



CONSIDERATIONS BEFORE BECOMING A NWCO

NWCO Myths

- Easy money—Fact—Few NWCO's earn over \$50,000/yr.
- It will be fun—Fact—The novelty soon turns to monotony, especially when you chase deadbeat clients.
- Just like fur trapping—Fact—Customers, traffic & ladders are not part of fur trapping.

Use “The S.M.A.R.T. METHOD” to make a rational decision.

S-Sensitive: How will being self-employed affect your loved ones?

- Hours—working weekends—after hours—middle of the night
- Smell---as a NWCO, you will want to catch skunks
- Clutter—NWCO work is equipment intensive—storage is a problem

M-Market: Can you make a living doing NWCO work in your area?

- Population: 750,000-1,500,000 residents within 20-30 min. drive.
- Wealth: Avg. Household. Income \$50,000 and up.
- Rule of Thumb: Half your income goes to expenses & taxes.
- Will you make enough for sick days, vacation, insurance? Etc.
- Information Source <http://quickfacts.census.gov/qfd/>

A-Attitude: Are you psychologically cut out for self-employment?

- Money: You can't count it, boom, bust, need to budget.
- Nagging Customers: They will try your patience.
- Educated Animals: You have to catch that last one.
- Dangers: Ladders, confined spaces,
- Marketing: You will need to become a salesperson.

R-Resources: How strong is your support system?

- Material Resources: What equipment do you need?
 - Ladders, truck, paperwork, computer.
 - Space for equipment.
- Personnel Resources: Who can you rely on when in need?
 - Family: spouse, children, etc.
 - Friends: fellow trappers, colleagues.
- Financial Resources: How much money do you have set aside?
 - Savings, health insurance, investments etc.
 - Startup costs can range from \$2000 and up.

T-Timing: Start your company when you and your market are ready!

- Begin prior to the busy season, typically March-Sept.
- Begin when you and your family are prepared for the sacrifice.
- Don't forget you can work part-time and test the market.

Business Resources

○ Websites

- nwcoa.com—NWCO Assoc.
- wctech.com--- NWCO Mag.
- icwdm.org—ADC website

○ Books

- Guerilla Marketing
- E-Myth
- Selling the Invisible
- Wildlife Damage Inspection Handbook (speaker's book)

○ Professional

- Accountant-to set up books
 - Lawyer-to set up business
- Feel free to contact me, Stephen Vantassel. I will be glad to help.