

Wanna Be a WAHM? The Possibilities and Pitfalls of Being a Work at Home Mom

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Popularity of being a WAHM

- Technology opens doors
- Homeschool & earn money
 - Still be with your family
- No commute!
- Children will see work skills

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Hottest Businesses for 2007

From Entrepreneur magazine

- Children's education & tutoring
- Dessert only restaurants
- Wine business
- Niche gyms (esp kid's gyms)
- Children's cooking
- Non medical home care
- Kid's sports education
- Coffee houses
- Kid's & teen's parties
- Speciality apparel
- Home Party sales
- Burger Restaurants



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How to Start

- Work for Yourself (self-employed)
 - Start with What You Know
 - Examine your skill set
 - List everything you know how to do
- Work for Others (employee)
 - Telecommute



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Work for Yourself

Consider the Product or Service

■ Products

Problem: Inventory

Solution: e-books, drop shipping, just in time ordering

■ Services

Problem: Time-limited

Sell information, not your time



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WAHM Profile-Product

Linda Hobar

Author of *The Mystery of History*

Linda has written 3 of a 5 volume history curriculum

Best part of WAHM: Availability to family. Set own hours.

Wardrobe. Away from the world & temptations.

Worst part: Work is always there; hard to turn off. Everyone thinks I'm available.

Advice: School hours and work hours separate and set.

Territory in the house for work.



Business Plan

- Idea: Elevator Pitch
- Market: Who will buy? How do I reach them?
- Competition: Who's selling? How are you unique?
- Price: Cover expenses, but keep the market in mind
- Your Qualifications: What do you need to learn?
- Obstacles: Everything that can go wrong

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Work for Someone Else

- Pros: Hourly rate, lower risk
- Cons: Less flexible, scams
- Convert a current job into telecommuting
Convince your boss
- Work for a new employer
Watch for scams

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WAHM Profile-Employee

Katy Daum ktcraftygal@earthlink
On-line tutor for www.tutor.com

Katy is an on-line tutor in English, essay writing & social studies.
She works from 8-midnight for 8-12 hours a week

Best part of WAHM: Not leave home or have others in my
home, no travelling, flexible hours, no advertising or
marketing

Worst part: Paid half of in-person tutors (\$10/hour, not
\$20/hour)

Advice: Apply & wait. Background check necessary. Mention
Katy if you sign up with tutor.com. Tutor.com is always
looking for math & science tutors



WAHM Profile-Employee

Peggy Allwardt Peggy.Allwardt@fuse.net
Medical Transcription

Peggy has been doing medical transcription for 8 years. She is
a member of Amer Assoc for Medical Transcription (aamt.org)

Best part of WAHM: Being with my family; flexible work hours

Worst part: Leaving work "at the office."

Advice: Be fair to yourself...Make a schedule of when you will be
"at work," and make sure everyone knows and respects the
fact that you work at home. Have guidelines like an outside
job



Balancing Act

- Where will the time come from?
- Set up a REAL office
 - Desk, door, phone, computer
- Routine & Schedule
 - Have a set quitting time
- Use an answering machine
- To Do lists



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Resources

- www.entrepreneur.com
- www.BizyMoms.com
- www.2secondcommute.com
- www.tutor.com
- www.onepagebusinessplan.com
- www.aamt.org (Medical Transcription)



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