

Work at home \$uccess

Starting a home-based business

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GoFreelance

The Freelance Work Exchange
www.gofreelance.com



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Introduction

Foreword

So you're done with the rat-race? You no longer want to 'climb the corporate ladder' and you'd be happy to leave the office politics behind. You want to run your own race for a change. And you want to do it from home. Well that's great! But where to from there?

'Home-based business' across the country, and around the World for that matter, is booming! More and more people are turning to a work-from-home option every day because the 'pros' certainly outweigh the 'cons'. However I know from experience that it can be a challenge to get your home business up and running, and probably the biggest hurdle you will face, is making a start. In this book we'll look at what's you need to get your business up and running, and focus on making your home-based business a long-term success.

If you set a solid foundation for your business, and approach your new venture armed with this book as your guide, you'll be well on your way to achieving '[work at home success](#)'!

Meet the author

Rob Palmer is a successful entrepreneur and business owner who has been running a prospering online business for over 10 years. With many successes to his name as a freelancer, he has extensive experience working as a freelance writer for various publishers and corporations worldwide. As well as authoring a number of successful books, Rob has written for many newspapers, magazines and periodicals – ranging from the Financial Times to the Wall Street Journal. He has also worked as a high-level scriptwriter and speechwriter for key executives in many Fortune 500 companies.

Thanks to his successful freelancing career, Rob has plenty of time to spend with his wife and four children, and after living in the UK for many years, he now calls Australia home.



Chapter 1: Join the home-working revolution

There is nothing more exciting than the 'home-working revolution'!

You know, the definition of revolution is – a significant change that happens fast... and that is **exactly** what has happened to the concept of working at home.

Now you really can work at home in a **professional career** making **substantial income** while enjoying all of the benefits!

You can work in your pajamas if you want, do the washing, pick up the kids from school and have all the family time you want, PLUS you won't have to deal with the rat race anymore.

Start making money today, [click here!](#)

1.1 Working at home *no* longer means:

- ironing or doing laundry for someone else
- babysitting
- typing homework assignments
- stuffing envelopes
- assembling things
- ...or any of those **tedious tasks** that business owners just don't want to do!

In the past decade, the dreams of working from home have become a reality for many women and men. Due to technology and the change of minds in general, there is a **real** opportunity to have a **real** career that makes **really** good money right from the comfort of your own home.

You no longer have to settle for boring work to work from home. You don't have to make less income than you are used to. You don't even have to have a rigid schedule.

1.2 What working from home *does* mean now...

- You can work from home in professional career
- You can have control of your own hours and schedule
- You won't have a dress code
- You won't have to commute or deal with the traffic
- You can take time off when **you** need it
- You can make a substantial income!

It is now easy to have a home-based career with professional occupations such as being:

- A writer
- An editor

-
- A graphic designer
 - An illustrator
 - An administrative assistant
 - A photographer
 - A programmer
 - A website designer and developer
 - A salesperson
 - An accountant
 - An architect
 - A teacher
 - A trainer
 - A consultant...
 - ...and loads of others!

You can say **good-bye** to your nine to five job or shift-work. You can even tell your boss to take a hike if you want to. You really can get out of the corporate world and quit punching someone else's clock while making them rich.

[Click here](#) to kick start your work at home career now!

You can enjoy the prosperity yourself!

To do this, you just have to learn how to work from home **successfully**! As I write this book, it is my intention to teach you *exactly* how to be triumphant in your work-from-home venture!

As you read this book you will learn that there really is a world of opportunities for you as you join the home-working revolution. You will become familiar with the advantages and the few disadvantages of working at home. I also provide you with a reality-check to make sure that you are cut-out for the challenges that are begging you to conquer them.

You will learn how to determine what home business is right for you, how to find opportunities, how to get your business started in just seven days, and how to make a six-figure income in the process.

I provide words of knowledge based on my experiences about promoting your business, building your client base, quality control, time management, managing finances, and last but not least, adapting to change.

My final goal is to give you the ambition and confidence to take the tiger by the tail, enjoy the vast opportunities that await you and take total control of your life by building a home-based business that is rewarding and prosperous.

The home-working revolution is booming and it's time to roll up your sleeves and prepare to take a bite of the pie!

Chapter 2: A wealth of opportunities

When it comes to freelancing and telecommuting, there really is a wealth of opportunities for home-based entrepreneurs.

What can't you do from home if you are prepared?

With the proper equipment and technology you can run any office from home and with access to the internet you can **make the world your playground!**

2.1 The history that provides opportunities...

Way back when, it was difficult to build a “real” business at home. It used to cost a fortune to advertise and get clients, and then there were excessive expenses just to do business. Overnight mail was about all you could depend on to meet deadlines. You used to be limited to your geographic area because it was expensive and so hard to reach out and attract clients. Companies were hesitant about outsourcing work or employing people who worked from their own home instead of the company facility.

Then something happened to change the way of doing business...

The world-wide-web was created and the internet became a household product!

As a result, the home-working revolution started and freelancing and telecommuting has been going strong ever since.

[Click here](#) to find out how much you could earn

2.2 What are freelance opportunities?

A freelance opportunity is anything that you can do for someone who pays you without you being their employee. It's as simple as that!

Freelancing really is a valid business opportunity that is fulfilling and profitable. It provides much freedom because you are the boss. You can decide about important things (like your schedule and how much money you want to make!) You can even decide what jobs or projects you want to accept and deny. You have **total control** over your work-life and income.

2.3 What are telecommuting opportunities?

I prefer freelancing because it worked for me, but telecommuting is also a great possibility for some home-workers, so I won't leave it out. When you telecommute, you are actually employed by a company, but you work from home, at least part of the time.

Telecommuting does not have as many advantages as freelancing because you actually have a boss to answer to. You might have a more rigid schedule and your income is limited to your salary or wage. The advantages are you don't have to look for work, you may be entitled to company benefits and it provides a steady income.

2.4 Examples of freelance opportunities...

There is no way that I could provide a simple list of the freelance opportunities that are available and capable of producing significant income in a work-from-home career. However, I can give you some ideas and an overview of the most common freelance occupations. Here they are...

2.4.1 Writer

Aspiring writers, even if talented, have a reputation of being ambitious, but broke, much like wannabe actors. Historically, many have spend oodles of time writing awesome works and trying to get a publisher to publish their writing only to find that their time and creativity had been wasted. There have always been a huge proportion of unpublished writers when compared to successful authors. Don't worry though; those are times of the past!

If you can write and you would like to make your talent into a career, there is plenty of promising opportunities for freelance writers. As a freelance writer you write for other people and it's their job to get it published or distribute your work. Some of the writing will be credited to you as the writer, but some is ghostwriting. When you are a ghostwriter, someone else takes the credit for being the author. Usually you get paid a flat fee for producing the document and you don't get royalties, although sometimes you will be offered royalties, especially if you are credited as the author or co-author.

If you want to be a published author, freelance writing may seem like a waste to you; however, it is a career that actually pays. You can still follow your ambition and write for yourself in your spare time. To find out more about becoming a work at home writer, [click here](#).

2.4.2 Editor

The demand for freelance editors is growing faster than ever. There are literally billions of websites on the World Wide Web and tons of people trying to make a living using the internet. Some are even trying to penetrate a market that doesn't speak their native language.

These people need help from someone who is a master of the language with good editing skills to edit their web pages, eBooks, newsletters, articles, and so forth. Freelance editing is a great way to make a living. To find out more about becoming a work at home editor, [click here](#).

2.4.3 Graphic Designer, Illustrator or Photographer

Lots of people need graphic designers, illustrators or photographers occasionally, but can't afford to keep an artist on staff all the time. It is the perfect freelance business for the artistically inclined.

Graphics, illustrations and photos are used by many different people including all kinds of businesses, publishers, authors, website developers, and so forth. You can offer to develop designs, illustrations and photos from scratch as well as offering a collection of stock creations that people can buy and reuse. To find out more about making money as a graphic designer, illustrator or photographer, [click here](#).

2.4.4 Administrative Assistant or Personal Assistant

Being a freelance administrative assistant or personal assistant is a rewarding career that can be real exciting. It's a lot like working for temp agency where you work on a variety of short-term assignments; the only difference is you can do it from home. To find out more about becoming an administrative assistant or personal assistant from home, [click here](#).

2.4.5 Programmer

There is a great demand for freelance programmers created by people that want to develop their own product for resale over the internet, as well as big corporations who wish to outsource their programming needs. Some people just need help with HTML code for their websites. This is a valid freelance opportunity. Programmers can make lots of money from home, [click here](#) to find out why.

2.4.6 Website Designer and Developer

Website designers and developers are the lifeline of internet business. There are lots of people who want to launch a website but just don't know how to do it. If you have the skills, or can develop them, you could do really great as a freelance website designer and developer. To find out how much you could earn as a web designer or developer, [click here](#).

2.4.7 Accountant or Bookkeeper

If you have bookkeeping skills, or even if you are a certified accountant, there are a lot of home working opportunities for you. Small businesses and work-from-home businesses usually need some bookkeeping help, but they don't need a full-time bookkeeper or accountant. It is a perfect freelance career. To find out more about becoming an accountant or bookkeeper from home, [click here](#).

2.4.8 Consultant, Coach, Teacher or Trainer

Taking the role of consultant, coach, teacher or trainer has endless opportunities. You basically just take advantage of your knowledge and share it with others that need it. For example, if you know a lot about selling on eBay® you can offer services to people who want to sell on eBay® as a consultant, coach, teacher or trainer. You'll walk them through the process and get paid for it while you're working at home.

You can also teach online courses or provide online training sessions for just about any subject or offer one-on-one sessions with your clients, or you can write eBooks and sell them.

Some examples of the knowledge you can share include:

- Business expertise
- Marketing procedures
- Management experience
- Wedding planning
- Childcare
- Nutritional or diet information
- Construction methods
- Housekeeping tips
- Marriage advice
- Building model trains
- Cross-stitching
- Quilting
- Gardening techniques...

...the list really could go on and on!

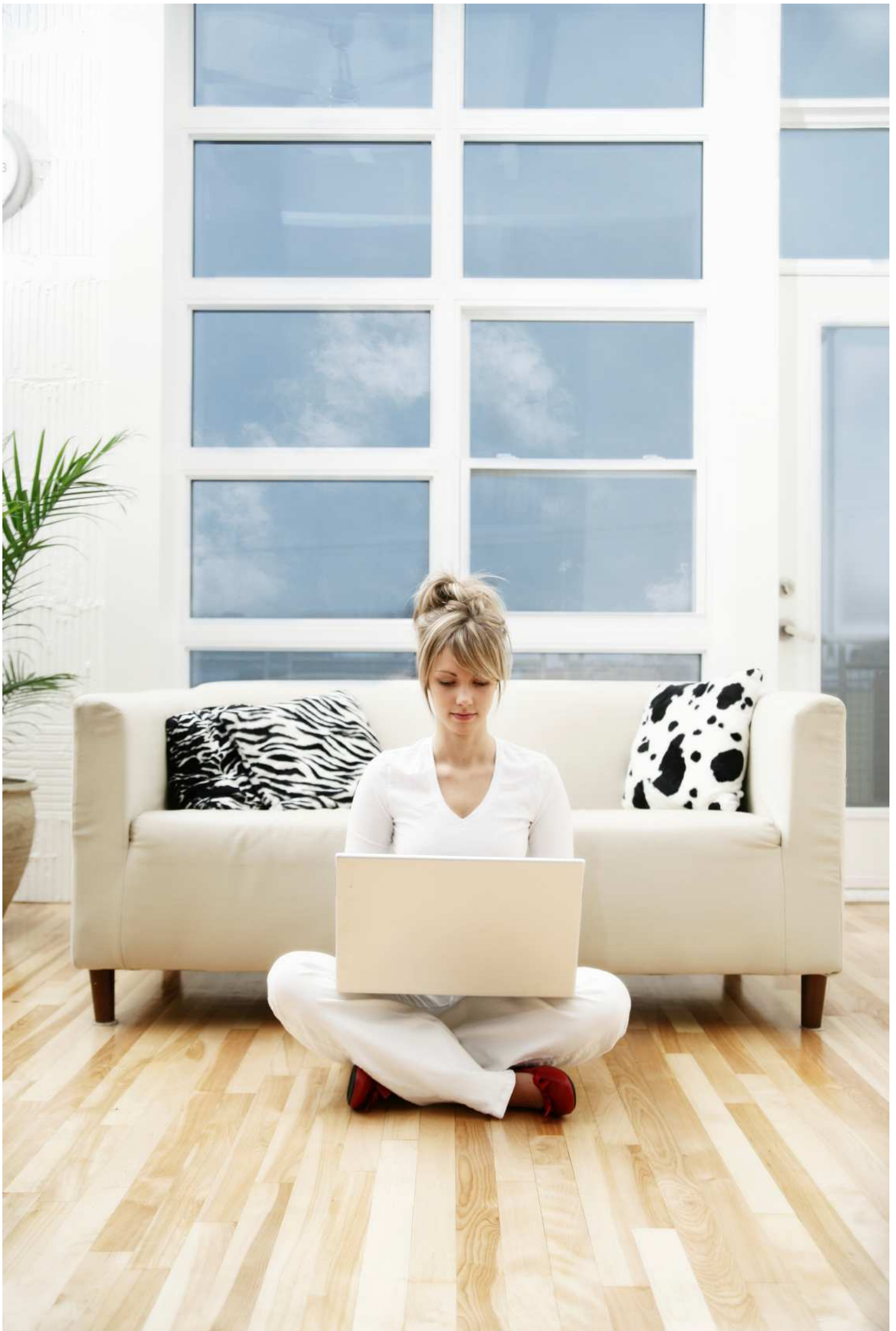
When searching for opportunities, **keep your mind open**.

What you have in mind might be the freelance opportunity of a lifetime, or it just may not work out. If it doesn't work as you planned, you can always adapt your approach or change the services that you provide to take advantage of the market.

The key to being successful in a home-working career is to:

- build on your knowledge and passion,
- offer a service that is much in demand,
- market yourself constantly,
- do a good job for your clients,
- ask for referrals and repeat business,
- ...and **NEVER** give up!

[Click here](#) to start your work from home career right now!



Chapter 3: Advantages of working from home

No wonder there are so many people working from home, or deeply desiring a work-from-home career. There are many advantages of working from home that other jobs just don't have. The advantages fall into four categories which I like to call the "Fantastic Four Fs of Freelancing":

- **F**reedom
- **F**lexibility
- **F**amily
- **F**inancial.

3.1 Freedom

Freedom is my favorite benefit of working at home. When you work at home:

- You don't have a boss
- You can pick and choose which projects you would like to do
- You set your own hours
- You can take time off when you want to
- You can dress any way you like
- You have control of your own budget
- You can work over if you want for extra money.

Now **THAT IS FREEDOM!**

Unless you have experienced it, you don't know how free you can feel in a work-from-home job.

For instance, if you have a customer that is rude or hard to work with, you actually have the power to end the relationship. Of course you wouldn't want to break a contract, so you may have to bite your lip through the project, but you can refuse to take future projects from them.

As a freelance provider, you really have the capability to pick and choose.

- **Pick** your starting hour
- **Choose** your ending time
- **Pick** your favorite projects
- **Choose** to deny boring projects
- **Pick** your favorite clients
- **Choose** to eliminate difficult clients.

You won't have to put your job above your family anymore. You can say goodbye to pantyhose or ties. And, you can make a real living doing something that you really like and have a passion for!

Once you break out of the corporate world, you will never want to go back. Why? 'Cuz **no job beats the freedom** that can be yours as a freelance provider that works from home! [Click here](#) to experience the freedom for yourself!

3.2 Flexibility

A big part of freedom is the flexibility that a home-based career offers. When you work for yourself **you have total control over your time schedule**. Some bosses say that they are flexible when you apply for a job, but they don't really know what flexible is!

For the home-based business flexibility means:

- You set your own hours
- You can change your hours day to day
- You don't have to have permission to take off
- You don't have to have authorization to work over
- You can set your own price
- You can negotiate with clients yourself without consulting anyone
- You can take a vacation any time you want to
- You can choose to go seminars or classes as you see fit
- You don't have to schedule your personal appointments around a schedule
- You will never have to tell your kids that you can't to a sports event or dance recital because you have to work.

This is **true flexibility**, the kind that you won't get in any job. If flexibility means a lot to you, then a home-working freelance career is definitely for you!

3.3 Family

Family advantages are a prime reason that people are attracted to the work-from-home concept. We all have to work to make a living, but we don't have to give our job priority over our family.

It is so sad that many employers expect their employees to be dedicated to the company even if it means sacrificing attention to the needs of a family. What is even sadder is that many employees accept that mindset and unknowingly neglect their family. It happens so often.

Because of the freedom and flexibility that exists with a home-based freelance career, you can support your family financially and still give them the time and attention that they require to be happy and fulfilled.

Your kids don't have to be raised by a stranger, or even worse, raise themselves. You can pick them up from school, help them with their homework, take them to extracurricular activities, and simply be there for them whenever they need you. No more setting doctor appointments around a schedule that is set for you.

You and your significant other won't be deprived of time together if one of you has complete control over your schedule. Quality time is easier to come by when you aren't dealing with two pre-set schedules. Working hours, days off and vacation times can be identical. There are also many couples that go into a work-from-career together and concentrate on really **putting family first**.



3.4 Financial

There are many financial benefits to being self-employed in a home-based career. They fit into two categories:

1. Income
2. Savings.

One of the greatest advantages – ***you have total control of your income!***

As a freelance provider, you choose your projects, set your prices and maintain your working schedule. After you have worked for a while in the career you will be able to decide what projects will be best for you based on:

- What projects you enjoy
- How much time a project takes.

You can set your prices accordingly and be able to identify [easy money](#).

For example, as a freelance writer, you have many choices of types of writing. You can write a eBook that takes about 40 hours for \$1,200 (\$30/hour); you can write an article that takes about an hour for \$50 (\$50/hour); or you can write a resume that takes about an hour for \$250 (\$250/hour). Obviously, writing resumes is easy money (if you're good at it and charge prime prices).

By choosing projects that are easy money and balancing them with projects that you enjoy, you really can make a lot of money in any freelance career without getting burned out or spending much time working.

You can also delegate tasks to providers that charge less than you do and make money without even doing the work yourself. Coordinating projects and ensuring the quality of the work takes much less time than actually doing the work yourself.

In addition to being able to control your income, you will experience many benefits from savings that are made possible by a work-from-career. For example:

- You'll likely spend less money on clothing
- You won't have to have transportation to work and the expenses that go along with that whether it's public transportation fees or fuel
- You may be able to get a discount on your auto insurance if you tell your agent that the vehicle isn't used for transportation to work
- When you have a home office you can deduct a portion of your housing expenses (mortgage or rent, utilities, homeowners insurance, etc.) when you file your income tax
- You'll be more likely to eat at home rather going out for lunch and dinner regularly
- You won't spend loads of money for beverages that are often purchased away from home
- You can save money on childcare.

Without a doubt, it is less expensive to work from home.

With the advantages of freedom, flexibility, family, and financial why wouldn't you want to work from home?

Chapter 4: Are you ready to work from home?

If you want to work from home, you simply have to make your home into a productive work environment, train your family and friends, and make darn sure that you are ready to work

from home. There are five important things that need to be prepared in order to operate a successful business from home...

- You
- Your family and friends
- Your house
- Your equipment
- Your business details.

4.1 You

You and your mindset are the most important assets that your business will ever have! To build a successful freelance business you have to have ambition, drive, patience, determination, and adaptability. Let's take a moment to discuss these characteristics...

4.1.1 Ambition

Ambition is the basic **desire** to achieve something. Now is the time to define **your "something"** by setting goals.

Success may mean something entirely different to you than it does for someone else. Your goals should be specific and you should have the desire or ambition to fulfill them in order to open and operate a profitable home business.

Start by asking yourself...

- Do you just want to get by?
- Do you want to make as much income as you are making now?
- Do you want to exceed your current income?
- Do you want to be a millionaire?

Setting financial goals is the first step to building a profitable business and it is a step that will help you to determine the answer to the next question...

- How much time do you wish to spend on your home business?

Now it is time for a reality check!

If you chose that you want to be a millionaire, but you only want spend two hours a week working, you've been listening to too many **quick-rich schemes**. Your goals should be **reasonable** and **reachable**. You really can make a six-figure income as a freelance provider, but you do have to work at it!

[Click here](#) to get started today!

4.1.2 Drive

Drive is the willingness and ability to take the initiative to **make things happen** – to fulfill your ambitions. When you are in business for yourself, you are really the only person you can rely on to make the business successful. You have to have the drive to make it happen. It takes energy and sweat on your part to build a profitable business. If you are lazy or you're a procrastinator, it just won't happen. You have to have the drive!

4.1.3 Patience

Patience is truly a virtue for those that have patience and it can be the best characteristic that you can have when you're in business. Things don't always come easily and without patience, you are likely to start thinking that the business venture was a bad idea and give up. Most businesses don't even make a profit for at least six months, but those who have patience can endure the "less than promising" results, working hard through them, and never give up. Eventually, these people do succeed.

With a freelance business, you can make a profit right away, without waiting for six months; however, your profits may not be what you expected. Overtime, if you are patient enough not to give up, you will develop a reputation, a profile and references that will help you to promote your business and to turn it into a fruitful business.

4.1.4 Determination

Patience and determination are related in some ways. You have to be patient to persist through bad times, but you also have to be determined to meet your desired end results.

Patience + Determination = Perseverance

Perseverance is the ability to stay focused and persistent regardless of the discouragement, difficulties or obstacles that you face. It is the key trait of entrepreneurship and it makes the difference between failed businesses and successful ventures.

4.1.5 Adaptability

Your adaptability is the capableness of going with the flow and changing your business for the better. You may have your services and strategy laid out to where they are perfect at the time and all of sudden, they may become obsolete and you and your business can be left behind. You have to be aware of your market and be able to anticipate changing trends. Above all, you have to **change with the trends** to be competitive and to stay in business.

If you have ambition, drive, patience, determination, and adaptability you have the **formula for a great entrepreneur** and you are ready to take the challenge! You will be able to start a home business, conquer all obstacles and persevere through the hard times making the most of out of your business.

4.2 Your family and friends

Your family and friends will likely be excited when you tell them that you are starting a work-from-home career. They are turned on by the advantages of working at home because that means you will be available to them, which is wonderful. However, you need to make sure that they know that your career is a job and needs the same respect as if you were punching a clock.

You will be able to altar your schedule for important things, but don't allow your family and friends to take advantage of that. Otherwise, you'll be babysitting, running errands and so forth, instead of working. Don't let anyone think that you are a stay-at-home mom or dad.

Let your work hours be known and stick to them. You will have clients depending on you and you, your family and your friends to take that seriously.

4.3 Your house

A work-from-home business can be operated anywhere in your home. Some people can concentrate and get the jobs done in the kitchen or living room despite the constant distractions that occur with family running around. However, most people need some privacy without distractions to do their best job. If you are in the second category, be sure to set up your home office in an isolated place that has minimum distractions.

If your business requires a lot of phone contact with clients, it is best to have a business line that is separate from your home phone. However, now-a-days, most clients accept the chaos that can happen when dealing with a home provider. If you strive for professionalism, a second line that isn't answered by the rest of the family is ideal.

If your business requires meeting with clients, you can have meetings in your home or away from home in a public place like a restaurant, library or a business center. Again, it all depends on the image that you wish to display.

4.4 Your equipment

For most freelance businesses, all you need is a computer with an internet connection and software. Access to a fax machine is handy and answering machines or voice mail is a preference. Your particular business may require other equipment.

You don't have to have top-of-the-line equipment to get started in your home business. You can acquire things like this from your profits after you get started.

I have seen some freelance providers start without any equipment, borrowing computers from friends or renting them from a business center. With a few jobs under your belt, you will have the money to invest in equipment to set up your home office. Running here and there to use equipment probably doesn't sound appealing, but it is a way to get started with minimum money for investment.

4.5 Your business details

In order to operate a *legal* business, you will need to register the business properly. There are city, state and federal requirements that apply to most businesses, and taxes and licensing fees that go along with it. Be sure to research the requirements that apply to your business and abide by them to keep you out of trouble. The United States Small Business Administration (www.sba.gov/smallbusinessplanner) has a website with resources in regard to planning and starting a business that is helpful to small business owners. If you don't live in the United States, you will be able find websites in your country – just run an internet search using the terms “small business” along with your country or other locality information.

If you, your family and friends, your house, your equipment, and your business details are in order.

YOU are ready to work from home, [Click here!](#)

Thanks for reading this section of the Work At Home

Success Kit!

We hope you enjoyed the contents of this book and now realize how much potential there is for you to make serious money from the comfort of your own home!

The Work At Home Success Kit is the only product on the market that teaches you step, by step how you can replicate the success of the top work at home professionals who are already living the dream and making lots of money with real work at home jobs. And the only product on the market that **GUARANTEES** you will make money at home regardless of your age, experience, skill level or where you live.

The Work At Home Success Kit is the real deal, and if you follow what we teach you, your first \$100,000 year could be just around the corner.

Unlike many work at home sites that promise you the earth for just a small amount of work and end up giving you nothing, we promise to teach you the very best, methods and techniques that have been proven again and again by our team of Work At Home Professionals to work in the long term.

Our team of highly successful work at home professionals share with you exactly what they do in their work at home businesses and the secrets to their success that allow them to earn such high incomes from home... so that you can easily replicate their success.

To find out more about the Work At Home Success Kit and discover how much money you could be earning from the comfort of your own home, [Click Here!](#)

[The Work At Home Success Kit](#)

