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## CHOOSE TO BE SUCCESSFUL IN YOUR HOME BUSINESS

Running a home based business is convenient and costs less but requires a great deal of time and energy to make it successful. When you make a decision to earn income from a home based business you will need to follow some basic steps and guidelines to be successful.

A business operated from home starts and ends with self-discipline. It is easy to give in to all the temptations that are present at home. Be it staying in bed longer on a cold morning, watching television, or surfing the web if you do not commit yourself to your home based enterprise, it will fail before it begins. No wonder 96% of the population that begins a home based business fails within the first few months. Self-discipline also applies to the basic day to day operation of your home business. As a home business owner if you do not see to record keeping, book keeping, marketing and other duties then your home business will eventually fail.

Another thing that can either make or break your home business is your attitude. Treat your home business like a business. This is critical whether you are working part-time or full-time. Always have a full-time attitude even when you are working part-time. Do not treat your home business like a hobby. Hobby attitude will produce hobby income. Have a business attitude and you will earn business income. Most people who decide to work from home end up working in their "spare time" and the business fails within few months if not days.

When operating a business from home make sure to create a space that you call your own, free from distractions for your scheduled time. Make sure to have a comfortable chair, an organized desk, and stationary supplies (pens, highlighters, stapler, hole puncher, sticky tape, note book(s), a simple filing system, manilla folders, etc.....). If your home business is an Internet business then consider the value of a broadband connection. Your time is valuable and a broadband connection will allow you to get more done in a given time frame.

Scheduling is the backbone of a home business. Develop a schedule that works for you, your family and business. Only work for your home business during the time you have scheduled for it. Do not do business work during the time you have allotted for other activities (family time, reading, exercise, leisure time, etc.) Your schedule is your "boss." Are you committed to your home business success? What will be your choice in situations, for example, when people calling you or dropping around unexpectedly or maybe out-of-town visitors may want to catch up with you? You are the person who decides what is important to you. Decide wisely.

Confidently and concisely describing your business in a few sentences is extremely powerful. Work on creating a short description which can easily be remembered by others so they can tell their family and friends about it. Remember word of mouth is very powerful.

Know your product or service "from the back of your hand" before you decide to market or sell it. Customers are interested in purchasing a quality product or service. Provide quality information about your product or service and you will definitely become a preferred supplier. Remember the product or service that you are marketing or selling may not be something you use yourself, it just needs to be something you believe in and know intimately. For example, women may choose to sell men's products (and vice versa) and still know the benefits and features to satisfy customers.

Be a good record keeper early on as you begin your home business. You will be glad in the long run and will sleep better too. You may need a tax advisor to consult about the best way to set up your financial records. Your advisor can also point out what records are important to keep. Also, you may obtain an advice on the best arrangement for your bank accounts. You should and will be advised to create a separate bank account for your home business. If your home business is an Internet based business you may want to check out [www.treepad.com](http://www.treepad.com) and [www.roboform.com](http://www.roboform.com) to help you keep track of your logins, usernames and passwords. Both of these tools are very handy and can save you a lot of time.

Also, when operating a home business that is Internet based it is extremely important that you protect your computer and the data that is stored therein. You must invest in software(s) that provide virus protection, personal firewall, anti-spyware, anti-adware, and preferably an e-mail scanner.

Some recommendations are:

AVG Anti-Virus: <http://www.grisoft.com>

Spybot S&D: <http://www.safer-networking.org>

Microsoft Anti-Spyware: [www.microsoft.com/athome/security/spyware/software/default.mspx](http://www.microsoft.com/athome/security/spyware/software/default.mspx)

Adaware: <http://www.lavasoft.com/>

Mailwasher Email Scanner: <http://www.mailwasher.net>.

Along with working hard it is important to work smart. Follow the advice above and you will surely succeed. "You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose."