

**2008 ISES DC Expo**  
**“Working From Home”**  
**Tips for a Making It A Success**

**Dave Edward, Dave Edwards Events Inc.**

*Benefits of a home based business:*

- No commute
- Flexibility      You can work at 3 am, nap at 3 pm  
                         You can take off whenever you want  
                         You can shop when others are working  
                         You can work when others are shopping
- Everything is in one place  
                         You don't have to head to the office to get something  
                         Able to work on things when you want—don't have to travel to do work

*Challenges to a home based business:*

- End up working all the time
- Some people are put off by a home office
- May need to find a meeting place
- Need to establish professionalism

*Tips:*

- Have a dedicated space—if possible
- Get out of the house—go for a walk, meet a friend for lunch, go to the gym
- Be careful about liability issues
- Try to keep a balance: work time, personal time, fun time, spiritual time , relational time, learning time, relaxing time

*Websites:*

<http://homebusiness.about.com>  
[www.homebasedbusiness.com](http://www.homebasedbusiness.com)  
[www.homebusiness.com](http://www.homebusiness.com)

[www.home-based-business-world.com](http://www.home-based-business-world.com)  
[www.business.gov/guides/home-based](http://www.business.gov/guides/home-based)

**Carol Nissenson, NOW THIS!**

- Life/balance: Locate your office in an area of you home dedicated only to that purpose. At the end of the day, shut the door and avoid the temptation to return.
- Isolation: Establish a 'support group' of fellow entrepreneurs. Meet with them on a regular basis to share ideas.
- Looking professional: In general, do not tell clients your office is in your home. Make an arrangement with another company to use their conference space. A caterer or decor company might be happy to have you bring clients there, as it offers them potential business.

**Ashleigh Dorfman, CSEP, posh parties, LLC**

- Define your office space, ideally with a door and a lock (to avoid children breaking your computer, pushing printer/fax button OFF, doodling on important papers, etc.)
- Define your work schedule; create it with flexibility but ideally, try to avoid working when children are home so that they don't resent your work (or time away from you)
- Purchase a phone with a mute button
- Secure a dedicated phone line with personalized greeting
- Avoid using your home address for work purposes; one audience suggestion was to consider an intelligent office
- Research technology/IT Help Desk solutions to minimize downtime if your computer crashes, hard drive has a meltdown, etc.