

# Have You Considered the Home Business Option?



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## The Home Business Option

There are times in life that make it difficult to hold down a steady 9 to 5 job. Maybe physical issues are posing challenges for you or a loved one. Your child or your aging parent may need you more now and they are your first priority.

I know, in my own life, my daughter dealt with severe anxiety among other things. She really needed my reassurance and just my "presence." I was so glad that I was able to be there with her to help her through some very difficult times.

My dad lived until he was 93, and during those last few years, he had several health situations - both physical and emotional - that needed extra care and my attention.

I wanted to be there for both of them, and I was able to because I worked a home based business that allowed me flexibility in the hours I worked. Some days I didn't work at all, but I don't ever regret the time I was able to give to both my dad and my daughter.

What about you? Is there a situation in your life that is making it nearly impossible for you to work outside the home? You may benefit from working at a home based business.

A home based business lets you find work that you enjoy, and allows you to use your gifts and talents. It also offers flexibility of hours, thus, it doesn't create added stress on top of other already existing stresses that life sometimes holds. You don't need that:-)

I have to confess something to you. I find working at my home business on the computer almost "therapeutic" at times. I remember especially during the times that my daughter was having intense anxiety issues, she needed me there almost constantly. As you can imagine (and probably some of you know first hand) that kind of situation can be draining. I found getting on the computer and pouring myself into my business gave me some "away" time. At the same time, I felt I was creating and offering something of value that could help others in their lives be able to find that same flexibility and purpose that I had. And I didn't even

have to leave home to do it. I was still able to be there for her whenever she needed me.

Have you ever considered running a home based business? Do you have some consistent time each day/week that you could devote to it? Do you have a message or a product that you would like to share with others? Maybe you don't know what you'd like to do, but you feel you would like to do something that is "yours." If you can relate to any of these statements, you may be a good candidate to run your own business.

In this report, I would like to outline the basic business models there are for starting a home based business. I hope you will take some time to read through, think and pray about which would work best for you.

### *Offer a Service*

Think about your own skills and strengths. What gifts has God given you? What can you offer that other people would benefit from? What would others pay to have done for them?

Here are some idea starters:

- Child care
- Bookkeeping
- Transcription
- Writing
- Tutoring
- Proofreading/editing
- Teach music lessons
- Writing - freelance or ghostwriting
- Web design
- Sewing/alterations
- Scrapbooking
- Cake decorating
- Coaching
- Researcher
- Photographer/Videography



These are just some suggestions. Again, take inventory of your skills and abilities and see what you do well and that others would gladly pay to have done.

Offering a service can either be done online, offline, or both. Take, for example, cake decorating. This would be a business most suited to offline (local) sales, whereas, web design could be done for local or virtual clients.

Offering a service can be a quick and low-cost way to get started in a home based business. As with any business, you will need to get the word out about what you offer to get things going.

### ***Sell Your Own Product***

Do you have a product that you have developed? This can be a physical product, such as clothing or candles. Or, it can be a digital product, such as writing an eBook or setting up a membership site. If you have an above average amount of knowledge on a particular topic (or are willing to do some research), writing and selling an eBook can be a great way to get started in an online business.



### ***Sell Other's Products***

If you don't have a product created yourself, you can still start a business by selling products. There is a variety of ways to sell others' products and earn money for doing it.

#### **Direct Sales**

What is meant by direct sales? According to a definition given by the American Marketing Association, direct sales is a marketing approach that involves direct sales of goods and services to consumers through personal explanation and demonstrations, frequently in their home or place of work.

This would involve finding an existing company that sells products that you would like to offer to others. You would join them as a consultant or distributor. Then, you would promote and sell their products and earn a commission on any sales you make. Mary Kay Cosmetics and Tupperware are both examples of

direct sales companies. Today, there is a whole score of different direct sales companies so there is a wide range of products to choose from.

Sales are generally made through home parties, online sales (through a website or blog) or referrals (word of mouth).

### **Affiliate Marketing**

Affiliate marketing is selling other people's products online and earning a commission for every sale you make.

With affiliate marketing, you sign up to be an affiliate for a certain product(s) you want to sell. When you do, you will be given an affiliate link which you can use on your website, blog or in your emails. Whenever someone clicks through your affiliate link and makes a purchase, you earn a commission.

Affiliate marketing is a low-cost way to start up a business. Another advantage is that you can get started quickly because the product is already created - you just have to sell it. It will take some consistent marketing to get customers so be prepared to spend time on marketing the products.

### **Wholesale**

Another way to sell others' products is by purchasing them at wholesale prices and reselling them at a higher price to make a profit. With the wholesale method, you need to hold an inventory of products, so that means spending money upfront to buy the products and having space to be able to keep them.

### **Dropshipping**

Dropshipping is another strategy you can use to sell products. With dropshipping, you would take the orders and have products sent out (dropshipped) to your customers. This method is good because you do not need to hold the inventory or do the shipping. You also don't need to spend any money upfront. You pay when the product is purchased.

## *Selling on eBay*

Selling on eBay another option I would like to talk about. People have made a good income from doing this, but it does take a good amount of work.

Some of the advantages of starting an eBay business are:

- You have a worldwide marketplace at your fingertips
- People come to eBay ready to buy
- Low startup costs

Some of the challenges are:

- You need to write descriptions of each item you sell which can be time-consuming and tedious
- You have to have a consistent way to get items to sell

To get started selling on eBay, you can sell things you have around the house, however, you will quickly run out of those, so you will need another option. That is when having another source of consistent products to sell, such as a wholesaler or dropshipper, comes in handy.

## *Membership Sites*

Today, membership sites are very popular. A membership site is a website that requires people to sign up as a member in order to have full access to what the site offers - content, tools, etc.

Membership sites are centered around a particular issue or topic. They should offer something of value to its members - information or help you cannot easily find somewhere else. Although there are different reasons someone comes to the internet, finding information is one of the biggest. And people are willing to pay for that information if they can find it in one, easy to locate place.

Creating a membership site can be a great way to generate some good income, however, be aware that you will need to create some quality, consistent information to have this be successful.

These are your basic business models to use if you want to start a home based business. If you would like to learn more about these models and have a step-by-step process to help you get started in your own home based business, check out my six-month membership site at

<http://www.christianhomebusinessconnection.com/starting-a-home-business-Christians.html>

This course is based on Biblical principles which are incorporated throughout the lessons.

I wish you the best in your journey of finding a home based business that fits your situation. If I can be of any assistance to you, please contact me at [homebusiness@frontiernet.net](mailto:homebusiness@frontiernet.net)

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