

# Index

## • Numerics •

5/5/5 approach, marketing, 86  
9-to-5, going back to, 329  
24-hour office, avoiding, 320–321

## • A •

accessibility problem, 281–282  
accountant  
  need for, 113, 132  
  supervising, 244  
  tasks handled by, 242–243  
accounting system, choosing, 117–119  
accounts receivable, 148  
accreditation, child care, 283  
accrual method, 118  
acid-test ratio, 143–144  
address, Internet, 102–103  
ADLs (activities of daily living), 46  
advertising  
  cost of, 71  
  franchising agreement, 31  
  marketing, 80–81  
  success and, 313  
  Web site, 81, 103  
AFAA (Aerobic and Fitness Association of America), 57  
affiliate program, Web site, 97  
*Age of Reason* (Handy), 52  
agreement, written  
  franchising, 31–32  
  partnership, 303  
  team, 291  
alternative energy installation, 53  
alternative health care, 56  
American Academy of Professional Coders, 57  
American Association for Medical Transcription, 57  
American Association of Daily Money Managers, Inc., 46  
American Express merchant account, 136  
American Leak Detection, 9  
American Society for Training and Development, 56  
American Society of Association Executives, 94  
American Staffing Association, 239  
Amway/Quixtar, 10, 256  
announcement, 285  
appearances  
  business attitude, 266–267  
  clothing, 331  
  Web site, professionally-done, 98  
appointment calendar, 277  
appointments, scheduling, 275  
ASIS International, 55  
assessing yourself, 41–42  
assets  
  balance sheet, 141, 142  
  capital, 154  
  equity ratios, 143–144  
  hobby loss rule and, 195  
  as root of new business, 27, 125  
  value, placing on company, 306  
assignment of franchise, 32  
assistance, finding, 119–120  
assistant, 289  
association memberships, 91–92  
attention, grabbing with good name, 222  
attitude, business  
  appearances, 266–267  
  distractions, 271–272, 273  
  identity, creating, 266  
  importance of, 263–264  
  interruptions, 270, 274  
  maintaining, 12  
  office, managing, 276–277  
  personal issues, 264–265  
  personal life, separating, 268–269  
  priorities, assessing, 279–280  
  routines, 274–276  
  time, managing, 278–279  
attorneys. *See* lawyers  
ATTRA National Sustainable Agriculture Information Service, 58

- auctions
  - bidding for work, 51, 87–90
  - pricing from, 168
- authority, certificate of, 210
- automobile-restoration business, 229
- avocations. *See* hobbies
- Avon, 34
  
- **B** ●
  
- babies, working at home with, 292–293
- baby-sitters. *See* child care
- bad credit history, fixing, 154–155
- balance sheet, 118, 141–143
- Balloon Wrap, Inc., 10
- bank statements, 139
- bankers
  - loan, obtaining, 152–153, 244–245
  - need for, 113
- bankruptcy history, franchisor's, 30
- banks, 244–245
- bargain basement pricing, 169
- bartering
  - for outside resources and experts, 249–250
  - startup funds, 124
- BarterNews* magazine, 250
- Bartlett, Joseph (*Raising Capital For Dummies*), 126
- Beacon Hill Village retirement community, 48
- bedroom offices, 319–320
- benefits packages
  - child care, 189
  - health care coverage, 177–186
  - importance, 175–176
  - income protection, 186–187
  - life insurance, 187
  - problems lining up, 177
  - retirement and savings plans, 187–188
  - time off, 188–189
- The Best Home Businesses for People 50+* (Edwards and Edwards), 45, 61–64
- Best Home Businesses for the 21st Century* (Edwards and Edwards), 61–64, 233
- Better Business Bureau, 257
- Bezos, Jeff (Amazon founder), 23
- bidding for work
  - economic globalization, 51
  - Web opportunities, 87–90
- bill payment, pushing for, 335–336
- bill payment schedule, 147–148, 334
- bonus money, 110
- bookkeeping system
  - accountant, whether need, 113, 132
  - check registers and bank statements, 139
  - financial statements, 140–143
  - key financial ratios, 143–144
  - software, 138–139
- booklet or newsletter, 71
- boot camps, 126
- borrowing money. *See* loans
- boss
  - benefits of being, 15
  - collaborations, 293
  - franchisor as, 33
  - independence, assessing own, 41
  - judging ability to be, 17
  - pitfalls of being, 16
- Bradford, Stuart (business futurist), 48
- breaks
  - scheduling, 274, 289
  - teaming up, 292
- broker
  - business opportunity, 38
  - credit card intermediary, 136
- budget, importance of meeting, 90
- building permit, 231
- burnout, 173
- business account, setting up, 133–134
- business attitude
  - appearances, 266–267
  - distractions, 271–272, 273
  - identity, creating, 266
  - importance of, 263–264
  - interruptions, 270, 274
  - maintaining, 12
  - office, managing, 276–277
  - personal issues, 264–265
  - personal life, separating, 268–269
  - priorities, assessing, 279–280
  - routines, 274–276
  - time, managing, 278–279
- business cards, 74

- business community, maintaining
    - ties with, 20
  - business consultants, 113, 246–247
  - business directories, 81
  - business hours, 285, 320–321
  - business interruption insurance, 117
  - business license, 231
  - business loans, 152–153
  - business opportunity
    - credibility and viability, 26
    - described, 10–11, 38–41
    - fraudulent, signs of, 254–255
    - support offered, 14
  - business plan
    - developing, 111–112
    - farming out, 128
    - loan, obtaining, 152
  - Business Plans For Dummies* (Tiffany and Peterson), 128
  - business-to-business collaboration, 77
  - buying businesses
    - assessing yourself, 41–42
    - business opportunity, 38–41
    - direct-selling, 34–35, 37–38, 39
    - franchises, 28–34
    - specializing, 42
    - tips to keep in mind, 26–27
  - Bygrave, William (entrepreneurship expert), 296–297
- C ●
- C corporation
    - accountant, need for, 132
    - described, 114
    - health insurance, deducting, 185
    - taxes, 197, 198, 200–201
  - Canada
    - luxury goods, sales of, 59
    - maturing population in, 45
    - tutoring in, 55
  - capacity, loan standard for, 153–154
  - capital, loan qualification, 154
  - car
    - insurance, 117
    - tax deduction, 209
  - Cardservice International, 10
  - career options, tapping new, 26
  - cash flow
    - advantages of positive, 144–145
    - collections, 148–151
    - credit cards, benefits of accepting, 134
    - financial problems, handling, 334
    - kick-starting, 147–148
    - loan, qualifying for, 153–154
    - payment methods, 146–147
    - projections, 118
    - success managing, 315
    - tracking, 131–132
    - transitioning to home-based
      - business, 108
  - cash method, 118
  - Catalano, Frank (*Marketing Online For Dummies*), 101
  - certificate of authority, 210
  - certified public accountant (CPA), 243
  - Certified Retirement Counselor (CRC), 47
  - Certified Senior Advisors by the Society of Certified Senior Advisors, 47
  - changing direction or moving on, 128–130
  - check registers and bank statements, 139
  - checks, payment in, 146
  - child care
    - babies, 292–293
    - benefits packages, 189
    - finding, 283
    - need for, 324
  - child support, collecting court-ordered, 233
  - children
    - authors' history of working at home, 8
    - babies, working at home with, 292–293
    - care, finding, 283
    - demands, competing, 282, 284
    - demands, handling, 270, 326–327
    - interruptions, avoiding, 324
  - circulars, 79
  - cities, migration to smaller, 48
  - cities, regulation by. *See* local government
  - City Care Benefits Plan, San Diego Business Improvement District Council, 184
  - client
    - ability to choose, 15
    - diversifying list of, 301

- client (*continued*)
  - dressing better than, 267
  - emergencies, 279
  - keeping informed, 316
  - long-term business relationships,
    - building, 90
    - network, judging, 17
    - selling list of, 305
- closing business
  - percentage that are sound, 16
  - when to, 305
- clothing, 331
- COBRA (Consolidated Omnibus Budget Reconciliation Act of 1985), 110, 179
- collaborating, 77
- collateral, loan, 154
- colleagues, loans from, 125
- collections
  - cash flow, positive, 148–151
  - financial problems, foreseeing, 335–336
  - starting agency, 233
- College for Financial Planning, 47
- commercial cleaning service, 29
- commercial finance companies, 245
- Commoner, Barry (professor), 253
- communication, team, 291–292
- community, maintaining ties with
  - business, 20
- compatibility
  - outside consultants, 241
  - teaming up with family member, 290–291
- competition
  - distinguishing business from, 70
  - monitoring, 169
  - researching prices, 164–166
- computer consultant startup estimate, 328
- computer consultants, 52
- computer contractor, 201
- computers
  - faster, increasing productivity with, 279
  - leasing, 145–146
  - unnecessary expenses, avoiding, 314
- concentration problems. *See* distractions
- conditions, loan standards, 154
- conferences
  - prospective investor, 126
  - speaking at, 162
- confidence, 265
- connections, maintaining, 20
- Consolidated Omnibus Budget Reconciliation Act of 1985 (COBRA), 110, 179
- consultants, business, 113, 246–247
- consumer finance companies, 245
- consumer products, luxury goods, 59–60
- consumers, credit reports on, 137
- contact information
  - capturing from Web site, 103
  - offering on Web site, 98
- content, Web site, 97
- continuing education and training, 56
- contractor, independent
  - old job, transitioning from, 121
  - tax issues, 201–204
- control, desired, 42
- copying/reproduction
  - outside services, 239
  - trade account, 236
- copyrights, 226–227
- corporation
  - described, 114–115
  - image, building, 267
  - legal framework, 220–222
  - tax status, 199
  - taxes, 197
- costs
  - bartering exchange membership, 250
  - collections agency, 150
  - corporation, forming, 114–115
  - credit card sales, accepting, 135, 136
  - direct, pricing and, 159, 161–162
  - franchises, 29
  - health care coverage, 179, 182–183, 185
  - hiring outside consultants, 241
  - marketing, 71, 74
  - overhead, 160–161
  - PayPal, accepting credit cards
    - through, 138
  - public relations, 76
  - sole proprietorship, 218
- counterproposal, 172
- coupon clipping, 253
- courier/messenger service, 237
- court, taking late payers to, 150–151
- coworkers, referrals from, 75
- CPA (certified public accountant), 243
- craft-oriented home businesses, 51
- Craigslist, 71

- Crawford, Char (“Toaster Lady”), 253  
CRC (Certified Retirement Counselor), 47  
credibility, online purchases, 137  
credit  
    extending to customers, 147, 237  
    franchisor’s, information about, 30  
    personal, qualifying for business loan, 154  
credit card  
    balances, paying off, 110  
    for business expenses, 133–134  
    startup funds, 123, 152  
credit card companies, 245  
credit card sales, accepting  
    advantages, 134  
    costs, 135, 136  
    merchant account, establishing, 135–136  
    online sales, 137  
    open accounts, 137  
    PayPal, 137–138  
    ranking as form of payment, 146  
credit reports  
    customers, obtaining, 137  
    self, obtaining, 154  
credit types, 151–153  
credit unions, 124, 245  
current ratio, 143  
customer service, 167  
customers  
    ability to choose, 15  
    base, building solid, 316  
    best, identifying, 65–67  
    caring about, 265  
    closing business, notifying, 305  
    needs, addressing, 67–68  
    price limits, assessing potential, 163–164  
    referrals, 74–76  
    relationships, maintaining in bad times, 335  
    Web opportunities, 98
- **D** ●
- Dahl, Gary (Pet Rock creator), 70  
daily needs of maturing population,  
    business opportunities presented by, 46  
daily planner, 277  
deadlines, 90, 301, 316  
dealer, 38  
death, dissolution of business  
    organization, 114, 218  
debit cards, 134, 137  
debts, partnerships, 219  
debt-to-equity ratio, 144  
decreasing prices, 171–172  
deductions  
    employee status, avoiding, 202  
    limitations, 330  
    taxes, 207–208  
democratization of luxury, 59  
demographics  
    marketing plan, 85  
    utilities, living without, 53  
demonstration marketing, 72  
dental coverage, 185  
dependability, 90, 317  
dependent life insurance, 187  
depreciation recapture, 206  
description, company products and services, 127  
design, Web site, 99–100, 103  
desire to sell, 41  
desk, cleaning, 276–277  
digital wallets, 137  
direct costs, pricing and, 159, 161–162  
direct mail marketing, 79  
direct marketing, 79–80  
Direct Selling Association, 34, 257  
direction, changing, 128–130  
directory listings  
    as alternative to advertising, 71  
    association memberships, 91–92  
    barter member exchanges, 250  
    fees for, 253  
    local search engine, 92  
    online business directories, 91  
    SmartPage, 92  
    Yellow Pages, 90–91  
direct-selling  
    buying businesses, 34–35, 37–38, 39  
    described, 10, 26  
    fraudulent business opportunities,  
        spotting, 256–257  
    investigating opportunities, 39  
    multi-level marketing, 34, 35  
    pros and cons of, 37–38  
    single-level marketing, 34–35  
disability grants, 124

- disability insurance, 176, 186
  - discount
    - credit card, 135
    - prices, setting, 173–174
    - prompt payment, 148
    - in slow periods, 337
  - Discover/Novus merchant account, 136
  - Discovery Toys, Inc., 10
  - distractions
    - business attitude, 271–272, 273
    - housework, 321
    - pitfall of home-based business, 16
  - distributor
    - business opportunity, 38
    - multi-level marketing, 35
  - diversifying client list, 301
  - doctors. *See* medical billing businesses;
    - medical transcription service
  - domain names, 96
  - Dorotik, Dan (Career Documents résumé-writing service owner), 23
  - Dotster Web hosting service, 100
  - double entry bookkeeping, 117–118
  - downline, multi-line marketing, 35
  - downtimes
    - bill payment, pushing for, 335–336
    - cash flow, managing, 334
    - customer relationships, maintaining, 335
    - expenses, minimizing, 336
    - moonlighting, 338
    - persistence, 338
    - planning, importance of, 333
    - promotion, offering special, 336–337
    - saving for, 333–334
    - subcontracting, 337
    - volunteering, 337
  - dream. *See* love, doing what you
  - dress habits, 267, 331
  - drop shipped, 39
  - due diligence sites, 258
  - Dun & Bradstreet, 137, 281
- **E** ●
- earnings
    - direct selling potential, 37
    - home-based businesses, 327
  - eBay
    - merchant or auction/trader, 50
    - prices, comparing, 168
  - e-checks, 137
  - e-commerce Web site
    - creating, 101
    - payments, making it easy, 98
  - economic globalization, 50–52
  - economies of scale, 298
  - Economy, Jan (medical-billing business owner), 22
  - Economy, Peter
    - children, working with and around, 284
    - collection history, 149
    - Internet, limiting use of, 321
    - Managing For Dummies, 2nd Edition*, 300
    - mission statement, 127
    - part-time startup experience, 315
    - Raising Capital For Dummies*, 126
    - startup story, 13
    - workaholism, 288
  - edible luxury products, 60
  - education, youth and adult, 55–56
  - Edwards, Paul and Sarah
    - The Best Home Businesses for People 50+*, 45, 61–64
    - Best Home Businesses for the 21st Century*, 61–64, 233
    - dog training method, 287
    - The Entrepreneurial Parent*, 327
    - Finding Your Perfect Work*, 8
    - Getting Business to Come to You . . . A Complete Do-It-Yourself Marketing Guide for Attracting All the Business You Can Enjoy*, 86, 119, 326
    - Home Businesses You Can Buy*, 33
    - history of working at home, 8
    - mission statement, 127
    - radio show, 81
    - Teaming Up: The Small Business Guide to Collaborating with Others*, 292
  - Eidson, Tim and Wendy (Mo Hotta-Mo Betta hot-sauce business founders), 23
  - Einstein, Albert (scientist), 192
  - E lance Select Service provider, 90
  - e-learning, 56
  - Electrolux, 34
  - electronic environment, 49–50

- Electronic Medical Billing Network of America, Inc., 57, 58
  - electronic organizer, 277
  - e-mail
    - distracting, 272
    - spam, 278
  - emergency, client, 279
  - employees, hiring
    - family members, friends, and neighbors, 285
    - growing company by, 300
    - overwork, ending cycle of, 289
    - professional employee organizations, 239
    - tax deduction, 209
  - employer, before home business
    - first client, turning into, 121
    - taking business, 121
    - working part-time at, 120–121
  - enlarging business. *See* growing business
  - entrance, separate, 268–269
  - Entrepreneur* magazine, 10, 24, 29
  - The Entrepreneurial Parent* (Edwards and Edwards), 327
  - envelope stuffing, 253, 323
  - Equifax credit reporting agency, 154
  - equipment
    - franchising agreement, 31
    - leasing versus buying, 145–146
    - managing work day, 321
  - equity
    - building, 298
    - business loans, obtaining, 152
    - owners', on balance sheet, 141, 143
    - partners, sharing, 303
    - startup investors, 124
  - equity line of credit
    - risks, 153
    - setting up before leaving work, 110
    - startup funding from, 125
  - errands, taking on, 330
  - errors-and-omissions insurance, 116
  - estimated taxes, paying, 198–199
  - ethics
    - military career and, 36
    - taking business from former employer, 121
  - etiquette, networking, 94–96
  - e-wallets, 137
  - exchanging links, Web site, 98
  - executing marketing plan, 86
  - executive summary, marketing plan, 84
  - exercise, relieving stress through, 271
  - exit strategies
    - closing, 305
    - merging, 304
    - passing along, 304
    - retirement, 306–307
    - selling, 304
    - valuing business, 306
  - expenses
    - cash flow, managing, 148
    - home-office deduction, 205–207
    - minimizing, 336
    - payment schedule, 147–148, 334
    - prices, setting based on, 158–160, 170, 171
    - unnecessary, avoiding, 314–315
  - Experian credit reporting agency, 154
  - experience
    - finding others with, 20
    - as indicator of success, 111, 313
    - leveraging your own, 238–239
    - support services, 238
  - expertise
    - developing, 313
    - hobby loss rule and, 194–195
    - specializing, 42–43
  - exporting goods, 232
  - extended insurance coverage, 116
- **F** ●
- failure
    - potential for, 16, 40
    - rates for companies selected, 26
  - Fair Debt Collection Practices Act, 233
  - family entertainment center, 320
  - family members. *See also* children; spouse
    - direct selling, tiresome nature of, 38
    - evaluating, 19
    - misunderstanding nature of at-home work, 269
    - passing business to, 304
    - perceptions of, 329–330
  - referrals, 75
  - startup loans from, 125, 151

- family members (*continued*)
  - support, evaluating, 18
  - teaming up with, 289–294
  - truce, instituting, 12
  - working time, separating, 323
- farming out business plan, 128
- federal export licenses, 231
- federal government. *See* U.S. Federal Trade Commission (FTC)
  - franchise regulations, 30–31
  - scams and ripoffs, 253, 257
- fee-for-service health care plans, 178, 179–180
- fees
  - franchises, 29, 33
  - scams and ripoffs, 253
- files
  - long-term storage, 321
  - online messages, 95
- finances, organizing
  - accountant, need for, 132
  - benefits of, 11, 132–133
  - bookkeeping system, 138–144
  - business account, setting up, 133–134
  - cash tracking, 131–132
  - corporate status, 221
  - credit card sales, accepting, 134–138
  - loans, 151–155
  - positive cash flow, building, 144–151
- financial ratios
  - current ratio, 143
  - debt-to-equity ratio, 144
  - quick ratio, 143–144
  - ROI, 144
- financial statements
  - balance sheet, 141–143
  - bookkeeping system, 140–143
  - business plan, 127
  - income statement, 140–141
  - marketing plan, 85–86
- Finding Your Perfect Work* (Edwards and Edwards), 8
- Fiorina, Carly (Hewlett-Packard CEO), 50
- fire certificates, 231
- fire insurance, 116
- first client, turning old employer into, 121
- fitness trainer/coach, 57
- 5/5/5 approach, marketing, 86
- flexibility
  - as benefit of working at home, 15
  - entrepreneurial success, 296
- flyers, 79
- food permit, 231
- foreign payment services, 258
- forensic counseling, security, 55
- forms, tax, 191–192, 196–198
- franchisees, 14, 29
- franchises
  - benefits, 14, 28–29
  - buying businesses, 28–34
  - costs, 29
  - credibility and viability, 26
  - described, 9–10
  - franchising agreement, elements of, 31–32
  - listings of, 29
  - pros and cons, 32–34
  - red flags, 255
  - startup costs, 329
  - UFOC, 30–31
  - unique identity, need for, 42
- franchising agreement, elements of, 31–32
- franchisor
  - described, 14, 29
  - information about, 30
- Franklin, Benjamin, 191
- frauds. *See* scams and ripoffs
- frequent buyer programs, 236
- fresh start, 26
- friendliness, 297
- friends
  - direct selling, tiresome nature of, 38
  - evaluating, 19
  - misunderstanding nature of at-home work, 269
  - passing business to, 304
  - perceptions of, 329–330
  - startup loans from, 125, 151
  - truce, instituting, 12
  - working time, separating, 323
- FTC (Federal Trade Commission)
  - franchise regulations, 30–31
  - scams and ripoffs, 253, 257
- Fuld & Company business intelligence service, 166
- fun factor, 297
- furniture, child-friendly, 324

## • G •

Gallup Organization, 281  
gap insurance, 146  
geriatric care management, 47  
get-rich-quick schemes, 327  
*Getting Business to Come to You . . . A Complete Do-It-Yourself Marketing Guide for Attracting All the Business You Can Enjoy* (Edwards and Edwards), 86, 119, 326  
gift-basket business startup estimate, 328  
giveaways and contests, 80  
goals, management strategy for achieving  
  business plan, 127  
  successful entrepreneurship, 297  
going rate pricing, 169  
Goodman, Howard (*Seven Steps to Successful 800, Radio and TV Direct Response Campaigns*), 238  
Google  
  Group directory site, 94  
  search for business opportunities, 10  
graphics, 95. *See also* logo  
Graphics Artists Guild, 91–92  
group esprit de corps, 20  
growing business  
  approaches, 299–300  
  benefits of, 298–299  
  defining success, 296  
  exit strategies, 304–307  
  importance of, 295–296  
  keys to success, 12–14, 296–297  
  partners, bringing in, 302–304  
  personal decision, 300–302  
  upside and downside of, 297–298  
gyms and health clubs, 185

## • H •

Halpern, Steven (*Productivity* album creator), 275  
Handy, Charles (*Age of Reason*), 52  
health care business  
  in-home, 46  
  rising demand and cost, 56–58  
health care coverage  
  costs, cutting, 185  
  dental, 185

  fee-for-service and indemnity health care plans, 178, 179–180  
  gyms and health clubs, 185  
  HMO, 178  
  managed care plans, 180–184  
  obtaining, 117  
  options, 11, 177, 179  
  transition to home-based business, 108  
  vision, 185  
health clubs, 185  
health maintenance organizations (HMOs), 178, 181–183  
health savings accounts (HSAs), 185  
Hewlett-Packard, 23, 281  
HIPAA (Health Insurance Portability and Accountability Act of 1996), 58  
hiring. *See* employees, hiring; outside resources and experts  
Hitchcock, David (*Patent Searching Made Easy*), 129  
HMOs (health maintenance organizations), 178, 181–183  
hobbies  
  distracting, 321  
  overwork cycle, breaking, 289  
  tax issue (hobby loss rule), 193–196  
holding line on pricing, 172  
holidays, 189, 321  
home and real estate businesses, 49  
*Home Businesses You Can Buy* (Edwards and Edwards), 33  
home equity line of credit  
  risks, 153  
  setting up before leaving work, 110  
  startup funding from, 125  
home inspector startup estimate, 328  
home luxury products, 60  
home occupation permit, 231  
Home Video Studio, Inc., 10  
home-based business  
  accessibility problems, 281–282  
  assessing yourself, 41–42  
  business opportunity, 38–41  
  buying, tips to keep in mind, 26–27  
  connections, maintaining, 20  
  definition of, 8  
  direct-selling, 34–35, 37–38, 39  
  franchises, 28–34  
  growing, 12–14

- home-based business (*continued*)
    - military career, compatibility with, 36
    - money, managing, 11
    - number of, 281
    - pitfalls, 16
    - reasons to start, 14–15
    - specializing, 42
    - starting from scratch, 22–26
    - top ten opportunities, 22
    - transitioning, 16–20
    - type, choosing, 9–11
  - home-office deduction, 205–206, 330
  - hosting service, Web site, 100
  - hours, business, 285, 320–321
  - household help, 269. *See also* child care
  - household repair business, 71
  - housework, 321
  - HSAs (health savings accounts), 185
  - Human Resources Kit For Dummies* (Messmer), 185
- 1 ●
- IDC/Link survey, 111
  - identity, creating, 266
  - ignoring interruptions, 270
  - image
    - business attitude, 266–267
    - clothing, 331
    - Web site, professionally-done, 98
  - image consultant startup estimate, 328
  - incentives, 80
  - income
    - bartering as, 250
    - business option, choosing, 41
    - direct selling, 38
    - diversifying client list, 301
    - flow, deciding when to leave full-time job, 13
    - hobby loss rule and, 195
    - protection in benefits package, 186–187
    - ROI, 144
    - statement in business plan, 140–141
  - increasing price, 170–171
  - indemnity health care plans, 179–180
  - independence, assessing own, 41
  - Independent Computer Consultants Association, 52
  - independent contractor status
    - old job, transitioning from, 121
    - tax issues, 201–204
  - independent sales organization (ISO), 136
  - inheritance, 124
  - in-home care, 46
  - innovation, 297
  - Institute for Management Consultancy, 246
  - insurance
    - acquiring, 116–117
    - agents and brokers, 113, 248–249
    - gap, 146
  - intellectual property, 225
  - interest and penalties, overdue bills, 334
  - interim or contract executives, 52–53
  - Internal Revenue Service. *See* IRS
  - International Franchise Association, 28
  - International Reciprocal Trade Association (IRTA), 250
  - Internet
    - distractions, 272, 321
    - network marketing, 259
    - patent search, 129
    - publicity, 78
    - scams and ripoffs, 251, 258
  - interruptions, handling with good business attitude, 270, 274. *See also* children
  - invention development company, 129
  - inventory
    - bookkeeping method, choosing, 118
    - direct-sales scams, 257
  - investors
    - finding online, 126
    - pros and cons of using, 124
  - invoices
    - errors, 149
    - payment, pushing for, 335–336
    - scheduling, 148
  - IRS (Internal Revenue Service)
    - amount owed, 199–201
    - corporate status, 114–115, 199, 220–221
    - deductions, other than home-office, 161, 207–208
    - forms and schedules, 191–192, 196–198
    - health insurance, deducting, 185
    - hobby loss rule, 193–196
    - home-office deduction, 205–206
    - independent contractor status, 201–204

legal issues, 232  
 payment schedule, 198–199  
 saving money on, 209  
 software to file returns, 210  
 who has to pay, 11, 193–198  
 withholding, reducing, 125  
 IRTA (International Reciprocal Trade Association), 250  
 ISO (independent sales organization), 136

## • J •

Jani-King, 29  
 Javed, Naseem (naming consultant), 223  
 jeans designer, 86  
 job, existing  
   leaving, timing, 13–14, 108–109  
   maintaining during startup of home-based business, 18  
   referrals from, 75  
   skills, transferring, 24–25  
   steps to take before leaving, 109–110  
   success, keeping, 315  
 job-at-home frauds, red flags indicating, 253–254  
 Jones, Jerry (remodeling contractor), 204  
 junk food, 322  
 junk mail and e-mail, 278

## • K •

Kauffman, Ewing Marion (founder of Marion Laboratories, Inc.), 23  
 Keogh, 188, 209  
 Kinderdance International, 9  
 Kirby, 34  
 Kleppinger, Sandy (online auction business owner), 168

## • L •

lawyers  
   benefits of consulting, 112–113  
   merchant account agreement, reviewing, 136

scams and ripoffs, red flags  
   indicating, 254  
   tasks handled by, 241–242  
 layout, office, 277  
 learning business, 24  
 leasing versus buying equipment, 145–146  
 legal issues  
   bartering, 250  
   business form, choosing, 216–217  
   copyrights, 226–227  
   corporation, 220–222  
   franchising, 30–32  
   importance, 215  
   LLC, 220  
   name registration, 222–224  
   partnership, 218–219  
   patents, 227–228  
   potential problems, 12  
   sole proprietorships, 217–218  
   tax requirements, 232  
   trademarks, 225–226  
   zoning, licensing, and permits, 228–232  
 legal structure, choosing best, 113–115  
 Leonard, Robin (*Money Troubles: Legal Strategies to Cope with Your Debts*), 155  
 letterhead, 74  
 letters to the editor, 78  
 liability insurance, 116  
 licensee, 39  
 licensing and permits, governmental, 231–232  
 life insurance  
   benefits packages, 187  
   startup funding from, 124  
 lifestyle, checking, 300  
 limited partnership, 114, 219  
 line of credit, 153  
 living off the grid, 53  
 LLC (limited liability company)  
   described, 114  
   legal framework, 220  
   taxes, 198  
 loans  
   bad credit history, fixing, 154–155  
   business plan, writing, 128  
   credit types, 151–153

- loans (*continued*)
    - equipment, 145–146
    - obtaining, 153–154
    - transition to home-based business, 109, 126
  - local government
    - government job scams, 253
    - rules and regulations, 115–116
    - sales tax, 210–211
    - zoning, 229–230
  - local search engine, 92
  - local seed-money funds, 125
  - logo
    - copyright, checking, 115, 223
    - fake, 258
    - identity, creating, 266, 267
  - Longaberger Company, 10
  - long-range goals, self-assessment, 42
  - long-term file storage, 321
  - long-term relationship, building healthy, 293–294
  - loss
    - pricing, 159, 162–163
    - tax rules, 195
  - love, doing what you
    - choosing opportunities based on, 61
    - client and customers, evaluating their attitudes, 68
    - option, choosing, 41
    - success, 28, 312
  - low-ball clients, 173
  - low-margin work, 173
  - luxuries as necessities, 59–60
- M •**
- magazine articles, 78, 250
  - mailing list, 76
  - mail-order business
    - opportunities, 39
    - order-taking service, 238
  - malicious mischief insurance, 116–117
  - managed care plans, 180–184
  - management strategy for achieving goals
    - business plan, 127
    - successful entrepreneurship, 297
  - Managing For Dummies, 2nd Edition* (Economy and Nelson), 300
  - Manufacturers' Agents National Association (MANA), 86
  - manufacturing
    - manufacturer, 39
    - molecular, 52
  - MAP (merchant account broker), 136
  - Margolis, Matthew (*The Ultimate Guide to Dog Training: How to Bring Out the Best in Your Pet*), 287
  - Marion Roussel Hoechst, 23
  - market
    - business plan analysis, 127
    - conditions, loan standards and, 154
    - existence of, ensuring, 26
    - growing business, 301
    - prices, testing, 170
    - readiness for your product or service, 129
    - targeting, 68–69
  - market value of firm, 306
  - marketing
    - advertising, 80–81
    - approaches, 72
    - collaborating, 77
    - customer needs, addressing, 67–68
    - customers, identifying, 65–67
    - direct, 79–80
    - discount pricing, 173
    - needs, filling, 11, 68
    - niche, carving out, 70
    - plan, developing, 83–86, 119
    - proactive stance, importance of, 322–323
    - public relations, 76, 78–79
    - referrals, getting, 74–76
    - repair business example, 71
    - Web sites and e-commerce, 81–83
    - word of mouth, 73–74
    - WPWPF principle, 68–69
  - Marketing Online For Dummies* (Smith and Catalano), 101
  - marketing plan
    - developing, 119
    - executing ideas, 86
    - financials, 85–86
    - marketing strategies, 85
    - objectives, 84
    - overview, 84
    - questions to answer, 83–84
    - situation analysis, 84–85

- Mary Kay, Inc., 10
- maturing population, business  
opportunities presented by  
daily needs, 46  
demographics, 45  
professional services, 47  
special services, 47–48
- Matusky, Gregory (franchising expert),  
28–29
- Mayer, Jeffrey (*Time Management For Dummies*), 279
- McDonald's franchise initial fee, 29
- mechatronics, 51–52
- media, best business, 165
- mediator, late payment, 150
- medical billing businesses  
opportunities for, 22, 57, 58  
promoting, 67
- medical coding, 57
- medical savings accounts (MSAs), 180
- medical transcription service  
as good opportunity, 51, 57  
startup estimate, 328
- Medicare tax, 192
- members, LLC, 114, 220
- merchant account, 135–136
- merchant account broker (MAP), 136
- merging, 304
- Merry Maids, 9
- Messmer, Max (*Human Resources Kit For Dummies*), 185
- microloan programs, 125
- migration south and to smaller places,  
48–49
- military career, compatibility with, 36
- mini-workshops or seminars, 71
- mission, as root of new business, 27
- mission statement, business plan, 127
- molecular manufacturing, 52
- Money* magazine, 327
- money management as business  
opportunity, 46
- money, managing for business. *See*  
finances, organizing
- Money Troubles: Legal Strategies to Cope with Your Debts* (Leonard), 155
- moonlighting, 338
- moral support and positive peer  
pressure, 20
- moving on, 128–130
- moving work to ease concentration, 274
- MSAs (medical savings accounts), 180
- multi-level marketing  
described, 10, 34, 35  
fraudulent business opportunities,  
256–257  
pyramid schemes, 35  
recruits, competition for, 37
- Mytinger, Lee (California Vitamins  
founder), 35
- N •
- NACCRRRA (National Association of  
Child Care Resource and Referral  
Agencies), 283
- name  
business accounts, 133  
choosing, 115  
registration, legal issues, 222–224
- National Alliance for Caregiving, 46
- National Association for Home Care and  
Hospice, 46
- The National Association of Professional  
Employer Organizations, 239
- National Association of Professional Pet  
Sitters, 46
- National Association of Senior Move  
Managers, 47
- National Association of Trade  
Exchanges, 250
- National Consumer League's National  
Internet Fraud Watch Information  
Center, 257
- National Electronic Billers Alliance  
(NEBA), 58
- National Foundation on Consumer  
Credit, 155
- National Tutoring Association, 55
- Navy career, home-based business  
compatible with, 36
- NEBA (National Electronic Billers  
Alliance), 57
- Nelson, Bob (*Managing For Dummies, 2nd  
Edition*), 13, 300

net cash flow, 334  
 network marketing  
   fraudulent business opportunities, 256–257  
   Internet, 259  
 networking  
   business-to-business collaboration, 77  
   etiquette, 94–96  
   judging, 17  
   online forums, 93–94  
   partners, finding, 122  
   social networking sites, 94  
   word of mouth marketing, 73  
 new and different jobs, 25–26  
 newsletters, 80  
 newspapers  
   best to read, 165  
   publicity, getting, 78  
 niche, carving out, 42, 70, 296, 313  
 Nikken, Inc., 10  
 Nine Fs of entrepreneurial success, 296–297  
 9-to-5, going back to, 329  
 noise, missing, 275  
 number, sales tax, 210  
 Nutrilite vitamin supplements, 35



objectives, marketing plan, 84  
 odds of success, 111  
 office  
   in bedroom, 319–320  
   business attitude, 276–277  
   cleaning, 277  
   soundtrack, creating, 275  
   supply, trade accounts, 236  
   tax deduction, 205–206, 330  
 office equipment repair, 236–237  
 offshoring, economic globalization and, 50–51  
 off-site child care, 189  
 old job  
   first client, turning into, 121  
   taking business, 121  
   working part-time at, 120–121  
 online business directories, 91  
 online forums, 93–94  
 online payment, 147

online sales, accepting credit cards, 137  
 online search, business opportunities, 10  
 on-site child care, 189  
 open accounts, accepting credit card, 137  
 opportunities  
   economic globalization, 50–52  
   education, youth and adult, 55–56  
   electronic environmental, 49–50  
   health care, rising demand and cost, 56–58  
   living off the grid, 53  
   luxuries as necessities, 59–60  
   maturing population, 45–48  
   migration south and to smaller places, 48–49  
   security needs, rising physical and property, 54–55  
   self-employed, growth in ranks of, 52–53  
 order-taking service, 238  
 organic food, growing, 58  
 organizations, speeches to, 78  
 outside resources and experts  
   bartering for, 249–250  
   benefits of hiring, 235  
   bookkeeping method, choosing, 117–118  
   business plan, writing, 128  
   consulting, 112–113  
   counseling couples in partnerships, 294  
   lawyers, accountants, and other professionals, 240–249  
   public relations, 76  
   support services, 237–240  
   trade accounts, establishing, 236–237  
   Web site, 99–100  
 outsourcing  
   described, 14  
   online bidding, 89  
 overhead costs, 159, 160–161  
 overnight success, 323  
 overview, marketing plan, 84  
 overwork  
   cycle, breaking, 289  
   warning signs, 288  
 owners' equity, 141, 143



P2P (person-to-person) e-mail payments, 137

- Packard, David (Hewlett-Packard co-founder), 23, 281
- paperless office, advantages of, 277
- paperwork, 321
- Pardon My Planet* cartoon, 55
- parents with children at home.  
    *See* children
- partners  
    bringing in, 302–304  
    startup funding, 122
- partnership  
    described, 113–114  
    legal framework, 218–219  
    taxes, 197, 198, 200
- part-time start  
    direct-selling company on the side, 256  
    transition to self-employment,  
        108–109, 120
- passing along business, 304
- passion, as root of new business, 27
- past-due notice, 149–150
- Patent and Trademark Depository Library  
    Program (PTDLP), 129
- Patent It Yourself* (Pressman), 129
- Patent Searching Made Easy*  
    (Hitchcock), 129
- patents  
    franchises, 31  
    legal issues, 227–228  
    obtaining, 129
- pay-as-you-go tax system, 198
- payment methods  
    cash flow, positive, 146–147  
    upfront, 147  
    Web site, 98
- payment schedule  
    online bidding for work, 89  
    taxes, 198–199
- PayPal, 137–138
- pay-per-click search engines, 97
- perceptions, friends and relatives, 329–330
- permits  
    sales tax, 210  
    usage, 231
- Perot, Ross (former presidential candidate), 50
- persistence, 338
- personal care luxury products, 60
- personal contact marketing, 72
- personal issues  
    business attitude, 264–265, 268–269  
    growing business, 300–302  
    pricing, 172
- personal loans, 152
- personal pleasure or recreation, 196
- personal-chef services, 46
- personality, online messages, 96
- person-to-person (P2P) e-mail  
    payments, 137
- person-to-person sales. *See* direct-selling
- Pet Rock, 70
- pet services, 46
- Peterson, Steven (*Business Plans For Dummies*), 128
- pets, coexisting with business, 286–287
- pharmaceutical salespeople, 67
- photography business, 82
- P&L (profit-and-loss) statement, 118,  
    140–141
- planning. *See also* business plan  
    financial problems, foreseeing, 333  
    marketing, 83–86  
    retirement, 11, 177
- police permit, 231
- portfolio, freelance bidding site, 89
- positive cash flow, building, 144–151
- positive experience, judging, 290–291
- PPOs (preferred provider organizations), 184
- The Practical Dreamer's Handbook: Finding the Time, Money, & Energy to Live the Life You Want to Live* (Tarcher), 307
- premium orders, 337
- premium pricing, 169
- press releases, 78
- Pressman, David (*Patent It Yourself*), 129
- pricing  
    bargain basement, 169  
    best strategy, 158  
    bidding for work online, 89  
    competition, researching, 164–166, 169  
    decreases, 171–172  
    direct costs, 161–162  
    discounting, 173–174  
    expenses, 158–160  
    going rate, 169  
    health insurance, accounting for, 176  
    holding line, 172

- pricing (*continued*)
    - importance of effective, 11, 157
    - increases, 170–171
    - offshore competition lowering, 51
    - online auctions as resource, 168
    - overhead, 160–161
    - potential customers, assessing, 163–164
    - premium, 169
    - profit, 162–163
    - salary, 160
    - splitting difference, 169
    - startup, 168–169
    - success, 314
    - value, creating, 166–167
  - primary care physician, 181
  - printer business, trade account with, 236
  - printer, mechatronics, 51–52
  - priorities
    - business attitude, 279–280
    - reviewing, 278
  - privacy issues, medical billing, 58
  - proactive marketing, 322–323
  - problems
    - clients, alerting to potential, 90
    - overall business, avoiding, 11–12
  - product liability coverage, 116
  - product vendors, 236
  - products. *See also* inventory; pricing
    - business plan description, 127
    - direct-selling, network marketing, multi-level marketing red flags, 256
    - online purchases, confidence in, 137
  - professional courtesy discounts, 171
  - professional employee organizations, 239
  - professional liability insurance, 116
  - professional services
    - corporation status and taxes, 115
    - maturing population, business opportunities presented by, 47
  - profile, freelance bidding site, 89
  - profit
    - growing companies, 298
    - hobby loss rule, 193, 196
    - pricing, 159, 162–163
  - profit sharing, 110
  - profit-and-loss (P&L) statement, 118, 140–141
  - projected revenues, 84, 86, 127
  - promoting
    - success and, 313
    - Web site, 102
  - promotion, offering special, 336–337
  - proposals, business consultant, 246
  - propreneurs, 299
  - PTDLP (Patent and Trademark Depository Library Program), 129
  - public relations, 76, 78–79
  - publicity, 78
  - purchasing businesses. *See* buying businesses
  - pyramid scheme, 35
- *Q* •
- quality
    - clients, keeping, 90
    - health care coverage, 183
    - high standards, setting, 265
    - paper materials delivered to client, 267
    - value, creating for clients, 166–167
  - quantities, economies of scale and, 298
  - quick ratio, 143–144
  - QuickBooks: Basic software, 138–139
  - quoting previous online messages, 95
- *R* •
- Rabbit, Nancy (graphic designer), 275
  - radio show, 81
  - Raising Capital For Dummies* (Economy and Bartlett), 126
  - rates, tax, 200
  - “realness” of home-based businesses, 328
  - reasons to start, 14–15
  - recruiter, multi-level marketing, 35
  - recruits, multi-level marketing, 37
  - red flags. *See* scams and ripoffs
  - red tape, cleaning up, 115–116
  - references, hiring consultants, 247
  - referrals
    - accountants, finding, 132
    - asking for, 316–317
    - business-to-business collaboration, 77
    - partners, 122
    - sources of, 74–76

- refrigerator, resisting call of, 273
  - registering logo, 115
  - registers, check, 139
  - regulation
    - business opportunities, 40
    - government, 115–116
  - relationships
    - banking, 244
    - customers, 335
    - independent contractor status, 203
    - long-term, building, 90
    - outside professionals, 113
    - suing clients, 150–151
    - value, creating for customers, 167
    - Web etiquette, 95–96
    - workaholism, 288
    - working together, 291–294
  - relatives. *See* family members
  - reliability, 90
  - relocation services, 47
  - repair business, 71
  - reputation, direct selling, 38
  - resale permit, 210
  - researching businesses, 61–64
  - reseller's permit, 210
  - resigning current job, steps before, 109–111
  - respect, team, 292
  - résumé, freelance bidding site, 89
  - retirement
    - counseling as business opportunity, 47
    - easing into, 306–307
    - planning, 11, 177
  - retirement and savings plans
    - benefits packages, 187–188
    - startup funds from, 124
    - taxes, reducing, 209
    - transition to home-based business, 108
  - return on investment (ROI), 144
  - returns, filing tax, 193
  - revenue
    - cash-flow projection, 118
    - growing companies, 298
  - rewarding self, 272
  - Rhino Linings USA, Inc., 10
  - ripoffs. *See* scams and ripoffs
  - Roccaforte, Doug (Roccaforte Amps founder and owner), 93
  - ROI (return on investment), 144
  - room, separate, 268
  - Roper Starch Worldwide survey, 61
  - Roper-Starch survey of women, 25
  - routines, 274–276
  - royalty, franchise, 29, 33
- S ●
- S corporation
    - described, 115
    - taxes, 197, 198, 200, 221
  - salary, 158, 160
  - sales taxes, 210–211
  - salesperson, 325–326
  - San Diego benefits plan, 184
  - satisfaction, non-paying client, 148–149
  - saving taxes, 209
  - savings
    - for slow periods, 18, 333–334
    - startup financing, 123
  - Savings Incentive Match Plan for Employees (SIMPLE), 188, 209
  - SBA (Small Business Administration)
    - loan programs, 7, 125, 153
    - success, key indicators of, 111
  - scams and ripoffs
    - agencies handling, 257–258
    - bartering, 250
    - business opportunity red flags, 254–255
    - detecting, 252–253
    - direct-selling, network marketing, and multi-level marketing, 256–257
    - franchise red flags, 255
    - job-at-home red flags, 253–254
    - online, 258
    - prevalence of, 251
    - problems with, 12
    - pyramid schemes, 35
  - schedules, tax, 191–192
  - scheduling
    - breaks, 272, 289
    - cash-flow strategies, 147–148
    - children, working around, 284, 293
    - past-due notices, 149–150
    - regular business hours, 285
    - transition to home-based business, 108–109
    - 24-hour office, avoiding, 320–321
    - work day, 268, 273, 274–276

- Schenck, Barbara Findlay (*Small Business Marketing For Dummies*), 119
- Schneider, James (tax attorney), 199
- search engines
  - referrals, 102–103
  - registering with, 97
  - scams and ripoffs, finding, 258
- security consulting, 54
- security needs, rising physical and property, 54–55
- self-employed, growth in ranks of, 52–53
- self-image, strength of, 18
- seller's permit, 231
- selling business, 304
- seminars, 78–79
- SEP-IRA (Simplified Employee Pension), 188, 209
- serious business attitude, 12
- service jobs, offshoring of, 50–51
- ServiceMaster, 10
- services. *See also* pricing
  - business plan description, 127
  - luxury, list of, 60
- Seven Steps to Successful 800, Radio and TV Direct Response Campaigns* (Goodman), 238
- SIMPLE (Savings Incentive Match Plan for Employees), 188, 209
- Simplified Employee Pension (SEP-IRA), 188, 209
- single entry bookkeeping, 117
- single-level marketing, 10, 34–35
- site consulting, security, 54
- situation analysis, marketing plan, 84–85
- Small Business Administration (SBA)
  - loan programs, 125, 153
  - success, key indicators of, 111
- Small Business Marketing For Dummies* (Schenck), 119
- small-claims court, 151
- SmartPage, 92
- Smith, Bud (*Marketing Online For Dummies*), 101
- Smith, Steve (computer programmer), 204
- snacks, healthy, 322
- social interaction
  - missing, 275, 282
  - online networking sites, 94
  - outside work, maintaining, 289
  - television replacing, 271
- Social Security
  - funding retirement, 187
  - paying into, 192
- Society for Technical Communication, 56
- sock method of dog training, 287
- software
  - bookkeeping system, 117, 132, 138–139
  - online auction business, 168
  - tax, 210
  - Web site creation, 100–101
- Solar Energy Installation Businesses, 53
- sole proprietorship
  - cash, status of, 145
  - described, 113–114
  - legal framework, 217–218
  - salary and, 160
  - taxes and, 197, 198, 200
- song, copyright, 226
- spam, 278
- Speak and Grow Rich* (Walters and Walters), 162
- special offers, 337
- special services for maturing population, business opportunities presented by, 47–48
- specialist pyramid, 42–43
- specializing, finding niche, 42, 70, 296, 313
- speeches, 78
- splitting difference, pricing, 169
- sponsoring sellers. *See* multi-level marketing
- sponsorships, marketing through, 74
- spouse
  - health insurance provided by, 179
  - help from, self-employment transition, 123
  - support, evaluating, 18
- staff. *See* employees, hiring

- starting workday, 275
  - startup funding
    - direct sales, 37
    - examples from successful companies, 23
    - finding, 11
    - inexpensiveness, 328–329
    - partners, 122
    - sources, 123–126
  - startup pricing, 168–169
  - state government
    - business registration required, 254
    - consumer protection agencies, 257
    - government job scams, 253
    - rules and regulations, 115–116
    - sales tax, 210–211
  - state occupational licenses, 231
  - statements, bank, 139
  - stationery, 74
  - stats, checking, 104
  - Steinberg, Bruce (National Association of Temporary and Staffing Services representative), 239
  - stock, company, 306
  - stopping work for late-paying clients, 150
  - stress symptoms
    - eating, 273
    - television, 271
  - subcontracting
    - diversifying client list, 301
    - financial problems, 337
  - success
    - cash flow, managing, 315
    - customer base, building solid, 316
    - day job, keeping, 315
    - defining, 296
    - drive, evaluating, 17
    - expertise, developing, 313
    - hobby loss rule and, 195
    - indicators of, 111
    - keys to, 296–297
    - love, do what you, 312
    - overnight, not expecting, 323
    - pricing, 314
    - promotion, 313
    - referrals, asking for, 316–317
    - treat business like a business, 312–313
    - unnecessary expenses, avoiding, 314–315
  - superiors, getting advice from, 20
  - supervising accountants, 244
  - suppliers
    - loans from, 125
    - trade accounts, 236–237
  - supplies
    - franchising agreement, 31
    - office, trade accounts, 236
  - support
    - direct selling, 37
    - franchising agreement, 32
    - technical, 111
  - support services, 12, 237–240
  - surprises, avoiding
    - with your clients, 90, 316
    - from your consultants, 247
  - surveys
    - earnings of home-based businesses, 327
    - success of home-based businesses, 111
    - target market, 68–69
  - systems design, security, 54
- T ●
- taking business from old job, 121
  - talent, as root of new business, 27
  - Tarcher, Jeremy P. (*The Practical Dreamer's Handbook: Finding the Time, Money, & Energy to Live the Life You Want to Live*), 307
  - taxes
    - amount, 199–201
    - corporate status, 114–115, 199, 220–221
    - deductions, other than home-office, 161, 207–208
    - forms and schedules, 191–192, 196–198
    - health insurance, deducting, 185
    - hobby loss rule, 193–196
    - home-office deduction, 205–206
    - independent contractor status, 201–204
    - legal issues, 232
    - payment schedule, 198–199
    - sales, 210–211

- taxes (*continued*)
  - saving money on, 209
  - software to handle, 210
  - transition to home-based business, 109
  - who has to pay, 11, 193–198
  - withholding, reducing, 125
- Taxes For Dummies* (Tyson), 192
- Teaming Up: The Small Business Guide to Collaborating with Others* (Edwards and Edwards), 292
- teaming up with family member
  - actions, 291–292
  - long-term relationship, building healthy, 293–294
  - positive experience, judging, 290–291
  - successful examples of, 289–290
- technical support, 111
- technical writing, 56
- Telemarketing or Answering Services, 238
- telephone calls
  - business appearance, 267
  - client payment problems, 149
  - problem verifying business opportunities, 254
- television
  - distracting, 271, 320
  - promoting business, 81
- templates, free Web site, 101
- temporary agencies, 239
- Terminix Termite and Pest Control, 10
- territory, franchise, 31
- terrorism, threat of, 54–55
- Tessier, Gilles (bartering example), 249–250
- test marketing, 69
- testimonials, 255
- testing, tutoring services for, 55
- thank-you note, 76, 317
- theft coverage, 117
- third-party credit card processor, 136
- threads, online messages, 96
- Thurow, Lester (MIT economist), 55
- Tiffany, Paul (*Business Plans For Dummies*), 128
- Time Management For Dummies* (Mayer), 279
- time, managing
  - business attitude, 278–279
  - deciding how much to spend, 15
  - direct selling, 37
  - marketing, 72–73
  - meeting deadlines, 90
  - turning away business, 13
  - 24-hour office, avoiding, 320–321
- time off, benefits packages, 188–189
- top ten opportunities, 22
- topic, online, 95
- tour packaging, 47–48
- towns, regulation by. *See* local government
- tracking money, 11
- trade accounts, establishing, 236–237
- trademarks
  - franchises, 29, 31
  - legal issues, 225–226
- traffic, Web, 96–98
- training
  - franchising agreement, 32
  - startup, 14
- training business, 162
- transaction fee, credit card, 135
- transition to self-employment
  - accounting system, choosing, 117–119
  - assistance, finding, 119–120
  - business plan, 111–112, 126–128
  - changing direction or moving on, 128–130
  - described, 16–20
  - insurance, acquiring, 116–117
  - legal structure, choosing best, 113–115
  - marketing plan, developing, 119
  - name, choosing, 115
  - obstacles, 107
  - outside professional, consulting, 112–113
  - part-time start, 108–109, 120
  - plan, evaluating, 18
  - red tape, cleaning up, 115–116
  - resigning current job, steps before, 109–111
  - spouse, help from, 123
  - startup funding, 121
- translator, freelance, 177
- TransUnion credit reporting agency, 154
- travel, senior tour packaging, 47–48
- truce, instituting with friends and family, 12
- truck
  - insurance, 117
  - tax deduction, 209
- Tupperware, 34
- tutoring, 55

TV  
 distracting, 271, 320  
 promoting business, 81  
 24-hour office, avoiding, 320–321  
 Tyson, Eric (*Taxes For Dummies*), 192

## • U •

UFOC (uniform franchise offering circular), 30–31  
*The Ultimate Guide to Dog Training: How to Bring Out the Best in Your Pet* (Margolis), 287  
 unemployment insurance, 186  
 unique identity, 42  
 uniqueness cache, 59, 86  
 United States Personal Chef Association, 46  
 United States Tour Operators Association (USTOA), 48  
 universal connectivity, 49–50  
 unserved markets, 70  
 unwanted work, pricing for, 171  
 upline, multi-level marketing, 35  
 URL (Uniform Resource Locator), 102–103  
 U.S. *See also* FTC; SBA  
   government job scams, 253  
   luxury goods, sales of, 59  
   maturing population in, 45  
   rules and regulations, 115–116  
   tutoring assistance in, 55  
 US Patent and Trademark Office, 129, 225, 227  
 US Postal Service warnings, 258  
 USTOA (United States Tour Operators Association), 48  
 utilities, living off the grid, 53

## • V •

vacations, 189, 289  
 value, creating, 166–167, 337  
 valuing business, 306  
 vandalism insurance, 116  
 variance, zoning, 230  
 VAs (virtual assistants), 53  
 vehicle  
   insurance, 117  
   tax deduction, 209

vendors  
   described, 39  
   trade accounts, 236–237  
 vest pocket or micro farming, 58  
 virtual assistants (VAs), 53  
 virtual retirement communities, 48  
 virtual storefront, 50  
 vision coverage, 185  
 voice mail, 289  
 volume discounts, 174  
 volunteering  
   during down time, 337  
   word of mouth marketing, 73

## • W •

*The Wall Street Journal*, 165  
 Walters, Dottie and Lilly (*Speak and Grow Rich*), 162  
 warehouse superstores, 236  
 Web  
   auctions, pricing from, 168  
   bidding for work, 87–90  
   business opportunities, finding, 10  
   competition, researching, 164–165  
   customers, 98  
   e-learning, 56  
   etiquette for building good relationships, 95–96  
   fraudulent business opportunities, 258  
   merchant or auction/trader, 50  
   networking, 20  
   newspapers and journals, reading  
     online, 165  
   online forums, 93–94  
   scams and ripoffs, 251  
   social networking sites, 94  
   startup funding, finding, 126  
 Web site, business  
   as addendum from online bidding for work, 89  
   advertising, 103  
   building, 100–101  
   contact information, capturing, 103  
   design, 103, 267  
   e-commerce, 81–83, 101  
   help starting business, 119  
   hiring someone to create and maintain, 99–100

Web site, business (*continued*)  
  hosting service, selecting, 100  
  maintaining, 101  
  marketing, 81  
  promoting, 102  
  pros and cons of creating, 82  
  stats, checking, 104  
  third-party credit card processor, 136  
  traffic, building, 96–98  
  URL, 102–103  
weight gain, 273  
what people will pay for (WPWPF)  
  principle, 68–69  
wholesaler, 40  
women  
  baby, working at home with, 292  
  direct selling, 37  
  reasons cited for starting businesses, 25  
word of mouth marketing, 72, 73–74  
work ethic  
  business opportunities, 40  
  judging, 17  
workaholics  
  cycle, breaking, 289  
  warning signs, 288  
workers' compensation, 117, 186  
working time, separating, 323  
WPWPF (what people will pay for)  
  principle, 68–69  
written agreement  
  franchising, 31–32  
  partnership, 303  
  team, 291  
written communications marketing, 72

## • X •

XpressChexOnline, 137

## • Y •

Yahoo! Small Business Merchant  
  Solutions, 101  
Yellow Pages, 80, 90–91  
The Yoga Site, 57

## • Z •

Zander, Ed (Motorola CEO), 50  
Zell, Kurt (production company owner), 77  
zoning laws, 229–230, 231