

The Ideal Home-Based Business!

By Alfred Shea

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THE IDEAL HOME-BASED BUSINESS!

What do I mean by an IDEAL home-based business?

There are certain characteristics that I always look for.

If the home-based business (HBB) is ideal, in my perspective, it must have at least the following ten characteristics.

The HBB must have:

- An extremely inexpensive up-front cost;
- A unique marketing approach;
- Either a part-time or full-time work;
- Products and prices that appeal to most people;
- A ground-floor opportunity;
- Immediate ways to save time and make money;
- A system that one can easily duplicate;
- An unlimited earnings potential;
- Work to be performed, primarily, at home;
- Outstanding leadership.

Not very many opportunities can claim all of these outstanding features. Why is this?? Oftentimes, you see products that are consistently overpriced. Or, the HBB can require most of the work outside of the house.

Then, a program can be difficult to understand and become confusing. Finding a pleasing HBB or a way to earn some additional income can be very frustrating, to say the least.

INEXPENSIVE UP-FRONT COSTS -

Without question, a HBB that is extremely inexpensive has accessibility to the most people. Nobody wants to be forced to pay \$100, \$40.95, or even \$29.95 for a start-up cost. Most people desire the HBB that is FREE!! In other words, there is no cost to start the business. This is a huge request, however, if one is starting to work for a business, why should he/she have to pay to go to work???

UNIQUE MARKETING APPROACH -

The HBB must have a uniqueness to its marketing. There needs to be a truly different marketing approach of

products people use everyday. Plus, required quotas and hard selling techniques shall be eliminated. In addition, the IDEAL HBB will focus on using remote selling tools to promote itself, causing the marketing to be much more enjoyable for everyone involved.

EITHER PART-TIME OR FULL TIME -

Since most of us have jobs or need to find some work, there is a demand to find the HBB where one can work either part-time or full-time. For example, a person might have a goal to start part-time (less than 5-10 hours/wk) and work into a full-time work. Another person can start full-time right away. In many cases a job just keeps one "Just Over Broke" or, simply, helps pay the bills. However, when one's monthly salary is not sufficient to meet all of the financial needs of a family, it is time for a second source of income. Right?

PRODUCTS & PRICES THAT SATISFY THE CUSTOMER -

An IDEAL HBB is one that has products based on true VALUE! The more products provided at affordable prices, the more people the business will appeal to. Oftentimes, the typical HBB will have overpriced products. Having products based on true value versus extremely expensive prices is most important for the IDEAL HBB. When the consumers can see very reasonable prices for their desired products, they will happily tell their friends and neighbors. One of the best forms of free advertising is having consumers refer other consumers!!

GROUND FLOOR OPPORTUNITY -

A ground floor opportunity is very beneficial in starting the IDEAL HBB. A fresh new product or service that is attractive to the public is always more desirable than one that most people are aware of. It is to one's advantage to become active in the IDEAL HBB before the majority of people become acquainted with this lucrative opportunity.

IMMEDIATE WAYS TO SAVE TIME AND MAKE MONEY -

It seems as though there is never enough time to accomplish all of one's tasks each day. If the HBB can show people how they can constantly save valuable time for other interests, why wouldn't they be interested? On top of saving time, if the HBB can allow for actual cash savings and cash awards on a regular basis, the customers will be extremely interested. Saving both time and money will cause that wonderful free advertisement to develop. In other words, consumers will be referring consumers to the IDEAL HBB.

AN EASILY DUPLICABLE SYSTEM -

This means that other people can easily understand the business and help you as the business grows. You, as

an individual, can only do just so much. Beyond your personal potential, you need help to promote and operate your business. When the IDEAL HBB is easily understood and people can see its potential, the critical feature of simple duplication that results in rapid growth is definitely possible.

UNLIMITED EARNINGS POTENTIAL -

If one is interested in having an unlimited earnings potential, saving on taxes, and building a residual income, operating the IDEAL HBB is a superb choice. The amount of money he/she can earn is strictly up to the individual. For one to consider a business opportunity, there should not be any limits to the earnings potential.

BUSINESS FROM HOME -

So many businesses have you work from a home office but then ask you to drive to various places to actually do the work. The IDEAL HBB allows one to do the majority of the work at home. You have the flexibility of working at home or outside of the home. It is simply up to you and how you operate the business.

OUTSTANDING LEADERSHIP -

Outstanding leadership is a critical factor in the continuation of the IDEAL HBB. Regular communication by mail, phone, e-mail, or fax keeps everyone involved up-to-date. Without this necessary communication people can easily become lost. In addition, good leaders are experienced and have a tremendous amount of background behind them that they want to share with you. To be successful requires the perseverance that comes from profound, deep, and ever-energizing inspiration, along with a strong team!

The HBB with, at least, these ten features will give the inexperienced or seasoned entrepreneur that truly desired chance to reach success!!

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