

Channel 7 Sunrise Segment

Work From Home Mum's – Reality or Myth?

Can you really be a mum and work from home?

How do you find business opportunities that don't want money upfront, involve roping in your friends and are legitimate??

What do you need to do to find something suitable for you?

- **What Are Your Not Negotiables?**

What can or can't you do. ie. must you ALWAYS work from home, or do you have the flexibility to leave within certain hours (ie when children are in school). This can impact on the choices available.

- **Existing roles – Remote Access/Telecommuting**

In the US Apple & American Express offer these options as partial or full employment choices – it reduces overheads and increases productivity.

One of my clients works in the office 4 days and 1 day telecommuting for the local government she works for.

- **Existing skills** – Do you have existing skills that businesses need and would pay for on a contract/outsourcing basis?

For example – former Secretaries become Virtual Assistants for small business on an hourly rate basis, CPA's who do tax and BAS returns for small business from home.

- **New Ideas/Passions** – taking an idea or concept that has a need and filling that need

Eg, a lady in my local area has written a cookbook for parents whose children have a particular food intolerance, a girlfriend of mine is a former nurse with 2 children who is passionate about health and fitness – she left nursing and now runs a home based business as a Personal Trainer and Boot Camp Instructor – with her background she has great credibility, some people love to iron and may take in work from locals. Find what you love to do and turn it into a passion. Many of these have minimal cost associated with getting them started.

Some resources to get you started:

- Business Womens networks for Mums and Women in Business
www.womensnetwork.com.au, www.bizness.babes.com.au,
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www.businessmums.com.au, or do a web search for business mums networks. These are great places to meet people in similar situations and share ideas – some offer things online, others meet over lunch.

- Many state governments provide funding to women returning to work or looking to start a business – DEEWR – Babes in Business Program – supported by The Body Shop. They offer programs to assist you in creating business plans and developing a full blown business.
- Visit your state or local government website. Many have business women's groups or home based business networks. Some may even offer government grants to get you started.
- Websites such as Leah's www.lifestylecareers.com, www.workathomemums.com.au
- Let friends know you are looking for ideas and opportunities
- Be sure to check with your local council as well as some businesses may need permits or approvals to conduct from a home based site – ie family day care

So where to now?

What you do will vary depending on what you want to achieve – you may just want to earn some extra money or get some alternative mental stimulation or you may want to develop the next Microsoft – remember Microsoft started from a college dormitory!
Be bold take the leap and like the Nike adage....Just do it!

Donna Hanson specialises in translating technology into language we can all understand.

For more information on the services available, visit www.primesolutions.net.au or www.donnahanson.com.au