**Shift It Will You!**

**Do You Have   
What It Takes   
To Run A   
Home-Based Business?**

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Following the Coronavirus Pandemic in 2020, with underperforming pensions & savings, numerous redundancies and rising levels of unemployment, many people are finding themselves in need of either a replacement or additional income stream.

Some people are being asked to take a pay cut so more and more people will be looking for ways to earn more money around their current job or situation, but finding a second job is not so easy as they are very scarce and those that do exist are either very poorly paid or require you to work unsociable hours.

So what's the alternative?

What can offer you the flexibility of working when you choose and doing as much or as little as you choose depending on what you are looking to earn?

Many people are turning to ***home-based business opportunities*** ...

... but do you know what it takes to run a home business?

I have written this report for those people who are looking to do something other than wait for the government to give them a handout; those who are looking to improve their lot in life.

... if you are looking for a free hand out, a magic button solution, or a get rich quick scheme then this report is not going to help you.

Having made the transition myself from working for someone else, working for a boss, to working for myself, being my own boss, this report is to help you understand what it takes ...

**Mindset Shift: You'll Need To Give Up Your Day Job Mentality**

You see ... a home-based business and a job mentality just don't mix.

The job mentality is going to a place of work for a certain time of the day, where you then put in a set amount of hours of work for a boss. Each work day sees someone else scheduling your time: telling you when you can have coffee and lunch breaks, and giving you various other instructions and direction. When the work day is done you then come home to put your feet up and forget about the workplace until the next day when you start all over again. And at the end of every week or every month you receive a set paycheque.

But all that changes when you work for yourself!

When you start a home-based business, all that structure disappears. With a home-based business you must be self directed; yes you will know what work is involved but it is totally up to you as to when you do it.

People so often dream of being their own boss and they often envisage it allowing them to do what they want, when they want; having a lie in every morning, and then maybe sitting in a comfy chair sipping coffee watching TV all day!

But this is not how it is in the beginning ...

You see you do not suddenly start to earn an income from doing nothing. You need to invest the time, money and effort to build up your business in the beginning so that in time you are then earning the income required to afford you the lifestyle you so desire.

*"Today I will do what others will not,   
so tomorrow I can live as others can not!"*

**A Home-Based Business v A Day Job**

For those of you who have always worked for a boss should be aware that there are a few things you will miss when you work from home. These are the things you will have always taken for granted in your job.

5 Things You Will Miss About Your Job:

1. Regular hours and paid overtime if you have to work late
2. Days off during which you have no job responsibilities
3. Assigned coffee and lunch breaks
4. Paid leave
5. Social interaction with co-workers.

**You see ... when you have a job**

* you have the regular commute to and from your place of work (usually at your own time and expense)
* you have set days of work, with a specified start and end time
* your daily responsibilities are clearly laid out for you so that you know what is expected of you every minute of the day
* you usually know when you can stop for coffee or take your lunch break and while you are away someone will cover for you
* support and supervision are generally available if you need help or guidance
* training is usually provided: either on the job or via training courses
* the social interaction, the networking and camaraderie amongst employees, can help to make the work day enjoyable
* you know when your work day starts and when it ends, and that if you are needed to work longer you can expect to be paid extra in return
* and when your work day is over you can leave the job behind and go home.

You don't have to worry about the costs of running that business, making sure that the overhead costs are taken care of ...

* paying the bills
* cleaning the office
* washing the office windows

... unless of course that's what you are hired to do!

You may or may not have input into the decisions that impact the workplace, but as an employee you will not be the decision maker, your employer is. Your employer will take the blame or the responsibility for the outcome of any decisions, be it good or bad.

As an employee you exchange your time and skills for a set amount of money. You will always know how much you are getting paid for doing your job and your payday will be as regular as clockwork, and even though you may be living from paycheque to paycheque, the knowledge that you have a regular income can be comforting. Unfortunately though, too many people with a job live beyond their means and get caught up in a cycle of debt that keeps them chained to the job! And of course there are never any guarantees, a job for life is definitely a thing of the past, so there is always the risk of being sacked or made redundant hanging over you.

**When you run your own home-based business ...**

* YOU work from the comfort of your own home or local to home
* YOU set your own schedule  
  ... choosing when your work day starts and when it ends  
  ... taking time out as and when you choose
* YOU decide your daily responsibilities
* YOU are responsible for your own training
* YOU make all the decisions relating to your business
* YOU pay all the costs involved in running your business.

As a business owner, what you earn is dependent on what you achieve; it's an opportunity to earn what you're worth, so if you do nothing you earn nothing, not until such a time as when you have the building blocks in place that may pay you a residual or recurring income (depending on the type of business you have).

But Beware ...

* YOU will have no-one to answer to  
  ... you will need to avoid getting distracted by non-work related things; like television, non business internet surfing, friends just dropping by for coffee, household and garden chores, etc.   
  ... you will need a task list to keep you Focused, otherwise you'll Drift!  
  ... you will have to 'Employ' Yourself!
* YOU will need to commit to, and invest in, Self-Education  
  ... you will have to decide what you need to learn and when you learn it,   
  ... you will need to fund the necessary training (remembering you are investing in your future)
* there is likely to be some support  
  ... it is advisable to find yourself a 'mentor' to help support and guide you in business (someone who has already walked the walk)
* you will have no supervision  
  ... YOU will need to be disciplined to do the work necessary as no-one will be checking up on what you have done during your working day
* there will be little social interaction   
  ... as you are unlikely to be in contact with the same people day on day  
  ... but there is likely to be training meetings you can attend
* and when your work day is over   
  ... your business remains YOUR responsibility 24/7!

It is very easy to think because your time is your own that you can go do the things you would normally do of any evening or a weekend with the intention of doing your work later, but then you decide to spend your evening watching the TV with the family and you don't then get the work done that you should have done earlier in the day; and if you do nothing you earn nothing!

**So Do You Have What It Takes?**

Working for an employer can motivate you to be your own boss and start a home-based business. You may not appreciate how you're treated at work, and you might not enjoy the work you have to do, so not having to answer to management can be a dream come true.

Starting your own home-based business will see you doing something new and different, stepping out of your comfort zone! And it is your attitudes and expectations that are key to you being able to let go of your job mentality so that you can make the necessary adjustment and have a successful home-based business.

But Do Not Worry ... most home-based businesses can be started in your spare time, alongside other work commitments, giving you the time to make the necessary mindset shift.

When starting a home-based business you must expect to make an investment to get started, just like starting any business. This initial investment usually gives you your business tools required to get started, so it's not something for nothing! Even a window cleaner has to buy a ladder and bucket, or a carpenter has to buy a hammer and saw. Franchising is a perfect example:  McDonalds will charge you a hefty sum just to use their name, plus thousands of pounds in a franchise fee to use their proven system, plus rent and ongoing fees for continued use of their name - all before you sell your first burger.

But many people are still sceptical about having to pay out to earn money ...

after all you do not have to pay to start a job!

But of course a job doesn't give you the same flexibility that a business does, nor does it allow you to earn in accordance with your effort whereby if you do more you'll earn more, all as detailed above.

With a job however there is the comfort of knowing you have a guaranteed return for your time and effort (all the time you have the job that is), whereas with a business your income can take time to build so has no guaranteed level of return day one.

But in a job, the day you stop so does your income, but with a business where you can build a residual or recurring income, once you have done the necessary work if you then stop working your income continues.

*"In the beginning you do a lot you don't get paid for.   
In the end you get paid for a lot you don't do!"*

A residual or recurring income will lead you to the freedom to work when you choose, where you choose, and to do as much or as little as you choose, enabling you to earn in accordance with your effort.

A home business will also have its running costs but this is no different to you funding your daily commute to and from work! People think nothing of paying to travel to and from a job, whether it is using public transport or fuelling and maintaining their own transport, simply because there is a guaranteed pay packet, but of course your job can be taken away from you just as easily as it was given to you. When you are your own boss the only person who can sack you is you!

The biggest benefit of starting a home-based business part-time, if you are still in the fortunate position of being employed, is that you still have ‘security’ of your current job and its wage. This will give you time to transition from the job mentality where you follow a set routine on a day to day basis, to a business mentality where you recognise that you are solely responsible for the outcome and that you are finally in control of your destiny.

## Take Control of Your Destiny

Life is too short to spend it slaving away, trying to make ends meet, to find at retirement that you don’t have the savings needed to live the kind of lifestyle you always dreamed would be your reward.

Many people hate their job; feeling they are overworked for not enough pay. And this so often leads to many of them experiencing stress-related health problems.

But some people just can’t see the world outside of employment and therefore get stuck in a rut.

And you will never get rich working a day job, working for someone else, period!

Everybody's looking for something else, something more ...  
it's why we play the lottery every week!

We're all hoping, that maybe, just maybe, our lives are about to change, that we'll get to do all the things we dream of.

Many people dream about the things they want to achieve: more income than they have today, a bigger house, a new car, being able to regularly take time-off work, having financial independence and being able to do what they want when they want without having to worry about what it costs.

Now I'm not telling you to quit your day job and that you'll be an overnight success, because there are many home-based business opportunities out there that you can start part-time with just a few hours each week.

... doesn't it sound good to be able to work part-time on your fortune and full-time on making a living?

## Opening Your Mind to New Possibilities

Starting your own home-based business, imaging yourself as a business owner, seems very daunting for many, simply because they are locked firmly in to the employee mindset and can't imagine anything different.

The thought of working for no guaranteed return is a very scary prospect for many, but it is the only way you will ever have total control over your destiny. I shifted my mindset from employee to business owner a long time ago, and if you’re looking to do the same here are a few things to consider:

**Self-imposed Barriers**

Many people struggle when they try to change their mindset from employee to business owner.  They struggle with self-doubt and build barriers by telling themselves “I'll never make enough money doing that”.  They assume they will fail and so they give up without ever giving it a go.

*"You miss 100 percent of the shots you never take." – Wayne Gretzky*

Starting a home-based business will see you stepping out of your comfort zone and there’s no guarantee of success.  But if you never take any action then failure is guaranteed!

But if other people can do it, then why can't you?

*"Whether you think you can, or think you can't, you're right." - Henry Ford*

And hey, if you are lucky enough still to be employed, what have you got to lose if you are starting your home-based business alongside those work commitments.

**Embrace Your Fear**

Everyone thinks about quitting their job so they can run their own business and live life on their own terms, but for most people it’s just a daydream that helps them escape the monotony of their job.  Only a few actually take steps to make their dream become a reality.

Why is that?

Fear!

Being an employee is easy: you show up every day, work until your working day ends, and then you go home.  You’re just one small cog in a big machine.

But as a business owner you have many more responsibilities.  The ultimate success or failure of the business lies directly with you.  For some this is a sobering thought, but you know, I'd rather have my fate in my own hands than in the hands of some bean-counter in an executive office!

Fear can be a powerful motivator: fear that your salary won’t keep up with inflation or that you'll get laid off and won’t be able to pay your mortgage, or that fear of failure. But in a day job you have no control over these things. These fears will still exist when you run your own business but it's these fears that you must use to drive you to do what it takes to succeed. Sure, it would be easier to sleep in or sit on the couch watching TV all day, that’s fine for most people…but not for someone looking to improve their lot in life.

**Commitment**

As I mentioned above, an employee only has to worry about their individual responsibilities.  They can do their job and go home at the end of the day without really thinking about the overall strategy of the company.

But a business owner has to think about the big picture while also taking care of all the little details.  Business owners get to choose what they are wanting to achieve and can commit to do whatever it takes to achieve it.

Business owners often work many more hours than an employee does…mainly because they enjoy what they do, but also because they feel more rewarded because there is a greater correlation between their work and their compensation. Business owners have the opportunity to earn what they are worth, not just what a boss says their job is worth.

If you are looking to start your own home-based business you will need a strong reason 'why' that motivates you to take action, along with an unshakeable determination to succeed. There will be times in the beginning where you’ll be tempted to give up because progress isn’t coming as quickly as you’d like.  You’ll wonder if it’s worth all the effort!

When that happens your commitment will really be put to the test.  Will you have what it takes to keep chugging along until you do reach your goals? It will seem so much easier to come home from work and relax in your comfy chair in front of the TV!

But Remember:

If you keep doing what you're doing,   
you'll keep getting what you're getting.   
So for something to change you have to change what you're doing!

## Over to You

Running your own business is not for everyone.  It takes a lot more work and discipline than most people are willing to put in.  But if you’re willing to put in the time now it can change your life forever.

You spend 8 hours a day in your day job helping someone else achieve their dreams (the company owners) ...

... aren't your own dreams worth 2-3 hours a day of your spare time?

Starting your own business will involve living a few years of your life like most people won’t, so you can spend the rest of your life like most people can’t.

Remember: Rome wasn't built in a day

... You need to have patience and determination.

... Success in ANY business – is a marathon, NOT a sprint!

... Success belongs to those who have "staying power," plain and simple.