



How to Open & Operate a Financially Successful Private Investigation Business: With Companion CD-ROM (How to Open and Operate a Financially Successful...)

Michael Cavallaro

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If you spent your childhood reading detective novels and thinking how amazing it would be to start your own, or if you just decided it is time to retire from your current job in the police, military, or other investigative agency and start your own company, the concept of owning and operating your own Private Investigation Business is probably very enticing. With a massive upside and potential for growth, the industry has been booming for years. With all self-employment opportunities up and private investigation in particular up by more than 16% according to the IRS statistics on small businesses, now is the time to get into the industry.

This book was written for anyone who has looked at the idea of private investigation and decided that it would be ideal for them. You will learn everything you need to know about working in the private investigation field, starting with the basics of what you can expect and what preconceptions you may have that are just Hollywood fancy. You will learn how to choose a niche of investigation and how to start thinking in the abstract, questioning everything but recognizing facts for what they are. You will learn the key differences between a private investigator and a police officer and why those who want to be the latter should consider all their options before getting into private work. You will learn how to investigate a case and how to perform all of your necessary actions legally. Whether you will be operating out of your home or you are looking to buy or rent office space, this book can help you with a wealth of start-up information, from how to form and name your business to deciding if this will be a joint venture or if you would rather work solo.

Valuable information on forming a Partnership, LLC, Corporation, or becoming a Sole Proprietor, the four types of business formations, is included, and also the legal implications of each. This complete manual will arm you with everything you need, including sample business forms; contracts; worksheets and checklists for planning, opening, and running day-to-day operations; lists; plans and layouts; and dozens of other valuable, timesaving tools of the trade that no business owner should be without.

While providing detailed instruction and examples, the author leads you through every detail that will bring success. You will learn how to draw up a winning business plan (the companion CD-ROM has the actual business plan you can use in Microsoft Word) and about basic cost control systems, copyright and trademark issues, branding, management, legal concerns, sales and marketing techniques, and pricing formulas. You will learn how to hire and keep a qualified professional staff, meet IRS requirements, manage and train employees, generate high profile public relations and publicity, and implement low cost internal marketing ideas. You will learn how to build your business by using low and no cost ways to satisfy customers, and also ways to increase sales, have customers refer others to you, and thousands of excellent tips and useful guidelines. You will learn how to hire contractors to help you and which licenses and liability insurance you will need. You will learn which contracts and forms, including privacy agreements, you must have on hand and which business structure is best for you.

You will learn how to find clients and what tools you need, including the right camera and lenses. You will learn how modern computer equipment can accent your investigations and how to start using internet searches through public records, private databases and courthouse records to speed up the process. Learn how to perform background investigations, interviews, and surveillance and what the basics of each kind of investigation entails. The companion CD-ROM is included with the print version of this book; however is not available for download with the electronic version. It may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com

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