



Headed for Success? You betcha.

By Marilee Crocker

I love finding and sharing success stories, and I'm willing to bet I've found one in **June Bertucci**.

Bertucci e-mailed me nearly a year ago, soon after she launched her business providing on-site technical support for small companies. I called Bertucci this past week to see how her fledgling venture was doing.

The timing of my call was fortuitous, said Bertucci, who operates **Small Office Computer Support of Cape Cod** from her living room in West Hyannisport. "I just recently began looking to re-energize the business and go at it full-time."

There's nothing glitzy or glamorous about Bertucci's business or even about her strategy. To my mind, that makes her story all the more worthwhile.

Bertucci specializes in optimizing computer processes ("**Save Clicks! Save Time! Save Money!**" is her slogan) and providing tune-ups, repairs, virus removal, network installation and similar services. Until now, she has approached the idea of going full-time with her business cautiously. She began offering her computer services as a sideline in 2002, two years before quitting her job as office manager of the Barnstable Land Trust. Throughout the last year she has gone on job interviews and even fielded a few offers.

But she was drawn to the idea of working for herself, in part because of the usual quality-of-life reasons - the freedom to enjoy the Cape during the work week and the flexibility to arrange her schedule around her two children's needs and her personal rhythms.

She had worked independently from home for a previous employer, so she knew she had the right temperament.

Moreover, Bertucci told me, working for herself gives her a better shot at earning what she's worth and utilizing the business and management skills she's acquired during the last 20-plus years.

Still, Bertucci had to muster courage to stop looking for that "magic job" and devote her energies to her business.

Now I've no special talents as a prognosticator but I do think Bertucci has a lot going for her. Here are a few pluses on her side:

1. Astute use of resources. Bertucci has tapped former colleagues to review her business idea, revamp marketing materials, review press releases and, in one case, work as a subcontractor to extend her market reach to the Lower Cape.
2. Marketing savvy. A homemade business card and word of mouth carried Bertucci through her first year. Now she aims to launch a Web site by June; she's got a new business card, a new logo and a more professional look, and she's planning a direct mail campaign promoting a special to local businesses.
3. Attainable goals: After exceeding her expected earnings in the first year, Bertucci hopes to clock 20 billable hours weekly within a year. Fortunately she has a financial buffer so the business doesn't have to be profitable for another 12 to 18 months.
4. Finally, Bertucci is enthusiastic, energetic and passionate. I expect that those qualities will count as much as anything for her eventual success.

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