

# **Wanna be a WAHM?**

## **The Pitfalls and Possibilities of being a Work at Home Mom**

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**Presenter:**  
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# Popularity of being a WAHM

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

# Hot Businesses

From Entrepreneur magazine

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- Children's education & tutoring
- Niche gyms (esp kid's gyms)
- Children's cooking
- Non medical home care
- Kid's sports education
- Kid's & teen's parties
- Speciality apparel
- Home Party sales

# How to Start

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- **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

# Work for Yourself

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## 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

# WAHM Profile-Product

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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.

# WAHM Profile-Service

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Carol Topp, CPA  
Accountant

- Carol prepares taxes, does small business consulting and non-profit accounting from her home office
- Best part of WAHM: With my kids, uses my brain, helps people, can work part-time
- Worst part: Tax season rush, no mentor
- Advice: Join professional organizations, read everything in your industry. People trust you. Earn their trust. Be the expert.

# Business Plan

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- 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



# Work for Someone Else

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- 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

# **WAHM Profile-Employee**

Katy Daum [www.ktdaum.com](http://www.ktdaum.com)  
On-line tutor for [www.tutor.com](http://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](http://tutor.com). [Tutor.com](http://tutor.com) is always looking for math & science tutors

# WAHM Profile-Employee

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Peggy Allwardt [Peggy.Allwardt@fuse.net](mailto:Peggy.Allwardt@fuse.net)  
Medical Transcription

- Peggy has been doing medical transcription for 8 years
- Best part of WAHM: Being at home with my children; having flexible work hours.
- Worst part? Leaving work "at the office."
- Advice: Be fair to yourself. Make a schedule & let everyone know are at work. You wouldn't want phone calls all day long at a job outside your home, when you are working those same kind of guidelines should be enforced, just to keep you sane.

# Avoiding WAHM scams

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- Vague ads
- Promise of big money
- No experience required
- Forced into quick decision
- Fee required for list of homeworkers

# WAHM or Home based Business?

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- Home-based business
  - Frequently outside the home
    - Sales, delivery, demonstrations
  - Childcare needs
- WAHM
  - Clients in home

# Advice on Crafts for WAHMs

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- “Assemble crafts at home” is a scam
- Doing craft shows will cover your material costs
  - It will never cover costs of your time
- It is fun, but better as a hobby or artistic pursuit, not a livelihood

# Balancing Act

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- 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

# Resources

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- [CarolToppCPA.com](http://CarolToppCPA.com) Work at Home Moms page
- [groups.yahoo.com/groups/WORKandHOMESCHOOL](http://groups.yahoo.com/groups/WORKandHOMESCHOOL)
- [TelecommutingMommies.com](http://TelecommutingMommies.com)
- [www.BizyMoms.com](http://www.BizyMoms.com)
- [www.tutor.com](http://www.tutor.com)
- [www.aamt.org](http://www.aamt.org) (medical transcription)