and Address Search**
- ✓ **Tag and DMV Info**
- ✓ **Asset Recovery**
- ✓ **Witness Employee Dismissals**



# Doing Business

- **The Contract**
- **Reports**
- **Bonding and Insurance**
- **Equipment**



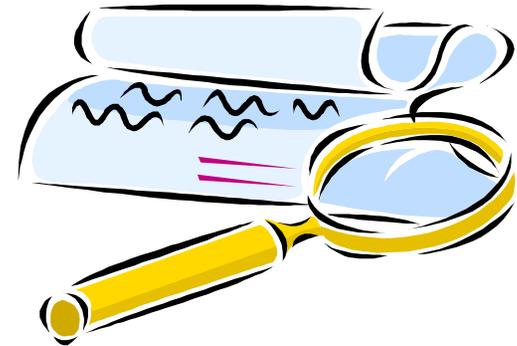
# Ethics 101



- Do the right thing**
- Know your state's laws**
- Know Federal eavesdropping laws**
- Avoid Invasion of privacy issues**
- Don't take the fee if you can't do the job**

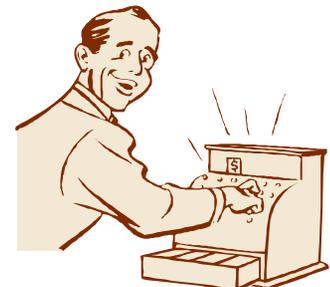
# Things to Remember

- **Treat each client the way you would want to be treated.**
- **Explain your fees and related charges and make sure they understand them.**
- **Never work with out a *signed* contract.**
- **Make sure your contract is specific in what is expected of you.**



# Things to Remember

- **Ask up front what the client's budget can afford and if there are any time restraints.**
- **Do not tell the client you can do something that you cannot do.**
- **Do not accept a job that you are not qualified to do.**
- **Never work a case longer than necessary.**
- **Never pad an invoice.**



# Things to Remember

- **Be reasonable in your expenses.**
- **After a reasonable amount of time if you feel the case is not progressing, let the client know.**
- **Do not continue a case that you feel is over.**
- **Never falsify a report!!!!**



# Things to Remember

- **Take video and pictures of everything you do and everywhere you go.**
- **Stay in contact with your client. Do not make them chase you down for an update.**
- **Only work within the restraints of the law.**
- **JUST BE HONEST!**





**Sounds simple doesn't it?**

**Well, it is.**

**Temptations will come along though, just be prepared for them and remember what you are working toward. Don't take your eye off the prize and don't take any shortcuts to get there.**

**The rewards will be well worth the effort.**

Click on “ Take Exam “ located to the right of this slide