

*the*  
Survive Work-from-Home  
Jungle

written by

A stylized, cursive signature logo in white, likely representing the author's name.

Home Biz Smarts

# ***Survive the Work- from-Home Jungle***

---

**Your Guide to Getting the Most  
out of Your Home Office**

**Written By CaZ**

Copyright Notice:

Copyright © CandyZulkosky aka CaZ,

**All rights reserved**

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the author

# ***Introduction***



## ***Are you a Card Carrying Member of the Slipper Brigade?***

I have a confession to make. I have a real love/hate relationship with shoes. I adore sexy, stylish heels and sandals of all kinds and pink suede boots and even an occasional comfy walking shoe....

### And yet...



one of the bonuses that I like best about working from home is not having to wear any shoes at all.

Working from home has enabled me to add an entirely new category of shoe to my collection—the non shoe. Fuzzy slippers. Indoor-outdoor slippers. Crumple-able ballet slippers. Silly slippers.

Do you value having the freedom to not wear shoes as much as I do?

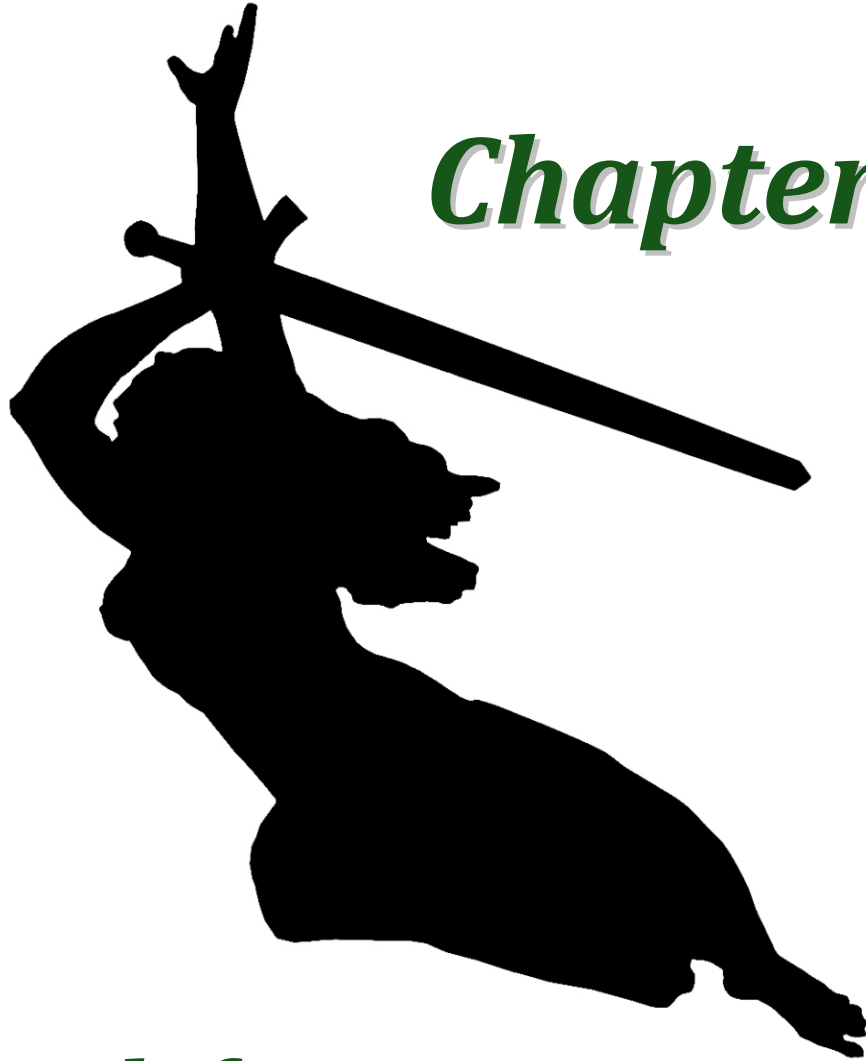
Then you might already be a member of the Slipper Brigade. Or you might be primed and ready to join. Either way, you are who I want to talk to. You are working from home just like I am; just like all of the sisters and brothers already members of the Slipper Brigade.

According to data published by Emergent Research, more than half of all small businesses in the U.S. are home-based. Even though your Aunt Betty dismisses your business as a hobby, we know the truth. Estimates place the number of home-based businesses at 6.6 million.

Those 6.6 million businesses are headed up by members of the Slipper Brigade who provide at least half of their household income from their businesses.

And like Dorothy in the Wizard of Oz, millions of us are clicking together our ruby slippers to affirm that there really is no place like home.

# *Chapter 1*



## *Work-from-Home Myths*

While 6.6 million is a large number, the total number of businesses in the US is over 30 million. So why are fewer than 3% of small businesses located in the home?

One reason is that working from home is not for everybody. Not everyone is suited to the unique demands of maintaining a workplace in the home.

## What's True and What's Not?

**A**nother reason for such a small percentage of work-from-home businesses is that there is a lot of misinformation about what it takes to work-from-home. Many will fail because of unrealistic expectations. Many more don't try at all because of misinformation.

Have you heard any of these *facts* offered up as truth about working from home? If you work from home, you:

- can make a fortune fast and easy
- will become a slacker
- are a scam artist or into multilevel marketing
- aren't really working.

And then there are the self-proclaimed experts on everything who tell you that you work from home, obviously, because you:

- cannot maintain a balance between personal and work life
- don't have any special training
- can work when the {insert word} is sleeping. {Baby, Dogs, Kids, Husband....}

And how about the envious ex-coworkers who say that you:

- will be able to take time off all the time.
- will have more time with family
- can run all of your household errands and do your housework and still have time to get your paying work done
- won't spend any money on child care

Then of course there are your own preconceptions that you:

- will treat your home office just like an onsite office.
- will dress up every day to start your day.
- will find that all of your friends and family will respect your designated work hours; they won't take advantage of the fact that you are at home.
- will make the same money as when you worked an onsite job.
- will need all the latest and greatest gadgets to work-from-home.



## Survive the Work from Home Jungle

---

Are these statements true or false? Myth or fact? While some might argue for fact, the truth is that all of these statements are closer to myth than reality.

Let's demystify and expose the truth about all of these myths. There are true advantages of working from home.

—Chapter 1 continues in the full book—

[Click here to order Survive the Work from Home Jungle e-book.](#)

### Contents

Are you a Card Carrying Member of the Slipper Brigade? .....	3
The Myths about Working from Home.....	5
Work from Home Advantages .....	<b>Error! Bookmark not defined.</b>
Work from Home Pitfalls .....	<b>Error! Bookmark not defined.</b>
Workbook: Myths, Advantages, Pitfalls and the Real Story... ..	<b>Error! Bookmark not defined.</b>
Manage the Milieu: Physical Preparedness.....	<b>Error! Bookmark not defined.</b>
Workbook: Your Space.....	<b>Error! Bookmark not defined.</b>
Keep it Together: Mental Preparedness.....	<b>Error! Bookmark not defined.</b>
Bring Corporate Home: Be Professional .....	<b>Error! Bookmark not defined.</b>
Chicks Like Technology .....	<b>Error! Bookmark not defined.</b>
Workbook: Gadgets and Tools.....	<b>Error! Bookmark not defined.</b>
Chicks Are Social .....	<b>Error! Bookmark not defined.</b>
The Mad Hatter... ..	<b>Error! Bookmark not defined.</b>
Workbook: Reach out to the World.....	<b>Error! Bookmark not defined.</b>
Think Ahead .....	<b>Error! Bookmark not defined.</b>
Workbook: Create the Plan.....	<b>Error! Bookmark not defined.</b>
Don't Ignore the Details.....	<b>Error! Bookmark not defined.</b>
Workbook: Legal Stuff .....	<b>Error! Bookmark not defined.</b>
On the Clock.....	<b>Error! Bookmark not defined.</b>
Workbook: Time Management.....	<b>Error! Bookmark not defined.</b>

## About Candy Zulkosky aka... CaZ

CaZ is a writer, teacher, and solopreneur whose copywriting and training business, Point Productions began serving clients in 1987. Meeting client communication needs with effective, results-driven copywriting is the core focus of CaZ's writing services—recently launched under a new name, WritingBytes.



CaZ's copywriting portfolio encompasses a wide range of industries and genres, including Gale Research, Salem Press, Northern PA Editing, Goulds Pumps, Corning Inc., Time Warner Cable, Ingersoll Rand, and Masonite Corporation.

She writes content for projects such as feature articles, newsletters, website copy, blog posts, business collateral, training materials, curriculum, advertising, multimedia commercials, and sparkling missives of all types. CaZ also creates websites and provides training to those clients whose needs run to the technical.

In 2003, CaZ took a break from the business of running a business when she ran away to sea, accepting a five-year contract to teach computer classes onboard cruise ships.

Now firmly back on land, CaZ is, to quote from one of her websites, "like the Reese's commercial where they take the peanut butter and smash it with chocolate or the other way around...Entrepreneur 'smash' Teacher 'smash' Writer."

CaZ believes in communication and conversation and content energized by honesty and fun. She currently works from home running her successful online business.

You can find her online at [HomeBizSmarts.com](http://HomeBizSmarts.com) or [WritingBytes.com](http://WritingBytes.com). Reach CaZ by email at [info@writingbytes.com](mailto:info@writingbytes.com).

Find CaZ on Twitter at <http://twitter.com/candysbytes> or on Facebook at <http://www.facebook.com/writingbytes>.

[Click here to order Survive the Work from Home Jungle e-book.](#)