

The Home Business Cheat Sheet

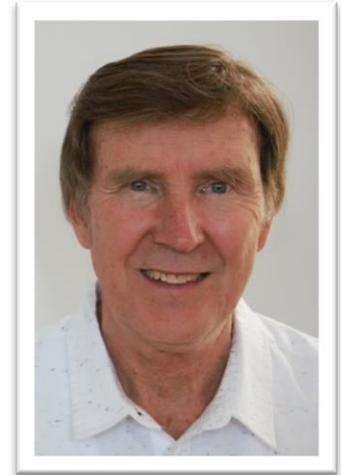
8 essential concepts for you to learn, so that
you can make an Income from home, without
hounding your Friends & Family.

Richard Crandall

Home Business Cheat Sheet

Introduction

Hey there, it's so great to make your acquaintance, I'm really glad our paths have crossed.



I think it's just awesome that you're checking out about how to make an additional income from home.

I'm Rich Crandall (visit www.RichardGC.com) and I invite you to take a look at my website if you'd like to see who's this person giving you home business insights.

What you'll find out about me is that my motivation is to help. I see so many people struggling financially or struggling to fulfill any meaningful service to their family or the world. Often these people overlook opportunities that Home Business can provide....

I want to give you the confidence, thru knowledge, to get moving towards your success, with the things I've learned, so that you too can gain Time and Financial Freedom to be able to get back in control of your life, without the worry of money.

So let's get started! I'm going to discuss 8 ideas, attitudes, or skills you should develop, that will enhance your Home Business Opportunity experience.....

1

Find an Established Biz Op

The first thing you do is to research, looking for a company that has a Home Based Business Opportunity. This research helps insure that you have a simple and safe business from which

you can succeed long term without complication. Here's what you look for.

1. Choose a company that is established and growing and has lasted the test of time (no risky start-ups).
2. This company must have high quality tangible products or services that appeal to a larger number of people like, for example: travel, health & wellness, weight Loss programs, security services, up to date digital products, etc., to name only a few.
3. The company's products should be consumable, so that people will continue needing and buying them.

Example: One reason why I'm in the health and wellness industry is because people need and consume these products every day. There are other industries like this.

4. The company opportunity must pay you residual income and not just bonuses and incentives.

Note: Residual income comes in without you having to do any more work than you did initially.

If you have a business that pays residual income you're set for the future, the bonuses and incentives pay for the present.

2

"I can do this" Attitude

We've all experienced that success promotes an "I Can Do it" attitude. But before you are successful, what?

Before you have success, and to gain a successful attitude, in this industry (Making Money from Home and Home Based Business) you must come to an understanding (thru research) that others are successful and that you can be as well.

They all began like you did and stayed with it and believed that they could do it.

Access the process your great new company has, follow it and be confident that you can duplicate it.

You don't need to know it all at first because the good opportunity you researched more than likely has mentors to support you while you are learning.

It's important to your success, to research, and confirm for yourself the company's viability so you can have this "I can do this" confidence,

because Network Marketing and Home Based Business are legitimate (be sure to do your research if you're skeptical).

Of course, there are scams and "nay-sayers", but your research has shown you to only get involved with an obviously up-front, established, growing and successful company, and you CAN avoid scams and must negate those who say you can't do it.

You must believe you can do it and learn how to do it (this guide will help as will mentors in the business opportunity you choose)...

... then go straight forward with blinders until you've gained the success you're looking for.

Go ahead and understand and respect legitimate Home Business and the making money from home industry, then move forward and care less what "nay-sayers" think.

Get any negative thinking behind you right now. Replace it with the “I can Do It” attitude and move on to the next skill I have for you.

3

“I’ll Do What It Takes”

Without an “I’ll Do What It Takes” attitude you’re going to have a difficult time being a successful Home Business entrepreneur. That just happens to be true for all entrepreneurs.

It’s a consistent fact that most things in life require a proper mindset of “I’ll Do What It Takes” to prompt and guide your success. That applies to Home Business as well.

Every successful Home Business person has had bumps in the road and has felt they can’t go on, but the successful ones persevered and kept at

it. Because of that consistent “I’ll do what it takes, nothing can stop me” attitude, they succeeded.

The many people that fail at Home Business simply give up before they get on the right track. Discouragement has no place here. It’s necessary to look at your challenges as learning experiences because they ARE getting you closer to being successful.

You must have an “I’ll do what it takes attitude” so you won’t quit before you reach your financial goal.

4

Be Service Oriented

Experience shows that if you’re always out there in the world or cyberspace providing good

news, giving help and providing service, without thought for a return in kind, then more referrals will come and customers and associates will join with you in your successful venture.

It's a well-known fact that people do business with people they know, like and trust.

So, you put yourself out there on the internet and in everyday personal situations, providing information and assistance to others (of course you are also in business so you take business actions as well.)

You market yourself and your business, you may make prospecting phone calls (ugh), you may market on and off line. You give something of value away to people, and you don't always spend your time asking for their business.

You need to realize that your potential prospects and enrollees in your business are the

lifeblood of your business, so treating them with respect is required.... Fail them and your business fails.

For example: You've seen how the successful business builders give away free reports, ebooks, etc.. that's a sincere action on their part, and one way of giving back and respecting potential business partners and customers... You're giving them valuable information.

This lets prospects understand that you are in this business for them (You can't make money without them). Never think of the money when you serve people, let that come naturally.

Always have the "attitude of gratitude" and service, because people can see this even in the small things you do... People buy from people they know, like and trust.

If you are a person who gives, that will go a long way in convincing people you are someone they wish to work with.

5

Treat People With Respect!

As you will notice this section is a continuation of the previous section “Be Service Oriented”.

We all need to know that working on or offline in Home Based Business is a people business.

You should understand that good human relations and treating all people with respect, is necessary.

I have found that one of the best and easiest ways to treat people respectfully is to pay them sincere compliments.

Everybody does something well and it's our responsibility as marketers to point it out to them.

Examples of the little things to congratulate them on:

Congratulate them on being smart enough to research Home Business opportunities.

While talking to them and you notice they have a nice pleasant, compassionate personality, point that out to them.

e.g. "I notice you speak very well, that should be helpful in this business." and or "I see that you are concerned about other peoples' feelings, that should take you a long way in this type of business." and "I'm impressed that you are taking the time to see for yourself if this business is right for you."

6 Phone Friends and Neighbors - What?

Well, that is a question of significant consideration, because in some of the best Home Businesses, telephoning (or directly contacting friends & family another way) is one of the fastest ways to get the word out.

You're letting them know that you are in business and have something of value that they may be interested in, either to buy the product or the business opportunity.

History in this business shows that calling and contacting people directly, is also the most intimidating practice, TO SOME PEOPLE, and it unfortunately deters some from getting involved in a home business, thinking they

absolutely must get friends and family to succeed.

In our current societal configuration...It isn't necessary, and as a matter of fact there are many other ways to let people know you have something of value for them.

I happen to be one of those who dislike making original contact by phone or in person, so I use social media to find interested people.

And once social media, or whatever marketing means you use, has identified that somebody is right and prepared for your business, you'll usually make telephone contact with them.

This should not be intimidating, like calling on the phone or personally contacting people is, because they have "raised their hand" so to speak, and have given you permission to contact them.

Now, I've got to say that there are people who join without any personal contact, depending on the business model you are in, but in most businesses a phone call or at the least a text or some sort of personal contact is necessary at some point in the process.

The good news is, if you're intimidated by personal contact, and if you've done social media (or whatever means you use to market) effectively you'll only be talking to people who have directly expressed their interest in what you have to offer, so the intimidation factor should be negated.

Another thought about contacting people... most of the actual selling and telling, in the type of businesses I propose, is done by video presentations...

It's the coordinating and getting people to see the opportunity overview that is often done over the telephone and email and text, etc.

In the most effective businesses you'll have a support team who will help and support you with this coordination. They can't do it for you but they can give you their support and assistance.

However keep in mind that, If you know people are not closed minded, then approaching them kindly is a perfect way to find prospects to your business.

For example, when I contact friends, neighbors and family, I always lead with something like this..."You know I'm in an awesome business that I run from my home that has great products and excellent income potential. we are expanding...."

....and I wondered if you know anybody who would benefit from making an extra income from home.”

If they are personally interested, they'll say “Well, I'm interested” and then you may be able to proceed with them. Or they may give you a referral. In either case you're coming from a comfortable indirect position and shouldn't feel as though you are being at all pushy.

7

Marketing – You Must, Must, Must!

It's necessary to market your business just like in any other business. This can be done either on or offline.

Marketing lets people know that you are in business, showing people you, your product, service or business opportunity.

In this Home Business industry there's the knowledge that if nobody knows you're around and in business they won't have the opportunity to consider buying what you have for them, so YOU MARKET.

Marketing, can be done on the internet, with e-mails, solo-advertisements, keyword optimization, blogging, Facebooking, etc. Off Line marketing includes calling leads, placing newspaper advertisements, radio advertisements, telling your friends, neighbors, family and acquaintances, etc..

Now, many people avoid Home Businesses because they think marketing only means

chasing your friends or family and talking to strangers at the mall.

Well, of course that can work, why not? If you've got a great opportunity and an excellent product, that is the quickest way to get new customers. Still feel "ugh"?.....

In the previous section I gave a perfect non intimidating way to talk to someone about what you have. Use it and you'll be surprised how unintimidating it is.

But in this electronic society you can also market online and be very successful. As I said, that is what I do.

Remember you can Google and find out more specifically how to market online.

So, Market - Market - Market and then Market some More, but only If You Want To Succeed.

Now here is a seemingly obvious activity like Section 2's "I'll Do What It Takes" that will bring you success more than anything else, but it's one many people overlook, whether they are aware of it or not.

Don't get me wrong, all other activities are very important, and if you miss many of the other skills or activities, you might still succeed, but if you QUIT you are absolutely doomed.

If you STICK –IT- OUT you can even gain success when success didn't seem apparent.

That's because, if you stick to it, you are at the very least, naturally learning what does and

what doesn't work, often by trial and error, and you will surely find what does work.

Parting Words



I/ we sincerely hope you feel that you received valuable information to help you be more successful in your making money from home business.

Since Home Business has brought financial freedom to many, I thought this document should help you.

Sincerely, *Richard G Crandall*

If you'd like, follow me on Facebook, or my Blog.



www.Facebook.com/richard.crandall.75



www.RichardGC.com

If you have any interest in working with me, read on, but if not let me say it's been a pleasure sharing this information with you.....

P.S. Perhaps you'd like to learn more about one of my favorite work at home business models, I'm actually using this exact system.

My wife and I totally love the products (for 15 years as of this writing). The business opportunity is already helping hundreds and thousands of moms & dads, students and retirees, etc.

Getting connected with our community of awesome associates and mentors will help make success happen.

You can work it online or offline whatever the case is for you. But if you sincerely have the desire and are not just a "tire kicker", [CLICK HERE](#) to learn more and we'll be in touch. This link goes to my website, so go ahead and take a look while you are there.