

Home Business: A Dream or a Nightmare

By Denise Hall

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Denise Hall
dmh0226@voyager.net

Home Business on a Budget <http://www.home-business-on-a-budget.com>

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Many of us dream of someday having our own business. Whether it is a grocery store, craft supply shop or accounting office we dream of being our own boss.

For many others the ultimate business is to work from the comfort of our own homes. Why? Because there are many advantages to working from home.

Home businesses have low overhead costs, therefore more profit.

You don't need as much money for start-up costs as a typical business needs.

You can set your own hours and work around your other important activities.

You don't have to get dressed up to go to work. Work in your pajamas and bathrobe if you'd like.

But for some people this dream may seem unattainable. They have no idea where to begin. They're not sure what they want to do. The dream is hard to picture as a reality.

Ask yourself some questions before deciding if a home business is for you.

1. What are your interests or hobbies?
2. How much do you know about those subjects?

3. Do you feel you can contribute your knowledge and skills to others in a professional manner?
4. Is there a need for your products or services?
5. Do you know how to market your business?
6. Do you have long-term goals for your business?
7. Are you willing to LEARN how to start and run a business?

If you have answers to those questions, you probably possess the ability to have your own business. If not, you can consult a business consultant or small business counselor for advice to see if a home business is for you.

It might not be easy getting started but where there's a will, there's a way.

Don't jump in head first. Do your homework. Know the answers to the questions above before you start. Have a business plan.

If you start your business with no clear direction your dream might turn into a nightmare.

Be prepared to change your direction a bit if the current market calls for it. But do follow your original plan as much as possible.

Unless you have a pre-established client or customer base don't quit your "day job" until your home business is well under way and you can afford to do so.

Working from home is a dream that can become a reality for many people. But know where you want to go and what you want to do so it doesn't end up being a nightmare.

Denise Hall is the publisher of Home Business on a Budget Newsletter. Her bi-weekly publication contains helpful information, tools, tips and resources. Each issue has free ads and contests for subscribers. To subscribe mailto:home_business_on_a_budget@rapidreply.net or visit <http://www.home-business-on-a-budget.com>

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