

# A HOME BUSINESS PHILOSOPHY

By Lawrence Hochman, C.A.G.S.

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After trying to convince people to join my home business for too long, I've finally decided to put my cards on the table.

I do not believe in talking anyone into anything.

I believe in two things...educating people and telling them what to do.

Here's what I've found in this business. When you try to talk people into doing something, one of two things happens:

They will reject you or tell you "I'll think about it", which 99% of the time means no. They don't want to buy from you or work with you in a business because they feel pressured. It's not their idea, and they don't trust YOU because they think you have a hidden agenda. That's too bad, because they might have done very well in your business or with your products but they were approached with a lack of respect.

OR

They do buy from you, or they decide to work with you in a business relationship. Usually this is because they are tootimid or not assertive enough to say no. So they say yes to avoid a confrontation. Then they don't get satisfaction from the product or service and/or they never do what is necessary to succeed in the business.

You've wasted your time with someone who wasn't serious and someone else feels like they got burned.

Everybody loses.

I've found that when your goal is to give people INFORMATION about what you do and EDUCATE them on why you do it, here's what happens:

They learn something they didn't know before (which is always good).

They are at ease because they don't feel like they're being manipulated.

They begin to develop a relationship with you, which is always good, whether they are business partners or not.

If they do decide to buy from you or work with you, they are making an INFORMED DECISION, so you don't have to feel bad about misleading someone.

If they are making an informed decision because you have laid your cards on the table, they will probably be successful, because they were serious to begin with.

They like you.

They trust you.

They want you to be proud of them.

They invite your daughters to be the flower girls at their wedding (true story!)

They leave all their money to you in their will (not a true story).

You become part of an organization that you can be proud of.

You live your life in a way that is consistent with the laws of the universe.

## QUALITY OF LIFE

I don't believe in messing with the quality of another person's life.

If you are not in a position to work in a home business, I don't want you to join me. It's a bad business decision for both of us.

The best home business builders use a screening process

to separate the serious from the curious.

The best home business builders will take people from where they are and help them get to where they want to be.

The best home business builders will help people get a vision of the future, ESPECIALLY when they are stuck in a very uncomfortable present.

The best home business builders tell their people up front that they will not be zillionaires in one month, or one year, or three years. If that's what you want, head for the lottery.

The best home business builders will tell you that you will have to change your way of conducting your life on a daily basis if you want to succeed. The changes are hard at first, but give you long term satisfaction in every aspect of your life.

The best home business builders tell you you'll have to learn and learn and learn and learn.

The best home business builders put people over profit. When you take care of people, the money comes by accident.

The best home business builders will not have you spend your life savings to start a home business.

The best home business builders will make you spend something at the start so that you have a commitment to your business. There is no free lunch.

The best home business builders will hold you accountable to what YOU said you would do.

The best home business builders listen to you.

The best home business builders become part of your life.

Larry and Diane Hochman operate Totally New You, specializing in home business development for working parents.

To contact them directly, call (860) 585-0882. To receive their newsletter on home business development, e mail:

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Mr. Hochman also specializes in college placement and academic success skills for high school students, as well as success skills for adults. To receive his free newsletter, "Sail the Seven C's", e mail: [thesevencs@infogeneratorpro.com](mailto:thesevencs@infogeneratorpro.com)

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