

# WAHM-IT!, The Masters Course

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A Work-at-Home Mother's Guide to Successfully  
Building a Real Business on the Net

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## Preamble

We are Elizabeth, Cate, Jen and Erin, four work-at-home mothers or WAHMs.

We joined forces to write this Guide because we wanted to share with you our discovery, that building a theme-based Website is a fantastic solution for WAHMs who are looking for a fun, rewarding way to earn steady income from home.

Why?

First, building an information-packed site gives you the total flexibility and freedom you need, so that you can devote time to your family. And second, it's a thoroughly enjoyable business that has the potential to provide you with a long-term source of income.

Who are we?

Believe us, we're **not** Internet gurus, up to every trick in the book to extract dollars from the Web! No, we're four ordinary moms, three in the USA and one in the UK, who met up through our shared desire to give time to our families **and** have fulfilling, lucrative work of our own.

If you'd like to know more about us, our sites, and how we came together to write this Guide, check out **The Background Story**. It's an interesting read!

Throughout the WAHM-IT! Guide, you'll find *quotes from real Site Build It!-owning WAHMs!* These nuggets of wisdom and inspiration come from one of the Site Build It! Forums (a friendly gathering place for the SBI! (Site Build It!) community) and the thread about WAHMs that led to this Guide's creation. We'd like to thank all of those women for sharing their experiences in such an inspiring way.

Like us, you've probably come across lots of get-rich-quick schemes on the Web, promising you fantastic earnings for little effort. We want to reassure you, that is **not** what we are about.

In this Guide, we share with you the underlying principles that ensure sites like ours have the potential to succeed. Follow those principles, and you won't go wrong. However, **you** will have to supply the thinking power and the motivation.

It takes work, and time, but the journey is extremely worthwhile. And the beauty of it is, it can fit perfectly into your life as a WAHM.

By the way, please don't feel neglected if you're a work-at-home dad. We've directed our thoughts to moms – well, because we're moms, and that's what came naturally. But we're sure that many dads who are also doing the main child-caring would also love to start their own Web businesses, so please join us. This is for you, too.

To make it easy, we've broken your WAHM download into three separate sections:

- **WAHM-IT!, The Masters Course** – all the how-to information you need to successfully build a real business on the Net.
- **Get Organized to Work at Home** – tips on managing your household and family successfully while you work.
- **Case Studies** – inspiring stories of real-life SBI! WAHMs and their websites.

### ***Finding Your Way Through WAHM-IT!***

In Part 1, in Steps 1 and 2, we discuss the pros and cons of some of the **approaches to “work outside the home”** that you've probably looked at as a mom. We then consider some of the more common ways of **earning income at home**, both online and offline, which you may have considered, and see how they compare with what we're doing.

In Step 3, we give an **overview of building a content-rich website** and show you **why it's such a good option** for you as a WAHM. We demonstrate, in detail, how a website can give you the flexibility and income you want, while at the same time providing you with a creative and satisfying ongoing enterprise that lets you reach beyond being “just Mom”.

Step 4 is the **nitty-gritty section**. This is where we explain how the Site Build It! system of website-building functions. It's broken down into four easy stages, and we talk you through each one to give you a thorough understanding of the process.

In Part 2 – we love Part 2 - you'll find three of our favorite **Case Studies**, stories of real moms like you, who are building profitable websites today and making a great success of it. They tell you, in their own words, how their sites are working for them, how much time they put in, how much money they make and their plans for the future. (And if that whets your appetite, remember there are lots more inspiring case studies in the separate book included with this download.)

In Part 3 is **The Background Story**, where you can find out more about us and how this Guide came into existence.

And finally, in Part 4, we've pulled together some **Helpful Resources**, everything you need to learn more and get started.

Don't worry. It won't take you forever to read. We've kept this Guide concise and easy to pick up and browse whenever you have a few minutes to spare while the kids are sleeping or playing.

Before you start, we suggest you print out all three books. Fine Print is simple to use. (Click here to access it... <http://www.fineprint.com/>) It will keep the bulk manageable, by allowing you to print 2 or 4 pages on each 8.5" x 11" sheet. We recommend that you put your printed copies into a 3-ring binder for convenient access.

All set and ready to read?

Grab the binder and a highlighter pen, and settle into a comfortable place. Mark interesting passages and make notes as you go along. There's a lot in these three books that you'll want to think about, review and act upon.

And now, join us on an exciting journey, on the pathway to Internet success...

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## Introduction

Welcome to the world of work-at-home moms - WAHMs! And what a diverse and interesting world it is...

You might be a mom who's already working at home, or one who's wishing she could. Work-at-home moms live in all corners of the globe, and are at all different ages and stages.

Do you fit any of these descriptions?

- Pregnant, and wanting to sort work out before your baby arrives.
- A mom with babies and toddlers at home.
- A mom with kids at school.
- A slightly older mom, one of the "sandwich" generation who, alongside raising a family, has some responsibilities for her own elderly parents.
- A nearly empty-nester, whose teenagers will soon be gone.

Added to your family commitments, maybe you're:

- A single parent.
- A military wife.
- Living overseas.
- Working outside the home, in a demanding full-time career.
- Unable to get back into the job market.
- Finding part-time work inconvenient, unfulfilling or badly paid.
- Working at home, either offline or online.
- A stay-at-home mom, who'd like to contribute to the family income, but doesn't know how to do it.

All so different... and yet, in many ways, so alike.

There is a common thread that connects us. Partly it's in the experience of parenting, the way we all put our children's needs so high on the agenda. Partly, it's in our own desire to find ourselves in other ways alongside being a mom, and at the same time, to contribute financially to the family.

And to do that, we *all* need the same things. For us, and for you, no matter where we are, what the shape of our lives, as work-at-home moms we just *have* to have work that fits, that takes into account all that we hold most dear.

In this Guide, we hope you'll find the key to a better, more fulfilling future as a WAHM.

## Part 1: The Pathway to Internet Success

### Step 1: Review the Offline Work Options for Moms

Once you have kids, work never feels the same again.

Take us. Before we were moms, we had full-time jobs. We worked long hours, socialised after work, brought papers home, commuted, focused on our careers.

Now? Since having children, we've tried just about everything. Working full-time and part-time outside the home, setting up a home-based business, working freelance, taking low-paid jobs to tide us over, saying 'Yes' to work that demanded too much – and suffering the consequences – even stopping work altogether.

Yep. Between us, we've done the lot.

And we've realised that our feelings about work are *completely* different from what they were pre-kids. Other moms feel the same:

Once my baby was born I found it difficult to focus on my work... with two kids. I feel torn between two worlds. There is no way that I can get to the career next step without putting in long hours, which I feel are not compatible with motherhood. Dian

My background is as an IT Business Analyst... all I can remember about my techie life was how I'd end up in a cube with another mom talking about how to get the heck out of there! Kristin

One thing is crystal clear. As a mom, your working needs change drastically. You still want and/or need to work, but you need different options to fit with the changes in your life.

And that's where you might have drawn a blank. Finding work that fits isn't easy.

### 1.1 Working Outside the Home

After you became a mom, your first thought might have been to return to a job *outside* the home, where you'd always worked. That's what we thought, too. But once you have kids, it isn't always the best solution.

You could **go back to your old job**, part-time, or even full-time. But it's hard to cope with the pressures, it's exhausting, it means arranging childcare and, just maybe, it doesn't give you the same buzz as it did 'before kids'.

We'd go to baby showers in conference rooms at lunchtime and mood was sombre at best because all the moms knew we'd be back to 70-hour weeks 6 weeks after delivery. Kristin

Another option? You could **get a job for \$10 an hour**, working in an office or serving food. You'd have a low-pressure job that brings in some useful cash.

But take that path, and where are you, this time next year... in two years... in five?

Answer:

- still earning \$10 per hour, doing work you likely don't love.
- still earning only when you work.

Work now/pay now provides an instant money-fix. But there's little or no progression. And that \$10 an hour is quickly spent.

Like us, you've probably discovered that once you're a mom, working outside the home has major drawbacks. So perhaps you've explored the options for working *at home*, instead.

## 1.2 Working At Home - Offline

What kind of work could fit alongside all the domestic and childcare tasks you do? Where's the work you can be **paid** for?

Here are some of the offline possibilities that WAHMs we talked to have tried:

- **Service businesses**

Sell your knowledge, skills and experience.

- **You offer your expertise or skills for an hourly rate or a flat fee.**

Examples: consulting, bookkeeping, medical transcription.

**Downside:** You need to fund training and equipment, find clients, and work when, and possibly where, it suits *them*, rather than you.

I trained to be a medical transcriptionist at night, and after six months, began transcribing weeknights. I would sign on each night, praying there was enough work to meet my desired income level. I had to work one weekend a month, and if the kids were sick, or I couldn't work, I had to find a substitute. Working 1-5 hours a night, I earned around \$500 a month. Cate

- **Open your own business at home.** Examples: in-home hair or beauty salon, children's daycare facility.

**Downside:** Your home might need alterations. You work when clients want your services, rather than at the best hours for you. You fund your own training, equipment and insurance, and you either take the wear and tear on your home or rent premises.

I'm a WAHM with 2 little boys, one who just started kindergarten. I used to run a hairdressing salon out of my house. I worked in the evenings when my husband was home, but guess what, we never saw each other, and we rarely were together as a family... the four of us. Michelle

- **Sales businesses**

You create or purchase products and re-sell them for a profit.

- **Make your own product**

Crafts, quilts, baked goods, etc., which you market at craft fairs, kiosks in local stores. The list is endless.

**Downside:** You can sell only as much as you can make, unless you outsource. Selling could take up as much, or more, of your time as making the goods.

- **Catalog sales**

There are many catalog companies, with Avon one of the most well-known. You drop off catalogs to customers, pick up orders and deliver products.

**Downside:** You spend hours traveling between customers and may be required to work evenings/weekends.

- **Network Marketing: Multi-level Marketing (MLM)**

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