



## **WORKING FROM HOME**

Nowadays it is completely acceptable for people to work from home but not so long ago it was not. People who did not operate from a ‘proper’ office or other ‘proper’ business premises were likely to be regarded as amateurs, no matter how well qualified and experienced they were.

Even though the business climate has changed enormously and the advent of computers, broadband and the web has enabled anyone to operate anywhere and at any time, some of the basic rules concerning being home-based still apply – especially if you have a young family.

Here are some things to think about:

### **TIPS**

- Be self-disciplined and learn to ignore domestic chaos
- Create your own work space and keep it separate from the family
- Don’t let your children answer the phone during working hours – or better still, get a separate dedicated business line
- Don’t let your children play with any of your working tools especially your computer or mobile phone
- Train your other half to say you are in a meeting if you cannot take a call – whatever you are actually doing
- Ban your dog – and other pets - from your working area
- Don’t volunteer the information that you work from home unless you want clients to know
- You can maintain total privacy by using a proper business address if you rent a mail box or a PO box
- Always be professional in your attitude if you want to be taken seriously and your business to grow
- Never waste your valuable time on doing things you’re not good at, just to save money – using a reliable professional **will save you time** which you can put to much better use in developing your own business

## **PROS**

- Flexibility – enables you to fit work around family life
- Keeps initial investment and overheads low, of key importance when you are building up a business
- Keeping the business small and minimising overheads lets you try and test every aspect before involving - or even employing - other people
- Gives you a commercial advantage over the bigger boys

## **CONS**

- Ideally, you need to dedicate a separate room – or even a completely separate building - as your workspace
- All areas in your home that visitors or customers are likely to see must always be sparklingly clean and tidy, especially the bathroom
- Your family need training so they really understand that what you're doing is serious and important
- Despite training your family – especially your children – they can forget the rules and embarrass you in front of clients
- You can't easily employ other people when you work from home