



WebMomz Presents our Free Business Start Up Guide:
MAKING IT HAPPEN: *Turning your Home Business
Dreams into Reality*



If you want to start my own business but aren't sure where to begin, you are not alone. I'd like to share with you the simple, yet honest approach of how I began my business. I hope this will inspire the "dreamers" out there to take that first step toward starting your own business.



PERSONAL INVENTORY: Do you know what kind of business you would like to start? Does she have a passion for anything or any special talents or skills? Discover what your interests are and then learn everything you can about it. You can read a book, research online, browse the library, take a class at a local college or a self-study course online.

You could either start your own business, telecommute, or sell other company's products (such as affiliate products or direct sales i.e. Mary Kay, Tupperware etc.). Some of the "hottest" work at home jobs are virtual assistants, business/personal coaches, and any kind of consulting. Here are two great books for discovering your personal passion: [I Could Do Anything, if Only I Knew What it Was](#) by Barbara Sher and [The Aladdin Factor](#) by Jack Canfield and Mark Victor Hansen.



BUSINESS SAVVY: Learn everything you can about marketing and online business. So you can be an effective business person. There are tons of great newsletters out there. Some I recommend are:

- **TIPS** at <http://www.philiphumbert.com/>
- **Biz Web eGazette** at <http://www.bizweb2000.com/>
- **Internet Day** at <http://www.internetday.com/>

Or here's a directory of ezines where you can sign up for newsletters that interest you. **Ezine Search** at <http://homeincome.com/search-it/ezine/>

READ OPRAH'S FAVORITE WORK AT HOME BOOKS!

Learn how to start your business from the experts. Here are the top 3 work at home books as seen on **Oprah's "How to Work from Home"** show which aired in June of 2002.

[The Entrepreneurial Parent: How to Earn Your Living from Home and Still Enjoy Your Family, Your Life, and Your Work](#) by Paul Edwards, Lisa M. Roberts, Sarah Edwards

[A View from the Tub: An Inspiring and Practical Guide to Working from Home](#) by Millie Szerman

[Momprenuers Online: Using the Internet to Build Work at Home Success](#) by Patricia Cobe and Ellen Parlapiano



CAST YOUR VISION: Create a richly colored vision around what you want to do. Write a business plan, pull the resources, training, money, etc that you need to make it happen. Here's a good one to model it after <http://www.kcustom.com/business-plan.htm>



BUILD THE BUSINESS: Now you actually go thru the process of building your business including financing it, choosing a business name, getting an accountant and incorporating, buying licenses and permits, setting up business insurance, and creating a record keeping system. An accountant can help you can incorporated for about \$400 or so. Here's a great article explaining the different types of corporations, costs, and more at <http://www.bizfilings.com/> Then you need to setup your at home office, gather business supplies, stationary, business cards, virus protection, etc. This book will teach you about how to make sure your small business survives: [The E-Myth Revisited: Why Most Small Business Don't Work and What to Do About It](#), by Michael E. Gerber.



CHECK OUT THE SCENE: Research to see what competitive businesses are doing online. Search in your favorite search engine for businesses similar to yours. What do they offer? What are their fees? What are their unique selling points? What do they say about themselves to their customers? Suggested pages for your web site are Home, About Us, Services, Testimonials, and Contact for starters. Your web site pages and content can grow can grow over time. Start with a simple "do-able" plan then grow gradually. [Competitive Strategy: Techniques for Analyzing Industries and Competitors](#) by Michael E. Porter is a great book that teaches you how to spy and learn from your competition.



CREATE BUSINESS SYSTEMS: Develop your web site and get your business systems together. Develop pricing, invoicing, brochures, and marketing procedures. What are common prices for businesses similar to yours? How are you positioning yourself? What is your niche? Create a joint venture by setting up business with a company that offers services complementary to yours. This is a great way to broaden your array of services and create one stop shopping for your customers. [Quickbooks](#) makes keeping track of your small business finances a snap.



FIND A MENTOR: Find yourself a business coach or a professional person in your industry that can mentor you. Take it from me... a business coach can help you jump the learning curve to success, plan for the future, and create a richer fuller life that reflects your values.



GET THE BALL ROLLING: How will you get those first customers? Market, publicize, and brand your business! Donate your services to one or two businesses. This will allow them to try your products/services risk free and start building a loyal customer base. Once they see how wonderful your "stuff" is they will spread the word and you'll have customers pounding at your door. Then gather and use those testimonials from them to post on your web site and use in advertising. [Make Your Site Sell](#) will tell you how to gear your web site for maximum sales and [Guerrilla Publicity: Hundreds of Sure-Fire Tactics to Get Maximum Sales for Minimum Dollars](#) will teach you how to market on the net.



MAKE A NEST EGG: Remember the Internet is not magic. If you want to make sure your business thrives plan adequate cash reserves. You probably won't make money for the first year. Also, you must market to develop a reputation and gain new customers.

[Rich Dad, Poor Dad : What the Rich Teach Their Kids About Money That the Poor & Middle Class Do Not](#) and [The 9 Steps to Financial Freedom](#) will help you learn to make the best of your family and business finances.

The secret is finding something you have a strong passion for. This passion can drive you and help you find the strength and dedication you need to keep going until you have achieved your dream.

We at WebMomz, have a heartfelt passion for life, a realization of the importance of family, and a firm desire to help others to realize the same kind of success. Our greatest dream is to help other women to enjoy this same kind of peace, power, and prosperity in their lives. We're excited to share this journey with you!

We urge you to take the first step and dare to follow your dream. Your life will never be the same.

Good luck to all of you!

Sincerely,

Kristie Tamsevicius & Michelle Floyd

Founders of [WebMomz.com](#)