

What Is Stopping You From Starting a Home Based Business?

OBSTACLES AND SOLUTIONS TO STARTING A HOME BASED BUSINESS

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Owning a home based business is a dream for many people today. They want the flexibility and freedom it offers, as well as the extra income. However, with many, it never moves from the dream stage to reality. Why is that?

There are some common obstacles when it comes to actually starting a home based business.

Let us take look at each one and offer solutions.

Obstacle: Lack of Time

You may be working a full time job, taking care of kids, taking care of elderly parents, and have various other commitments. You know if you were able to start up a home based business as opposed to working outside the home, it would free up some of your time and offer you flexibility, but you do not feel you have enough time to research the possibilities.

Solution:

Let someone else do the legwork for you. Take advantage of listings of researched opportunities and mentoring from someone who has gone before you. Just taking these simple steps can save you much precious time, and can help get you up and going in your own home based business much quicker.

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Obstacle: Lack of Confidence

Many people, who have never owned a business of their own before, do not have the confidence they need to take the plunge and start a business. They feel inadequate and lacking in entrepreneurial skills.

Solution:

Once you have found the home business that you feel is a good fit for you, find a mentor who can walk with you through the process of starting your business and help you to keep it growing. If you join a direct sales company, this will most likely be the person you sign up under.

If you are starting your own business (not in direct sales), seek out a mentor/coach who can guide you through the process. It makes such a difference to have someone there who has more knowledge than you do in owning a business and who can support and encourage you as you start this new venture.

Make sure it is someone who is accessible and who will answer your questions in a timely manner.

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Obstacle: Fear of being “scammed”

Many people throw out the whole idea of a home business because they do not know what is legitimate and who they can trust. They have heard of others being “scammed” many times and may have even been themselves. Once you get burned, it is easy to say forget it and stay in the situation you are in, even if it is not what you ideally want.

Solution:

When you find an opportunity that seems like a possible fit, research it and the company yourself. Make sure:

- They provide contact information and email or call them and talk with them about the opportunity.
- Ask for names of people that are currently doing the business and talk with them. See what their experience has been with the company, and ask (discreetly) if it has been profitable for them (do not ask for specific amounts).
- Check them out with the Better Business Bureau. They may not be registered, but if there has been a complaint, the BBB will most likely have it recorded.

Be aware, when you are talking with others, that there are those who jump from one business to another. They may give it a few months, and if they are not seeing the profit

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they had hoped for, they go on to another business and write the previous one off as a scam. Building a business takes time and diligence. If you have found a good, solid opportunity, it is much better to stay with it, and be consistent with investing time and effort into it. Eventually, you should see results. However, if you keep changing from one business to another, you will never stay with one long enough to achieve good results.

Obstacle: Unwilling to Invest

It seems there is an attitude of wanting everything for free among some would-be business owners. They want to be sure they do not lose any money, so they are unwilling to invest anything.

Solution:

Be realistic. You are going to need to invest in a business of any type. If you are joining a direct sales company, you may be required to purchase a start up kit or meet monthly/quarterly minimums. Always check out the company's policy on this. Realistically, if you are selling a company's products, you will want to become familiar with them (by purchasing some) so you can sell them with the confidence that you know about them and believe in them.

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If you are starting your own business “from scratch”, you will need to invest in some advertising, flyers, business cards, etc. It does not need to be a lot, but there will be a cost.

You will, most likely, need a website. Some direct sales companies provide these for their distributors. If you are starting your own business, and do not have the expertise of building a site for yourself, there are site builders you can use inexpensively.

Ideally, you will be willing to invest in your business on a continual basis to keep learning and growing with the times.

Obstacle: Lack of Ideas

Many would love to start their own home based business, but have no idea what they could do from home. They may be just starting to think about making a change to a home based business, and are not that familiar with what is out there.

Solution:

This is when it is helpful to review a listing of opportunities that are available to do from home. Make sure it is a researched list of **legitimate** businesses.

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This can really help to get your creative juices flowing. There are, most likely, many more opportunities than you have ever heard or thought of. Again, take some time to talk with others who are in the business and benefit from their experience.

Do not let these obstacles stop you from gaining the freedom, flexibility and purpose that you desire.

With our Home Business Resource Guide, you will find researched, legitimate home based business opportunities and training resources.

By purchasing the Home Business Resource Guide, you will:

- Save yourself much time in researching
- Find plenty of ideas of businesses you can start
- Avoid the scams out there
- Have access to approximately eighty legitimate home based opportunities
- Have access to over fifty training resources that will prepare you for a particular business

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