



Sharpen Our Skills

Tips for Home Based Business Owners
S.O.S. Class 26
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1. Set up a separate, comfortable, well-organized workspace to minimize distractions.
2. Have a regular schedule that meets the needs of your clients. It doesn't need to be 9-5 but you must have a schedule or work can overtake your life.
3. Follow up, the fortune is in the follow up.
4. Set goals. Have a business plan and concrete measurable goals that are monitored.
5. Be professional. Shower, dress and be ready to work. Dress for the success you want.
6. Hire out what you don't know or work that eats away at your time. Have an attorney, CPA, IT person and other professionals to advise you. Hire out the tasks you can do that take too much time away from your role in the business. Examples, mailings and bookkeeping.
7. Don't get discouraged. 3 years is a "normal" time for a business to make a profit. Sometimes it is the "last man standing" that succeeds in business.
8. Behave as though you had a boss to report to. Could you justify your actions if someone else paid you?
9. Network. Businesses rarely exist in a vacuum. Meet with others in professional organizations to share ideas and cultivate relationships, like the HWLBA.

