

# Running a Work from home Business:

## Do you have what it takes?

Certainly there is a work from home business opportunity out there to suit almost any individual's interests and skill-set. But according to self employment experts, Paul and Sarah Edwards, there are five basic skills needed to successfully run any work from home business:



### 1. Basic Money Management Skills

You don't have to be a chartered accountant to understand the importance of a bottom line but you do need to focus on controlling expenses and managing your cash flow, particularly collecting payment for your services in a timely manner.

### 2. A Marketing Mindset

Regardless of how great your product or services are, you need to let your customers know about it. This means promoting yourself and your business, taking advantage of networking opportunities and when necessary, spending money to advertise your business.

### 3. Self-Management Skills

For a work from home business to succeed, you need discipline, a positive outlook and a determination to complete goals that you have set out for yourself.

### 4. Time-management skills

Multi-tasking is the norm for a work from home business operator. Whether it is answering phones, emails or wrapping and shipping orders, you name it, you'll be doing it, so be prepared to take a hands-on approach. But always remember when it's time to stop and let tomorrow be another day!

### 5. Basic Office Organization

We've probably all heard a story about a highly successful person who is a real slob that surrounds himself with workplace clutter. This is the exception, not the rule.

Running a work from home business presents enough organizational challenges at the best of times, so focus on keeping your work area tidy and aim for a dedicated work-space that is separate from your living-space.

Don't be discouraged if you're a little weak in some of the basic skill areas that we just talked

about. Remember that many work from home business opportunities offer extensive training and other support materials to help you succeed. The key is finding the best business opportunity that is right for you!