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Women Working From Home

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How To Navigate This Book

Each PDF format book has a Table of Contents. Each Chapter Heading and important Sub-Heading within the TOC is linked to the relevant page in the book. Just click on the heading of the section you wish to go to, and you will be taken there.

At the bottom of each page there's a box, which indicates the page number of where you are in the book, as well as the total number of pages within the book.

Click on the number shown and a small box will pop up. Type the number of the page that you want to go to into the box, click ENTER and you will be taken to that page.

Alternatively, you can type the page number you want to go to over the number showing in the box on the bottom task-bar, then just click ENTER and you'll be taken to this page.

On the left of the box that shows the page number there's a single triangle and a double triangle... both point to the left side of the page.

Click on the single triangle and you'll go back to the previous page in the book. Click on the double triangle and you'll go back to the first numbered page in the book.

On the right of the box that shows the page number there is a single triangle and a double triangle...both point to the right side of the page.

How To Navigate This Book

Click on the single triangle and you'll go to the next page in the book. Click on the double triangle and you'll go to the last numbered page.

At the right side of your screen, there's a **Scroll Bar**. It has these functions:

One Page Forward Scroll: This is a small triangle pointing right. Click this to move forward one page at a time in the book.

One Line Backward Scroll: This is a small triangle pointing up. Click this once to move up one line at a time. While doing this hold your mouse button down with the pointer on the arrow and you will scroll steadily back through the book.

One Line Forward Scroll: A small triangle pointing down. Click this once and you move down one line. Hold your mouse button down with the pointer on the Arrow and you will scroll steadily forward through the book.

At the left side of your screen, there is a small vertical panel titled Bookmarks. This is an additional way for you to find a particular section in the book. A couple of clicks and you're there.

If the Bookmarks section is not already showing on your screen, you can go to Acrobat Reader's View Menu and click on Bookmarks and Page. The Bookmark section will open. Or you can move your mouse pointer over the vertical line at the left side of your page.

How To Navigate This Book

The mouse pointer will change shape. When it changes shape, press and hold down your left mouse button, and drag to your right. This opens the Bookmark area.

You use this method (in reverse) to close the Bookmark area so there's more screen space available to display the book. Or you can click on Page Only in the View Menu.

You will see that the Bookmarks are arranged in a stepped fashion similar to the Table of Contents in your book. One difference is that each Bookmark shows actual text from the page you will go to if you click on that entry.

Each main entry in the list of Bookmarks will show a small icon (small picture) resembling a page with a corner turned down. At the left of most of these icons you will see a small box with either a "+" or a "-" in it.

A "+" shows there are sub-headings under that Bookmark but they are compressed, and out of sight.

Click on the "+" and it will change to a "-" as the sub-headings appear under the main Bookmark. They also each show a small piece of actual text from the page they link to.

You can click on the "-" to close that section of the Bookmark list when you have finished with it.

How To Navigate This Book

In earlier versions of Adobe's Acrobat Reader, the box with a "+" in it was represented by a small triangle pointing right. When you clicked on it and the sub-headings appeared, the small triangle changed to one that pointed downward. In the current version of Adobe Acrobat Reader, the triangle pointing down is a small box with a "-" in it.

There are several options under the View Menu that you can click on to adjust the way your book is displayed on your screen. Set them to whatever suits you.

You cannot damage your book file with any of the adjustments you make in this Menu and you can change the display settings at any time if the circumstances of your viewing change. For instance, you can Zoom In to increase the size of the text showing on your monitor screen. You can also adjust the area of the screen which the page covers using the Fit Width, Actual Size and Fit Visible options in the View Menu.

Be brave. Play with the Acrobat Reader settings until you find the settings that suit you. However, if you require further assistance with using Acrobat Reader to view your new book you can:

(1) Use the Help Menu at the right end of the Acrobat Reader Menu at the top of the screen. (2) Email the person from whom you bought the book. Allow them a couple of days to reply to you. (3) You can [click here](#) to download the latest FREE version of the Adobe Acrobat Reader.

Legal Statement

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About The Author



Rozey Gean

Rozey Gean has been writing, *Women Working From Home*, a weekly business column, since 1999. Her dynamic and entertaining style of writing has helped thousands of business owners boost their businesses into overdrive.

On-line, she is the founder of Marketing-Seek.com, a web site that is dedicated to helping writers, publishers, and entrepreneurs, gain exposure and quality content.

Off-line, Rozey is the owner of a successful Commercial Printing and Graphic Design company. Success always has a model, and Rozey is a women who has “walked her talk” by becoming a successful entrepreneur, on-line as she has off-line.

Ms. Gean is the author of several highly successful "info-products" including:

Frugal and Fun

www.FrugalandFun.com

How To Format Article Content

www.Marketing-Seek.com/articles/tutorial/index.shtml

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Women Working From Home

This book, written by a successful entrepreneur, is for women who wish to work from home. Rozey Gean takes the reader step by step through the necessary processes to work successfully from home.

These processes are universal, irrespective of whether the reader is male or female. However, success always has a model.

The author, Rozey Gean is a woman who works from home herself. Rozey knows the pitfalls, the joys and the rewards of doing this.

Rozey has constructed an excellent model to follow.

Before You Begin Your Business

Do You Have What it Takes?

SEVEN things to consider before you commence your business.

The reasons range from wanting to be at home with the children to desiring creative independence. For whatever their unique reasons may be, women around the world are trading in their business suits for a more leisure/work style in the comfort of their own homes.

To become a successful work-at-home entrepreneur, you must possess more than a desire to work from your own home. You must have certain characteristics that seem to follow the most successful entrepreneurs. They include:

- A high level of self-motivation and personal drive A commitment to work long hours each day as you grow your business.
- The ability to establish a plan with concrete goals and work hard to achieve them.
- A willingness to take risks.
- Specific expertise, knowledge, and talent in your field of interest.
- Ability to identify your market and reach them.

In addition, you must realize that you could work for months before actually generating a profit.

If you possess the majority of these characteristics, then you have a shot at making it on your own. Determining what business is right for you will require a short self-assessment.

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Examine the type of skills and experience you possess that could be brought into your business.

For example:

- If you are interested in starting a bookkeeping service, do you possess good skills in math, working with calculators, and knowledge of how a bookkeeping system works?
- What do you enjoy doing with your time? Are you a person who initiates or one who seems to procrastinate? Are you a “busy” natured person or do you get pleasure out of sitting down with a good book or watching television?
- Can you turn your hobbies and interests into cash? For instance, could you easily market your woodcraft hobby and meet the demand it may incur?
- Will your family, especially your spouse, support you in your business endeavors? It is extremely important that your family supports your decision to venture out into business. You will depend on their strength, support, and encouragement each step of the way.
- How much of your time will have to be put into operating a business? Expect to spend many hours each day managing and growing your business, especially during those crucial months of getting started.
- What products and/or services can you offer? Make a list of what you will sell, whether it is actual products or services.
- Who are your competitors and what advantages will you have over them? Research and discover who else in your locality or via the Internet is offering the same products and services? What can you do to give you an edge over them?

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- Is your idea practical and will it fill a need? Will there be a demand for what you have to offer? Is it something that will meet the needs of your target audience?
- How much money do you need to get started and are you aware of any resources to fund your business? Conduct research and cost comparisons on everything you will need. Factor in all costs that come to mind in determining the amount of money you will need in order to get the business up and running. How will you fund it?
- What equipment and supplies will you have to purchase to get started and meet your future needs? Make a list of everything you must have to get started now, keeping growth in mind.

Following this self-assessment, you should have a good idea if working from your home is right for you and if you have what it takes to make it work.

Working from home is not for everyone. Many individuals prefer the “benefits” of working for someone else.

Once you determine whether or not you possess what it takes to venture out on your own, then you will be ready to move forward and discover what business is right for you.

Discovering the Right Business for You

Discovering the right business for you is a personal issue that differs from one individual to another.

Many home-based workers are able to bring existing skills and experience into their own business that have been accumulated and cultivated while working outside of the home.

For instance, a woman who has spent 20 years working as an executive assistant in corporate America would more than likely succeed as an on-line virtual assistant or as a home-based secretarial service.

Her vast experience would allow her to combine all of her skills and talents into a complete package she could sell to other businesses around the world, or in her own local marketplace.

Things to Avoid

While conducting your research to find the right business for you, there are pitfalls you will need to avoid.

The major area you need to be wary of is “get-rich quick” schemes. Keep in mind that success does not come overnight. Do not let anyone fool you with their sales pitch about how they have made millions because they “told two people and those two people told two more people” and so on and so on.

Additionally, you will not get rich stuffing envelopes, stringing beads, sewing baby bibs, or assembling products. The small and enticing magazine advertisements that introduce you to business opportunities are not always what they appear to be.

You must focus on your specific talents, skills, and experience to determine what business will work for you. Then, you must work smart at becoming successful at what it is that you do best.

Research Before Taking the Plunge

Your local library, bookstore, and even the Internet provides access to numerous resources that you can utilize in discovering home-based business opportunities that you can build upon from a “grass roots” start up.

Many of these resources even provide details on what it takes to get started. The following sites are two of many, which are dedicated to assist you in determining what type of home-based business you are best suited for:

BizyMoms

<http://www.bizymoms.com/ideas.html>

Lewis Publishing

http://www.newworkplace.com/biz_ideas.html

If you are serious about starting your own home-based business, be serious about doing your homework. Research is absolutely crucial in the initial phases. Not only will you need to determine what business is right for you, but you will also need to know what will be required of you to make it happen.

Find out what, if any, business license is needed in your particular area. Depending upon where you live, you may be required to comply with specific zoning codes, as well.

Contact your local Chamber of Commerce office for more details that may be specific to your locality. Once you dispense with the legalities, take some time to develop a business plan with goals that you can reach on a consistent basis.

For assistance in writing a business plan, visit The Small Business Administration:
<http://www.sba.gov/starting/indexbusplans.html>

During the financing phases of your business, it is very common for financial institutions to request a business plan coupled with a loan application.

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If you are certain you will need help in this area, seek a professional and experienced writer to assist you.

Feel free to contact me personally for other references.

<mailto:rozey@marketing-seek.com>

Once you are up and running, the sky is the limit!

Take your business seriously, just as you would your job in someone else's company. Create a happy and healthy balance between work and home. Your success will ultimately depend on you.

Establishing a Workspace to Call Your Own

Every entrepreneur needs a space to call her own . . . a place where the creative juices can flow freely and interruptions can be kept to a minimum.

Whether your space consists of a transformed closet or an entire room within your home, *your work area should be a space to call your own*. It really does not matter that you do not have a separate room that you can designate for conducting business.

Should you be able to only manage a corner in your dining room to set up your computer workstation then so be it. That constitutes your workspace.

If, however, you are fortunate enough to have access to an entire room within your home, then good for you! That is even better! No matter where your space is, stake your claim! It is your territory and other family members should recognize and respect your space, and make it a point to keep out.

Once you have established your space, then you have the fun-filled chore of setting it up and organizing it to meet your needs. Again, keeping in mind the amount of space you have available, carefully select the furniture and equipment that you must have in order to meet your specific needs.

Arrangement of the furniture and equipment is a very important part of organizing your office. Make sure you place each piece so that it is ergonomically safe and within your reach for efficiently conducting business.

As you begin to decorate your workspace surroundings, ask yourself if you will be meeting with clients in this particular space. If so, create a professional and tasteful decor, possibly one that reflects the type of work you do.

For example, if you are a photographer, fill the room with samples of your photography work. A wedding consultant may choose to create a more romantic look for her soon-to-be brides and grooms. It is always a good idea to include among your relics any awards or certificates you have received for your work.

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