

# Is running a business from home what you were expecting?

How to run a  
**Successful  
Business**  
from Home  
and stay sane!

- everything you need to build and grow a profitable business -

Rhonda Coles  
Melissa Gawinek  
Robyn Henderson  
Neen James  
Rachel Quilty  
Peter Thorpe  
Anne Wyatt

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Do your home-based business days seemed to be filled with lots of lists, but no results?

Do you want solutions to your home-based business challenges?

*How to run a Successful Business from Home and stay sane*

**IS THE BOOK FOR YOU!**

Over a million Australians operate their businesses from home. In fact, over two thirds of all the businesses in Australia are home-based. Some of the most successful businesses in the world started in a garage, kitchen or dining room. As many know, operating a business from home presents its own set of challenges.

*This is why you need this book!*

Contributing authors *Rhonda Coles, Melissa Gawinek, Robyn Henderson, Neen James, Rachel Quilty, Peter Thorpe* and *Anne Wyatt* are successful home-based business practitioners representing a variety of professions.

Each author shares simple, affordable proven systems to organise, build and grow your home-based business – without creating chaos.

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*- everything you need to build and grow a profitable business -*

You will hear from seven home-based business experts, who will share their lessons in running a business from home, as well as giving practical techniques and key information to grow your home-based business today!

## **Chapters include:**

- Finding resources to propel your passion into profit
- How to protect yourself and others from illness and injury at work
- Running a productive business from your car office
- Strategies to run a productive home based business
- Effective branding and image techniques that silently build your business
- How to juggle your business, your relationships and still have a life
- Why promoting your small business and reinforcing your brand is essential for business growth
- Productive delegation strategies to grow your business and ease your workload
- Creating a safe work system for yourself and others
- Innovative and cost effective business building marketing tips
- Everything you need to know about developing a successful online strategy for your business – how and where to start, the importance of your domain name, getting visitors to your website, gathering leads and prospects online, website design and style, e-commerce – making sales online, monitoring your online success, how much will it cost?
- Creating productive meetings for your business
- The importance of building your network before you need it
- Low-cost marketing ideas to build your brand easily and effortlessly

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**IF YOU ARE PLANNING ON STARTING  
A HOME-BASED BUSINESS OR YOUR  
EXISTING HOME-BASED BUSINESS  
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