

11 Practical Steps To Choosing Your WAHM Business

The Strategy

1. Evaluate your strengths.
2. Pick what you love.
3. Research your market.
4. Define your market.
5. Determine the services your strengths provide that your market can benefit from.
6. Research those services to learn if they are in demand/profitable.
7. Outline the tasks required to get the business started.
8. List what the business requires for production.
9. Project your available investment amount.
10. Define the time you have available to invest into running a business.
11. Reanalyze the services you want to offer. How much of it does your schedule and budget allow for?

My Personal Outline

Open a word processing app and follow along.

Step#1 (Doc#1) List what you excel at.

My Example:

1. WordPress Design.
2. Search Engine Marketing.
3. Advertisement Design.
4. Blogging.
5. Social Media.
6. Analyzing data.
7. Research.
8. Sales.
9. Promotion.
10. Email Marketing.
11. Desktop Publishing.
12. Training people.
13. Troubleshooting technical issues.
14. PC Repair.

15. OS Repair.
16. SEO Disaster Repair.
17. CPC Advertising (adwords).
18. Networking and making connections.
19. Technical Advisor.
20. Print Consultant.
21. Color Consultant.
22. Digital Imaging.
23. Staff Management.

Step#2 (Doc#2) Copy and paste the list from Doc#1 into a new document. Now delete those elements you don't love. Seriously, if you like it, leave it of the list. You must love doing it, no matter how strong you are at it, if you don't love doing it, remove it from the list.

My Example:

1. WordPress Design.
2. Search Engine Marketing.
3. Blogging.
4. Analyzing data.
5. Research.
6. Training people.
7. Troubleshooting technical issues.
8. Fixing SEO Disasters.
9. Networking and making connections.

(I went from 23 to 9. That's a huge cut. This is what I did a year ago using Mac Mail notes)

Close Doc#1 and start a new document.

Step#3 (Doc#3) List the type of markets you want to work with. As you list them, try to get more specific with each entry.

My Example:

1. Small businesses.
2. Local businesses.
3. Startups.
4. Freelancers.
5. Entrepreneurs.
6. Mom Entrepreneurs.
7. Mom Entrepreneurs who work from home.
8. Bloggers.
9. Mom Bloggers.
10. Mom Bloggers interested in income generation from their blogs.

Step#4 (Doc#4) Copy and paste the list from Doc#3 into a new document.

Now delete those markets you don't absolutely love.

I had issues with this one. Took me a while to muddle through it.

And then a while to realize it.

Though I have a site for my local business market, it just sits there. Really. It's just another brochure.

My Example:

1. Mom Entrepreneurs who work from home.
2. Mom Bloggers.
3. Mom Bloggers interested in income generation from their blogs.

Step #5 With Doc#2 and Doc#4 open, you need to ask yourself, how can my strengths be of service to these people? A service they'd want to pay for.

After doing this, my blog, After Bedtime Blog, morphed into a blog written solely with my audience in mind. Though I do have male readers and male blogging buddies, my blog really is written as if I'm hanging out with girlfriends, giving the, the scoop.

And After Bedtime Blog's services are geared towards Mom Bloggers.

My Example:

1. WordPress blog design for mom bloggers
2. Website evaluation reports for traffic generation.
3. Search Engine Marketing/Traffic Generation Training

Step #6 Now that you know what service you want to provide and to who, it's time to research the market.

Unless you know your market really well, this step will be hard.

Google Search and Google Keyword Tools, your Social Network and Amazon is where you need to start.

Search the services you want to provide in Google and see if others are offering the same service. Paid ads for the same service is a good indicator that the service is in demand aka profitable.

Use Google Keyword Tool to learn the search volume for these services.

Ask your social media friends, those who represent the type of client you want, if they would benefit from the service.

Visit Amazon's book search and learn if there are how-to books on the subject with lots of reviews. I mean hundreds of reviews. This indicates that people are interested.

Step #7 What do you need to get started?

When I wrote this outline I already had the basics in place.

- A search engine optimized website.
- A social media presence.
- All the software I needed for design, SEM and tech.

However, I really wanted to provide training services too.

So I needed a Mic, Screen capture software, a newsletter system, beta testers.

But these are specific to my business.

Let's say you're going to start a catering business.

Business cards

Menu plan

Recipes

Pots, pans, whatever the cooking tools are (i can barely make coffee so don't ask me)

Search Engine Optimized Website

Pictures.

Testimonials.

Step #8 What do you need to be productive.

- A Calendar App.
- A timer App.
- A billing system. (I chose paypal. Use it for everything)
- An affiliate system.
- A way to check email via mobile.
- A computer.
- Tech connections for when things got busy and I needed help.

The caterer can use some of the above along with

- A delivery guy.
- Cooks on call.
- An extra stove.
- More counter space.
- An organized pantry.
- computer.
- Printer
- Paper
- Fax Machine (gawd do ppl still use those?)

Everything you can possibly need, must be on this list.

Step #9 Projected financial investment. Use the Checklist on pages 9 to 11 to add up investment amount.

Looking at everything you need from Steps 7 and 8, do you have the money to invest?

Do you have any supplies you can start with now and buy more out of profits later?

Step #10 Do you have time for this?

When I first started freelancing/moonlighting I was employed full-time. Though I had web design skills, though I have certificates in HTML, Flash and Dreamweaver, those skills weren't required in my career. After hitting the point in my career where there were no more challenges, I started taking on design projects from friends. Helping them build their business presence online. Helping them be found by clients via Google, Yelp, Yahoo, Yellow Pages and Merchant Circle. This led me to meeting a marketing entrepreneur who wanted another person to outsource to regularly. At the time, the only hours I had available was after bedtime. I didn't make much of an income, but I really was just after the experience and I learned a lot about search engine marketing from my new associate.

When I became unemployed, I had more hours. So I took on more projects and started pimping my own services. But I never scheduled anything back then. So I spent more time working than I did with my family. Office hours were practically 20 hours a day.

Something had to change.

It was one of the main reasons I finally made this outline.

I spent a week with a daily planner penciling in every hour.

Including watching TV, playtime, naptime, meal time, cooking time, bedtime, twitter time, etc.

Not just for me, but for the kids.

After one week, I sat down and I built a schedule based on what I did that week.

I eliminated things I could do without or cut back on the time spent on them or combined things to be done at the same time.

(I also set the dvr to record my favorite shows so I could watch during Twitter time)

Then I scheduled in work time.

This is where you learn if you have time to dedicate to a business. How much time you have to dedicate to a business.

The schedule changed many times but has worked the whole time. When I found there was something to add, something new to do, I revised the schedule. Here's what a typical day looks like based on my schedule. Keep in mind, not every day looks the same. Some tasks only need to be done weekly.

V's Schedule:

4am: Wake, Wash, Coffee, Desk.

Answer Emails

4:20a.: Work Block

(client project details)

7:am: Shower

7:20am: Wake kids, settle them in front of the TV.

7:30am: Prayer and Mediatation

7:50am: Kids Wash up. Make Breakfast. Eat. Check emails from tablet while eating with kids.

8:30am: Clean Kitchen.

9am: Learning Block

9:30: Play Block and check emails.

10am: Daily Walk

11am: Bath time

11:40 am: Prepare lunch while checking emails.

Noon: Lunch time then dishes.

12:30pm: Settle kids with lego blocks/Color books/whatever outside my office door. Blog Hop, visit Facebook, respond to twitter.

1pm: Naptime

1:15pm Coffee, Desk

1:30pm Work Block

(client project details or self promotion tasks)

4pm: Wake up kids.

4:30pm: Cook dinner while checking emails on mobile.

6pm; Dinner

7pm: Work Block

9pm: Put kids to bed.

Spend time with hubby, mess around online or watch tv.

11pm Bed.

Step #11 Reanalyze the services you want to offer. How much of it does your schedule and budget allow for?

Let's say you only have 3 hours a day to spare.

Or your budget is just big enough to cover a saucepan or website hosting.

Are you going to give up?

No.

Start with one service, whatever fits your budget and schedule and build from there.

Remember, I only started with freelance gigs after bedtime. It didn't pay much, but I gained experience and was able to maintain hosting and purchase needed software.

You can do this.

You just need to be practical.

You CAN do this Mama!

Projected Expense Checklist

Expense	Amount
SELLING	
Affiliate commissions	_____
Advertising	_____
Other_____	_____
Other_____	_____
OUTSOURCING	
Accounting	_____
Legal	_____
Virtual administration	_____
Tech Assistant	_____
Other_____	_____
OFFICE EXPENSES	
Office supplies	_____
Postage	_____
Other_____	_____

MONTHLY BILLS

Telephone Bill _____

Internet Service _____

Other Utilities _____

Insurance _____

Loans/Credit cards _____

Other _____

OPERATING SERVICES

Shopping Cart _____

Autoresponder _____

Newsletter System _____

Hosting _____

Domains _____

Other _____

LEARNING EXPENSES

Dues/Memberships _____

eBooks _____

EQUIPMENT

_____	_____
_____	_____
_____	_____
_____	_____

PROMOTIONAL

Business Cards	_____
Brochure	_____
Design	_____
Assistant	_____