

Are YOU Right For A Home-Based Business?

By Ken Leonard, JR.

Are YOU Right For A Home-Based Business?

Ken Leonard, JR.
ken@kenleonardjr.com

Home of New Marketer Ezine <http://www.kenleonardjr.com>

By Ken Leonard Jr.
© 2003 KLJ Online

The internet is loaded with all sorts of ways for you to work from home. You will consider many options, finding the right fit for your personality and goals. But first, you have to take a look at yourself. Do you have what it takes to run a successful business from home? How do you know if YOU are cut-out to be "The Boss"?

Before you spend too much time and money looking for that perfect home-based business, make sure that you have these essential qualities first:

1) You're A Hard Worker

Running any home based business takes a lot of time and effort. Sure, automation can have your business running mostly on it's own, but there is a lot of work involved in getting it to that point. Even after it is established, there will still be a lot of things that demand your attention daily. If you are afraid of hard work, there is no way you will enjoy working at home. It is still a full work day, you're just at home. If you are not good at working unsupervised, you'll never get anything done. You are the boss now. Be The Boss.

2) Persistence

Can you follow through on tasks that you start? Do you give up easily, when things start to get rough? To succeed in any small business, you need to have a "never-say-die" attitude. You must commit to building your business to a successful level. You

have to be in it for the duration. Remember, success is not a destination, it is an ongoing journey.

3) A Great Attitude

Are you an upbeat person, or do you find the negative in everything? Maintaining a positive outlook on life will help you deal with the ups and downs of running a small business. Make it your mission to have a great attitude, always. You will be much more productive this way, and you might even discover that you are having a good time.

Don't take this attitude thing lightly. You won't get what you want with a bad attitude, and your life will be stressful and unfulfilling.

4) Achieving Goals Motivates You

Why do you want to run a home-based business? What do you want in life? What is it going to take to get it?

Strong motivation to succeed in your chosen field comes from knowing that the results will make all of your plans and goals in life a reality. Setting and following through on detailed goals will ultimately give you what you want. Looking at the "big picture" when dealing with day to day tasks will keep your motivation high. You will enjoy each day of work on your business. You will also be able to keep that great attitude going strong. Do what you have to do, to get what you want the most. Let "the big picture" motivate YOU to success.

5) Have Control Of Your Life And Business

There is no way you are going to build a successful home-based business if your life is a mess. A business that is not run in a controlled manner is also doomed to failure. You must be in control of everything you do. That means dealing with family or personal problems in an effective way. Focus will grow your business, but lack of control will destroy your focus. Filter business advice received from others with your own good sense. Take control of your website, and your customers. Never give control of your life or business to anyone.

6) Willing To Learn

Do you enjoy learning something new? Your business success will depend on your ability to be in a "constant learning" mode. The top marketers on the 'net admit that they spend a good chunk of

cash each year on courses, eBooks and seminars. This assures that they will be up on all of the new, innovative techniques used to market online. If an eBook can give you one, great, original idea, your investment of \$50 could turn into thousands. Be willing to take what you've learned and apply and test it in your situation. Some ideas will work well. Some won't. It's all part of the never-ending learning and testing process.

7) You Can Make It Happen

Do you know what separates successful people from those who are not? They are willing to do what others won't. These people have a "make it happen" attitude. This puts them in a position to take risks, and be reasonably sure that they will reach their goals. Entrepreneurs like this don't make excuses. They hold themselves personally accountable for the success of their business.

In Closing...

If you don't have all of these qualities, don't worry. You can develop these inside YOU over time, and your home-based business will have the greatest chance for success. Don't think that these points are too basic or trite. That would be a grave mistake. Those who take these ideas lightly will find that they can't succeed at any kind of small business. Those people would be more suited for working at someone else's business. Working from home is not for everyone. Is it right for you?

How do YOU get results online with little or no business experience? Get Ken Leonard Jr.'s new mini-course, "7 Ways To Beat The Competition", a smart first step for YOUR small business. End your frustration, get going in the right direction!
mailto:7waystobeattherest@kljonline.com
<http://www.kenleonardjr.com>

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)