



A BEGINNERS GUIDE

to running a legitimate
online business in the

Health & Wellness Industry

Learn how to start a successful online business in the
Health and Wellness industry from home using your laptop.

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Introduction

The dream of firing your boss and commuting to your cozy home office is not only more popular than ever, it's also becoming far more achievable due to today's technology and wealth of information out there teaching folks how to do exactly that.

Unfortunately for many it just stays as a dream.

This guide is designed to give those who want to make it more than a dream, a helpful starting point so you'll not only know if having your own business is truly for you, you'll also know what to do next to make it a reality.

One of the reasons most people never go from the hoping and dreaming stage, to the reality of running their own business, is because they're bombarded with TOO much information.

They just don't know where to start. If you've spent any time wading through the bazillions of websites, e-books and videos out there dedicated to the subject you'll probably agree.

Who is this book for?

We didn't write this book to give you every detail about all types of home based businesses and all that goes with it.

This book is focused on people who are seriously looking for a way to start a business in the Health and Wellness industry using their home computer.

One of the challenges with most information you find on these topics is they're usually trying to cover a wide range of industries and business models and then you're left to decide from countless options, what to do next. This often leaves you having to put the pieces together yourself after you're done. It's like buying a manual for building a car and you're left standing with a pile of parts in your garage.

If you're hungry to get started, this information will lead you right to the point where you will know exactly what steps to make in order to get started down the right path.



Chapter 1

What you need to know

Why a Home-Based Business?

First of all we congratulate you for wanting to run your own home-based business. It's exciting, challenging and there's nothing like knowing you have the ability to change your future.

The feeling of knowing that all your hard effort is going towards your future, your bank account is just like the MasterCard commercials... Priceless!

Let's cover the key reasons you'd want to start up and operate your own business.

✓ **You're the boss of you.**

You're not just working to make someone else wealthy. You're working for you. You don't have someone looking over your shoulder and only recognizing you for your mistakes. You can call the shots. If you have a creative spirit there's no boss to stifle it. That's a freedom that is hard to put a price on. Only you can tell you what to do.

✓ **You have control over your income.**

All the benefits resulting from the hard work is yours. If you're happy with a small sideline income or a 6 figure career income, you can choose to put in the effort and invest your resources to work towards it. You're limited by you and your situation. Not by anyone else.

✓ **You can select WHEN you want to work.**

One of the challenges of working for someone else is they choose your hours. If your kids are in an event and your boss needs you to work, the choice is made for you. And of course you can rarely get time off just when YOU need it.



✓ **You determine WHO you work with.**

Have you ever had to work with someone that you weren't very fond of? It may have even been your own boss. Most people are stuck in that situation. The company chooses for you.

✓ **You choose WHERE you work.**

It's hard to describe how nice it is, not to have to commute to an office.

Having lunch with your family is one of the biggest benefits of working for you. And thankfully an online business affords the most mobility.

Visualize yourself in your hotel room on a beautiful tropical island, and you connect your laptop to the internet, put on your headset and you could be at work. Then you close your laptop and head down to the pool, work is over for today! That's a lifestyle of personal freedom few jobs offer.

✓ **Tax Advantages.**

The average working person bears the brunt of the tax burden in this country. And there are very few ways to get out of your obligation to the government. Luckily running your own business is one of them. If you're organized and diligent with your record keeping, you could save several thousand in taxes in your first year.

✓ **Freedom.**

Unlike what so many portray freedom to be, it doesn't mean never ending lazy days on the beach or watching TV. Of course it could be if that's your thing.

We feel it's more about the power of choice you're given.

And you'll find that most of the successful business owners in the Health and Wellness industry choose to work hard and play hard. What matters is it's your choice to give it all you've got or kick back when you feel like it.





The Pitfalls of owning your own home business

Now we have to admit, there's 2 sides to every story. Starting a home-based business isn't for everyone. Now that we've covered some of the great benefits, it's important to discuss the pitfalls that exist. We're not going to pretend that starting your business is easy and without challenges.

It's hard work. And it's especially so in the beginning. That can be the hardest part for many to deal with. Unlike a job where you're trading time for money and you're used to an instant payoff, you may not see much or any income for quite some time.

Most don't realize they're actually starting to build something that will soon begin to payoff and then they quit and think it didn't work for them. Hopefully after reading this, that won't be your story.

Let's cover some of the common pitfalls you may encounter.

✓ **Distractions.**

Working at home can be filled with all sorts of distractions that make it hard to be effective. Active Kids, TV, busy or whining spouses or partners, household chores that keep calling you.

✓ **You're the boss of you.**

Being your own boss isn't just a benefit, it can also be one of the biggest challenges you'll face. You have to motivate yourself every day. You have to hold yourself accountable and have a burning desire or you'll just let yourself off the hook all the time.

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✓ **Business fluctuations.**

Business goes up and down, and this is something most worker bees just aren't used to dealing with. In fact it can be downright scary. You may have worked really hard to grow your business and the economy has a down turn and you lose a portion of your customers. Thankfully you're still in control so you can go out and rebuild your clientele, but it's still a challenge you'll have to accept.

✓ **Company benefits no longer available.**

If you're only working your business part time this won't be an issue, however when the time comes that you want to go full time, it's an important thing to consider.

✓ **There's no guarantee of success.**

Luckily if you choose a business model that is proven and you have guidance from other successful people, your chances of success are very high, however it's still based on your efforts and resources and thus no guarantees can be made.

✓ **Will you love what you do?**

This is also something many don't consider. You have to really love the day to day activities it takes to make your business a success. Remember it is still work. I'm not sure you could truly call yourself free if you really don't enjoy the business.



Why choose the Health and Wellness Market?

Selecting the right market is one of the most important considerations when you're starting your own home-based business. If you pick a market that is slowly dying off, you'll have to be incredibly talented to maintain your market share.

Here's a few reasons Health and Wellness is such a smart way to go:



✓ **It's huge.**

Due to the aging population and the ever increasing popularity of alternative medicines and natural approaches to wellness, the industry is now nearing the trillions in sales annually.

✓ **It's growing.**

Because of today's more educated and health oriented market place, the health and wellness market is continuing to grow. And as more and more people continue to age, this segment of the population will continue to look for alternative ways to look better, feel better and live longer.

This means your potential consumer base is constantly expanding.

✓ **It's rewarding.**

Marketing products and services that help people, means you can do well for others and do well for you at the same time. Not many industries boast this.

It's hard not to enjoy watching people's lives transform for the better after introducing and supplying them with products and services that offer life changing results.

✓ **It's filled with fun and positive people.**

Let's face it, healthy people are usually happy people. That means you're usually surrounded with clients, customers and other related people to your business who are fun to work with.

Success factors you want to look for

Whenever people ask us for business advice, we always ask them if the business has what we call the key success factors going for it. If these factors don't exist, it can be very difficult to succeed in business. We would seriously hesitate before ever starting a business that didn't have all of these 5 things going for it.

Here's what you want to look for in a business.

1. High Quality Products.

The first success factor you want a business to have is high quality products.

If your supplier creates exceptionally high quality products, we don't have to compete on price or convenience.

Meaning we don't have to go up against discount stores like Wal-mart.

If you have products that give results that are so unique no one else offers anything quite like them, your customers will keep coming back month after month, year after year to shop from you.

Otherwise when they're down at the store and they've run out of something they would normally buy from you, they'll just grab the competing brand off the shelf because it's more convenient at the time.

Another point is that when people use the products, they get such tremendous results they can't help from telling others about the products. Friends will ask them what they're doing differently and this is great for gaining referrals.

2. Repeat Use Products.

It's much easier to sell to your existing customers than it is to find new customers. This is why having a business that deals with repeat use products is so important.



If you have a product line where your customers get to the bottom of a bottle or the end of the box, they'll need more and keep ordering from you month in and month out. Thankfully most health and wellness products have this going for it.

If you were distributing a non-repeat use product like jewelry for example, you'd have to continually increase your clientele, or constantly come up with new styles and be very competitive to stay in business, because people don't use up their jewelry and need more the next month.

3. A Huge Growing Market to Supply.

The 3rd success factor that you want to have is a huge growing market to supply. As we covered in the section about choosing the right market, having a growing potential market makes it much easier to succeed because there's constantly more and more people interested in what you offer.

If we don't have a huge growing market it's easy to become a sunset industry and you could soon be out of business.

4. Results That Are Guaranteed.

The final success factor that is so important to your long term stability in the health and wellness industry is when you can offer a line of products that give guaranteed result.

This takes the risk away for your clients and customers, because they know even if they don't like the products, they can get their money back.

5. Longevity.

Finding a line of products and a supplier that you can deal with, that has longevity is not a guarantee of your success, however there's a far better chance that you can count on them to be around for years to come, if they have a successful past.

People are often attracted to the bright new shiny start-ups because they feel they can get in on the so called 'Ground Floor'. They don't realize that most companies fail within their first 5 years.



Avoiding Scams and money wasters

More people than ever want to start their own business and this has created fertile ground for more scam artists to feed off people's desires. The economic challenges people have faced in the past few years, has given way to more and more folks looking for any way possible to earn money. This makes them prime targets for scammers.

Here's a few red flags to watch for when considering any business opportunity:

- ✓ You're told that some automated system will do all the work for you. You can just sit back and watch the money roll in.
- ✓ You're pressured to make a decision to buy or join something without being given a chance to give it your due diligence.
- ✓ You can't review any information unless you pay a substantial sum of money.
- ✓ The earnings claims are huge and unrealistic. Earning \$20, 000 a month within 6 months for example is pretty much impossible for the average person and should be suspect.
- ✓ You never get a live person when you call the company's phone number, you get only an answering machine, and the company's address is a post-office box.
- ✓ The Web site or seller sells many different kinds of "biz ops" and isn't someone who actually does or has done this business him or herself.
- ✓ Testimonials use only people's initials, or they use names that aren't listed in directories like www.switchboard.com and www.anywho.com.
- ✓ The company doesn't specifically agree to buy back any of your unsold inventory.
- ✓ The direct-selling company isn't a member of the Direct Selling Association (www.dsa.org). To belong to this association, companies agree to a code of ethics and have been in business for at least two years.



Chapter 2

Selecting the right business model

There are several home-based business models you could choose from when starting your own online business in the health and wellness industry.

They range from businesses you start from scratch to Network Marketing which is our preferred model.

Starting from Scratch

Starting from scratch is the hardest of them all, and you have the greatest chance of failure, because you're doing it alone with little or no guidance from any sort of parent company or upline sponsor. You have to source or make your own products, and deal with everything yourself. However you have the most flexibility with how you want to run your business.

Franchises.

Buying a franchise gives you the advantage of a proven business system however they typically have the largest start-up costs and you will usually have to give a portion of your revenue back to the parent company in the form of royalties. They can also be quite restrictive in how you do business as they often have a very done for you plan from marketing material to tools you use.

And if you're like us, and you want mobility and freedom, we haven't found a franchise yet where you can operate from your laptop.

Direct Sales.

Direct Sales offers you a mix of flexibility and a system you can follow. However it's based on your ability to specialize in selling alone and doesn't offer the same freedom and residual income potential, a Network Marketing business can offer. One of the challenges with Direct Sales is that it's based solely on your own efforts. If you get tired or just want to take a break, your sales will be dramatically affected and so will your income.

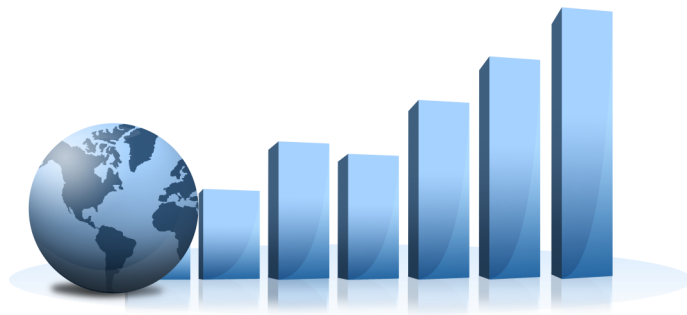


Network Marketing.

Network Marketing on the other hand offers a greater income potential than Direct Sales and the creation of sales volume is focused more on training and leadership development in order to build an organization of distributors and less on specializing in selling by direct sales alone.

This makes it a more welcome business model to more people because 95% of people aren't interested in selling. However most have no problem teaching and coaching people interested in what they're offering.

Developing a Networking business also means that you can take a rest after you've built a solid organization of distributors, who know exactly what to do next.



Actually Network Marketing is similar to franchising in that you pass on a turn-key business model to people interested in having a business of their own. However unlike a traditional franchise, you get the royalties from the parent supplier you don't have to send the money to them.

This is the only home-based business model that offers residual income. Meaning you can get paid for things you did in the past.

This is also the business model we prefer because of its income potential and we feel it's by far the best for working from home online in the health and wellness industry.

So going forward this will be the industry we'll focus on.

As we promised, this guide was not intended to simply inform you about all that's out there, it's about shining a light in the direction we know from experience which is best suited to accomplish what we promised to help you with.

That was to start a legitimate online business in the health and wellness industry. We don't want you wondering which choice to make at the end of this guide. We want you to know exactly what to do next.

Choosing the right supplier

Now that you know the business model we recommend, you want to choose a supplier you can count on. Unless you're doing it alone and creating your own products from scratch, you'll need a product supplier so this is an important section to review.

You want a supplier who:

- ✓ Has been around for over 5 years
- ✓ Has a great reputation
- ✓ Has a solid research department with peer reviewed science
- ✓ Has a sound management team and history of paying its bills
- ✓ Has an expansion plan or is already in several countries
- ✓ Sells high quality, consumable products not readily available in retail stores
- ✓ Offers direct purchase of product from the company, not just your sponsor
- ✓ Pays distributor checks directly to you, not your sponsor
- ✓ Offers professional marketing materials, such as catalogs and training videos
- ✓ Has a simple and lucrative compensation plan
- ✓ Is not overly blasted by negative comments on Internet chat rooms
- ✓ Has internet policies that aren't overly restrictive

There are many great companies in the Health and Wellness industry that you could choose as your supplier. However you'll want to really do your due diligence on the company you choose to partner with, because once you create clients and customers it'll be hard to move them with you if you choose to go elsewhere.

We have a preferred supplier who's been in business for over 50 years that fits all of the criteria above. You can learn all about them in our 3 online interactive classrooms by visiting our website and requesting a free guided tour at the end of this e-book.



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What you want in a line of products

Products are the cornerstone of any business. Unless you have products that your customers happily consume, you don't have a business. This is why choosing a supplier with a line of products that have the following things going for it is one of the most important aspects of running your online business.

Actually you'll notice that the success factors we reviewed earlier are very closely related to what you want in your line of products.

Here's what you want to look for in your product line:

- ✓ They're unique
- ✓ They're high quality
- ✓ They're Repeat Use
- ✓ They offer clinically proven results
- ✓ They have a substantial amount of research done on their efficacy
- ✓ They give unbeatable value
- ✓ They're well priced
- ✓ You love all or most of them!



How much should you invest?

One of the fantastic things about starting a business online, working from home is the relatively low start-up costs. Now just because they're low, doesn't mean they don't exist. Unfortunately you see a lot of ads out there stating you can get started and it won't cost you anything, which is just rubbish. It's a business and businesses cost money.

Luckily compared to a traditional business it's a fraction of the cost to get going and to keep it going. Another great thing with this type of business is, if you don't have much in the way of financial resources in the beginning, you can still get started albeit at a slower pace. But hey it's better to move forward than not at all, right?

Here's the key areas you'll want to invest your money:

1. A Field Testing Order of Products & Registration.
2. Lead Capture Website and Sales Funnel
3. Promotional budget
4. Training
5. Misc. Tools

1. A Field Testing Order of Products & Registration. (\$100 - \$2000+)

Field testing basically means to try or put the products to the test. You're going to want to try some, or preferably as many of the products your supplier offers. This way you can see if it's truly something you want to represent.

Most companies will offer some sort of a business in a box start-up kit. This is usually the best way to go, as they'll often offer some sort of discount and the registration fee will be included in your kit.

To further clarify, the registration fee is a small amount your supplier charges which gives you the right to distribute their products. This is usually covered in the start-up kit as previously mentioned. If it's not, it typically runs from \$20 - \$50 if you pay for it alone.

One of the great things with most of the suppliers in the Network Marketing Industry is that you can get your money back if you decide you don't like their products. This is a safety net that few other business models offer.



2. Lead Capture Website and Sales Funnel (\$30 – 60+ a month)

The type of web presence needed to succeed in a home-based business of this type is probably one of the most misunderstood parts of one's marketing plan.

Most think that they can simply use one of the replicated sites Network Marketing companies offer and they're good to go. Some think they can just build one themselves if the company's version isn't sufficient or it's non-existent.

The truth is, building and maintaining your own site from scratch is a massive job. There are also numerous policies you have to abide by when showing a company's products on a site you own.

And replicated company websites are usually not well designed from a marketing standpoint. This is because they rarely have strong sales copy to encourage someone to make a purchase right on the spot.

They're also not search engine friendly so you can't expect your site to be found organically, meaning through general search engine look ups.

This forces you to pay to drive a massive amount of traffic to a site like this in order to generate a reasonable amount of conversions. A conversion means you're converting a visitor to a customer.

Most home-based business owners can't afford the marketing budget to drive the traffic needed to earn a significant income this way.

You have to work guerilla style.

This means instead of being an internet marketing wizard, and hoping your website will sell products without you being involved, you win where others don't. And the great thing is that it's actually the best method of converting prospects to buying customers.

You see we've learned through experience and a little luck, that when you can give simple but compelling little presentations to prospective clients, while building relationships, the conversion rate is dramatically increased.

It's better known as Social Marketing. However this requires a Sales Funnel and that starts with a Lead Capture Website.



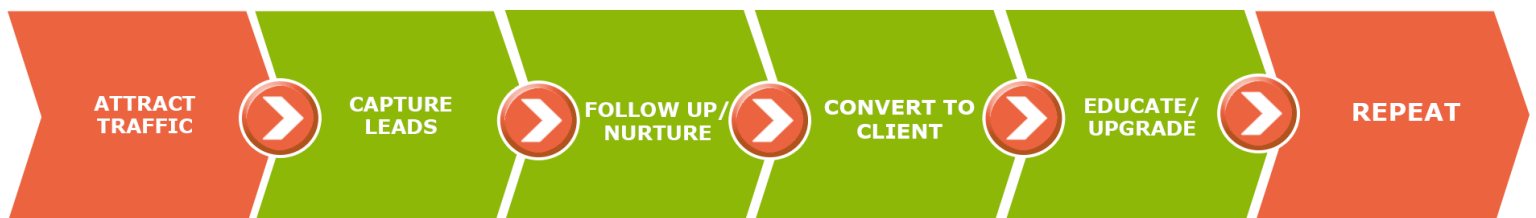
Again, unless you're a marketing and search engine wizard, among a host of other complicated skills, the best way to create sales for your online business is to make personal connections with people and then give them simple presentations on the value of what you offer.

This allows you to cut right through all the noise that your prospects will be faced with when they're looking online.

This all starts by you capturing the information of a prospect so you can make a personal follow up with them. This is handled by your lead capture website.

We should clarify, that even though we don't recommend your company replicated site not to be the first thing you bring your online visitors to, it still has a place within your sales funnel. It's just not at the front and its success relies on you guiding people to it and helping them purchase when the time is right.

To explain in complete detail everything you need and how to set up these types of systems is beyond the scope of this e-book. However here's a quick overview of the flow that has proven to be the most effective method of creating clients and customers online.



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3. Promoting your business. (\$100 – 1000+ a month)

Preparing a strong promotional strategy is essential for your success. This is usually where most new business starters get it wrong. They try to promote their new business using nothing but free methods or when they do spend money they don't follow any sort of strategy.

Now we aren't saying that free strategies don't work and shouldn't be used, we're just saying they shouldn't be the only method in your promotional tool box.

Unless you're an amazing networker with a vast list of connections that you can easily influence, then you must create a strong paid promotional campaign.

We realize a lot of people starting a new business don't have large budgets however even a consistent budget of a few hundred dollars a month can get you on your way to business success. Now if you really want to get things hopping in the shortest period possible you will want to work towards setting aside from \$500 to \$1000+ per month for a solid promotional campaign.

Just think ROI. Return on your investment. Don't think of this as just spending money. You're investing so you can build an income generating machine.

For example if spending \$12 000 in your first year earned you \$25 000 you're in the black and you've earned a nice income for your first years efforts. Not many new businesses can say this within even 5 years.

Unfortunately most people won't see the big picture of the \$25 000 because on month 3 if they're not seeing significant results from their

investment they quit. That's because they only focus on the money going out, not on what they're trying to build. They forget about the immense value of the income producing asset they're creating.

Think like an investor and you'll be ahead of 90% of the competition.

There are several promotional methods we have had success with however that's a book on its own so we won't get into the core details of this topic here. We do however offer more in depth training on these topics in our training center which you can find if you choose to take the Free tour of our 3 online Classrooms that we offer at the end of this e-book.



4. Training

Now it goes without saying that anyone starting their own home-based business will want access to training. In fact the biggest cause of business failure is the lack of quality training.

Thankfully most training these days can be accessed via webinars and conference calls for free, however you'll want to put aside some money to invest on courses for topics like: Advertising and prospecting, personal development and communication courses maybe some basic computer courses, possibly some product knowledge training as well.

As Benjamin Franklin said,
*"Put the coins of your purse into your mind,
and your mind will fill your purse".*

5. Misc. Tools

There are all sorts of helpful tools and software you'll find that make running your business more efficient and profitable. Here's what we recommend you consider.

- A nice desk and a comfy office chair
- Cordless phone or duplex speaker phone
- Headset for your cordless phone
- Computer headset if you use Skype
- Printer
- 2nd monitor if you love to multi-task!
- Facebook Fan Page
- Business cards, and other offline tools
- CRM – Customer Relations Manager
- Autoresponder
- Microsoft OneNote or Evernote
- Simple accounting software
- A Virtual Assistant!



CHAPTER 3

Ready Set Grow!

Get Organized

Have you ever heard the saying “Money avoids clutter”?

It's important to create not only a clean organized space from where you'll work, it's equally important to set up a schedule.

Just because you're your own boss, and you can choose your own hours, doesn't mean that you shouldn't follow a work schedule of some sort. This is another big cause of failure for new start-ups. They try to do everything by the seat of their pants.

Most folks starting a home-based business still work at a full time job so getting this right could be the difference between success and failure.

#1 Decide how many hours you can realistically give to your business in a week.

We often hear “Oh I can do 20 hours a week no problem.”

It's easy to say that, but remember that means 4 hours a day 5 days a week.

That suddenly sounds like a lot. If you get home at 7pm.

Let's face it, you still need to eat dinner when you get home from work.

If you CAN do 20 hours, well that's fantastic because your business will most likely grow even faster. If not, then put in the times each day or night into a schedule or calendar you know you can realistically carve out for your business. This is a marathon, not a sprint, so you need to set yourself up for a long term consistent effort.

Use an activity tracker!

You'll find a great way to gain and keep momentum is to use an activity tracker. Basically it's a list of the typical daily income producing tasks you need to do so you can easily remember them and ensure they get done.



Having the right Entrepreneurial mindset

No amount of 'How To' information can replace the need for having the correct thinking when you're in business for yourself. If you're used to working at a job, having a business can be a bit of a shock and the best medicine for success is usually a check-up from the neck up.



If you don't have the proper attitude towards your business you'll be your own worst enemy. When times are tough you won't have the right thoughts needed to push through from failure to success.

Here's the way an Entrepreneur

thinks:

- ✓ You need to spend money to make money
- ✓ Business takes time and it requires patience
- ✓ I won't sacrifice long term gains for short term profits
- ✓ I'm building something for the future so I'm willing to wait
- ✓ It's crucial to spend on advertising
- ✓ Spending money on courses and training is an investment
- ✓ I understand value VS cost
- ✓ Profits are better than wages
- ✓ I will be my own best customer
- ✓ I don't jump on just any opportunity, I approach things with a strategy
- ✓ Business fluctuates, there's ups and downs and I know things will get better
- ✓ I don't spend energy complaining, I research ways to fix my problems
- ✓ I deserve success and I know hard work with the right training will pay off

Now these thoughts alone won't build you a business, you have to take massive action. However if you follow a proven system and apply the right amount of time and energy consistently over a long period of time, we can assure you that approaching your business with the thoughts above, will keep you on track and you'll weather any storm that comes your way.

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Working your business around the family

When you run a business out of your home, it can be incredibly difficult trying to create the separation you need in order to give a dedicated focus to the tasks needed for you to grow. This means you'll need to work with your family to create some house rules. And more importantly is the support you'll want to get from everyone.

1. Get Buy In!

One of the keys to a harmonious existence when you work from your home is if you have 'Buy In'. You see when everyone understands how they can benefit by supporting you, while you're working on your new venture, life at home is much better.

If you don't share your vision of how life can be better for everyone they may resist your efforts to change the normal house habits. They could get downright negative or even nasty and that will torpedo your ship before you have a chance to get it launched.

Your spouse is your first priority. Help them understand that they won't necessarily have to be in the business however you need at least a positive cheerleader on the side who doesn't rain on your parade all the time.

A whiney spouse, who complains every time you have an appointment or a phone call, or when you need to spend money on your business, will make life miserable after a while. Sit together and do your best to help them understand how much better your life can be, how the business works and what they could do to help and why it's worth their effort to do so.

We do know that partners who run home-based businesses are far more likely to succeed in a shorter time, because they get more done. They also have the ability to recharge each other. They can get new ideas and energy from talking about the day's successes or challenges and it's just way more fun to have someone to talk about your dreams and ideas with.

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2. Discuss telephone etiquette and times.

Talk to your family about how the phone should be answered if you're expecting a client to call and how they should deal with it if they answer a call when you're not around.

They need to be taught how to:

- Answer the phone politely. They need to know to ask for someone's name "May I ask who's calling" is much more appropriate than "Who's this".

Your clients can be insulted by how your family treats them over the phone.

- Take a message and what information they need to write down.

IE: Name, Phone number and when would be a good time for you to call back.

- They also need to know where to post this information once they've taken it for you.

- If you have a voice mail, they need to know NOT to delete your messages or to take good notes, if you trust they can be your little secretaries and handle this important task for you.

You'll also want to ensure the phone is available during your work hours and that no one picks up extensions and bothers you while you're speaking with clients.

If you don't set this up with your gang beforehand, it's not their fault for disrupting you, missing important messages or treating your important clients like their school buddies. Set them up to win!

3. Discuss your work hours.

Everyone will need to understand that just because you're at home doesn't mean you're available at all times. You'll have to sit down and help everyone understand your work schedule and how they can help you get your work done. It's helpful if you have some sort of sign or signal or understood times that you're not to be bothered from X time to Y time.



4. Noise during your work hours.

If the kids are banging and screaming while you're on a call with someone it will be distracting to you and your clients. Set some ground rules on what is allowed and where they need to play when you're at work.

5. Your space is your space.

Sometimes your office won't have a completely separate room enclosed from the regular living area. You may have your office right in the family room and that could leave your books, and work area ripe for things to be moved or marked or worse, lost. Create a shelf or two or a drawer or something that is off limits so you can have the boundaries you need.

It's best if you don't have to pack up your office and stow it away every time you want to get to work. Creating your own special space can give you the energy you need to feel like you're truly in business. This is very important. Having the space you need is one of the most important things you can do when running your home-based business. Remember it's a business that could earn you thousands or millions. Give it the due care and attention it deserves.

6. Set up a separate account on your computer

If you have to share the family computer, you'll want your very own account with a password. Make yourself the administrator if possible and then you can control what settings and programs are installed. If someone alters your computer, deletes your files or infects your machine with a virus you could lose all your important files, or worse have to replace your important business machine.

Because we're teaching you to run a business online your computer is a make or break tool and we can't stress the importance of having control over it. You don't want your settings or files moved or changed without your permission.

Remember in the beginning at least you'll be an army of 1. So if you're not taking action no one else is. Your business totally relies on you to move it forward. This means you need as many things as possible going for you at home so you can be focused and effective when you work.



We can say, one of the beauties of the Network Marketing industry is the fact that you won't always have to do everything yourself. You can gain leverage from growing a team of business owners just like you.

As you begin to franchise your system by teaching others interested in having their own business, your business can grow even if you're not always pushing it forward.

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Never quit, the trip is worth it!

Unless you have a large inheritance, you've invented something, written something or you win the lottery, starting and running your own business is probably the best chance you have, of getting ahead and finding a way to escape the life of quiet desperation in that drab little town so many are stuck in, called 'Trappedsville'.

Moving to Freedom Lane isn't easy but the effort to get there is totally worth the move! You may find you work harder on your own business than you've ever worked for someone else, but it's yours, right? Why not?

One of the best pieces of advice we can give, is when you do decide to start your own business, you'll want to burn the boat and go into it full hearted. If you approach it from the stand point of the *"I'll give it a try and see if it works"* mentality, you can be pretty much guaranteed it won't work.

Now you may take a more tentative approach in the beginning just to see if you'll even like having your own business and there's nothing wrong with that. Testing the waters to see if this truly is what you want is fine. But when you make the decision that you're in, then get in.

Or save yourself the heart ache and don't bother. Now we know that sounds a bit harsh, however a business just doesn't go poof and there it is. You have to will it into life.

That takes dedication, massive action, constant thoughts and sacrifice, especially in the beginning. You'll have to be willing to work your business when others are golfing or watching TV. But remember, the golf course won't be sending them a check for work they've done in the past like a full grown business can do for you.

Now there's nothing wrong with retreating at times and taking another approach. Sometimes you have to accept that certain methods or approaches just aren't worth the effort. That's strategic thinking, not quitting.



Quick checklist to getting going:

Hopefully after reading this simple guide you feel even more empowered to make the right decisions for your future as someone considering a home-based business.

If you feel even more excited to start your own home-based business in the Health and Wellness Industry, then this guide has done its job! So you might be wondering, well what now?

As we promised, we wanted to ensure you had a laser focused understanding of what you need to do next in order to get going. Here's a quick checklist to help you.

- ✓ Investigate your options with due diligence
- ✓ Choose a supplier whose products you love
- ✓ Get your web presence set up
- ✓ Use and test out your products
- ✓ Create and execute your promotional strategy
- ✓ Start bringing your prospective clients through your sales funnel
- ✓ Continue to take training and improve your skills
- ✓ Develop the right entrepreneurial mindset
- ✓ Have fun and take some time to enjoy your success!

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Why not take the next step?

We recommend that you begin by investigating the supplier, products and the done for you system and tools we use as the best way to start.

Even if you decide you'd prefer other options, at least you'll see exactly how our proven, turn-key system operates for future reference.

If you choose to use the same supplier and system we use, then you'll save yourself the hassle and delay of trying to solve all of this yourself and you won't have to worry about trying to build your own system.

At the very least it'll give you a very helpful insider peek into exactly how to set up the systems you'll need to build your business from home online.

So go ahead and take a tour of my business discovery classroom and learn more.

www.123jobfreedom.com

I look forward to seeing you there!

Cathy Pagendarm

