

W.A.H.M.
Work At Home
Moms

**YOU CAN CREATE INCOME AND STILL
HAVE TIME FOR THE FAMILY**

Lots of information and ideas, and a few links to work
at home mom stuff that really works.

by

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Legal Mumbo-Jumbo

The primary author of this book, Allan Wallace, has degrees in psychology and finance and is the Rector of [Bastiat Free University](#) and the author of [Speculation Rules](#) and the [Small Business Ideas](#) blog..

Allan has been a consultant to small business for decades.

You are probably here to discover how to create an income and still put your family and yourself first.

Remember that no one cares more about your life than you do - It therefor should be your aim to both understand and control your own destiny. Do not be more dedicated to organizations than they are dedicated to you.

Adapt these WAHM business ideas to your own life. Think of these ideas as carefully considered suggestions from a well informed source.

Do understand that there is as much risk in inaction as in action. Don't try to avoid risk, it can not be avoided. Instead embrace and learn to control risk.

Don't start a business based just on what you read here – consider your passions and ideas, seek to discover for yourself.

These ideas are here to help you develop your own personal plan to accomplish your own goals.

Course Components

Free down loads or buy the books, your choice. *You will want to download these four now.*

I. [Unleashing The Idea Virus](#) – by Seth Gooden

This is a great introduction to the misunderstood power of the Internet. Seth Gooden is a marketing genius. You want proof? I own a copy of this best selling book and have read it several times – even though I can down load it for free. He gives it away – and it becomes a best seller – that is Internet marketing

II. The commentary addition of [The Adventures Of Jonathan Gullible](#)

Those of us that fell under the influence of “modern education” have been taught to distrust capitalists. It is hard to overcome self reproach and succeed unless you get an accurate viewpoint of all the benefits that capitalism affords. If you are happy to not be living in a filthy dirt hut with an overhanging constant threat of famine and plague – thank a capitalist.

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III. The [WAHM Masters-Course](#)

WAHM-IT!, The Masters Course is literally everything a mother would want to know about starting a real business from home. Four Work-At-Home Moms, authors of the course, start right from the beginning, from reviewing possible options and organizing properly, to the nitty-gritty of how to actually build a substantial income online. They even include well-explained case studies. For more information prior to downloading – [click here](#).

IV. The free e-book [Seven Strategies](#) and the included two month follow up of suggestions for implementation.

This is a collection of complementary businesses and supporting materials that comprise one method of achieving your entrepreneurial success. If you dedicate yourself to learning and using these tools – you will have an understanding of them to enable that next big step. As a marketing ploy;-} choose your [Seven Strategies](#) download page – [splash](#), [information](#), [long sales page](#), or [sales page](#).

What We Will Accomplish Together

Our first goal will be to make you comfortable with starting your own business. This is not as easy as it seems.

We are leaving the industrial age where everything was done on a grand scale. The “one size fits all” society was able to do a bit of central planning and give almost everyone a small piece of the pie – even if they didn't like pie.

The new age is being built by individual people, like you, like me. With a computer and an Internet connection we can help individuals with an “exact fit” society.

If you love purple left handed doohickies – so do others in the one billion people on the Internet. If you do a search and can only find orange left handed doohickies, there is a market for your beloved purple ones you can sell to today.

That is a niche market – a tiny piece of the pie that before the Internet was not worth developing as a business.

Today it is.

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Our second goal will be to show you it is possible to run a home based business and make money – real people are really doing it.

There are several ways you can approach your home business. You can dive in and do it right – right now. You can dabble a bit and learn the tools as you go. You can start in a network business – not with the intent of building a network, but with a goal of gaining knowledge that you can apply to selling your own product.

This will be your business – you want to be in control.

Our third and final goal will be to help you set up a business that you can grow into anything you want.

This is like a classroom except for one major difference – you are in charge. This is self directed learning.

You can leave now and no one will ever say anything about it. You can get a few ideas and then delete the rest of the course. You can also go the whole way – it's not too long – and take those ideas that suit you best.

Don't worry about insulting Allan – *this is about you!*

Introduction

Money is a tool – nothing more.

If you don't have any money there are a lot of things you will not be able to do.

If you make a lot of money, you can help yourself, your family, people that are important to you, and society at large.

If you don't have money you will have to hope others will help you. It is the love of money that is the root of all evil – not the money itself. Both poor and rich can be trapped by love of money.

Money is a neutral tool - like a crowbar. Some people will use it to open things – others will drop it on their toes. Your first step in successful investment is to decide if you want to make enough money to have personal freedom of choice.

If you do not want to be rich because you have been taught that money is evil and the people that have money are evil – you will subconsciously sabotage your own efforts to create wealth.

Money is just a tool.

Allan Wallace

Most people like at least part of their job.

- or they would leave.

What you may like is just that you have been there a long time and you hate change even more than you hate the job.

For everybody else - today it is time to change.

You don't have to change everything - just you.

Opportunities await your action -- it is time to start moving.

If you can not decide which way to move consider your passions first. Now all you need to do is find those that share your passions, and are willing to pay to learn and experience more.

Take it to the Internet. Your knowledge and passion can create your dream job, doing what you love when you want to do it. You may not get there today - but you can start today so you will be there in a few months. What will you be doing in two years if you don't start today?

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Expect the Internet to get regulated and taxed eventually - but for now it is very easy and inexpensive to get started. Those that wait will have a harder time than you.

The Internet has the following advantages, and more:

- a billion international customers waiting, all wanting something specific
- inexpensive to start and build your business
- inexpensive and free advertising
- easy, fast, and inexpensive to test and measure alternatives
- you can work when you want to - at your own pace
- a quick way to start earning money
- low operating expense
- low regulation
- easy to automate

Did I mention inexpensive?

And that list is just the start.

But to acquire all of these benefits *you have to start.*

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Make A Decision

Nothing will happen as long as you remain uncommitted to accomplishment - you have to decide to act.

"It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things." -- Leonardo da Vinci

You can continue to stumble forward without a goal - or you can make life happen.

Decide two things right now.

1. I will discover a driving **why** in my life that will not let me rest and evade accomplishment
2. I will discover a need in others that is important for me to meet.

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And then decide to do what is ethically and lovingly possible to accomplish the goals you will discover.

For your life to have meaning, for you to discover fulfillment, you have to first decide and then dedicate yourself to something larger than yourself.

At our center we all are selfish - so meet your own needs and wants. Then go beyond your needs and wants to help others.

You have the power of choice, as Voltaire said "*Man is free at the moment he wishes to be.*"

To actually exercise that choice:

Make a decision!

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The Search For Integrity

This is beyond Diogenes and his search for an honest man.

This is far beyond a college ethics class definition of honorable circumstantial interrelationships. This is beyond frequenting businesses based on good experiences.

This is personal.

Our society has been defined by size - big government, educational institutions, workers movements, corporate ethics. All of these are shredding their vestments, the vestiges of the industrial age, and none of them are to be trusted.

With the technological empowering of the individual now being experienced, relationships are moving from large scale efficiencies to trusting relationships. This will not be a fast or smooth move, but it is already in progress.

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A protean team of netcohort entrepreneurs is self limiting. Reputation is the hallmark of the creative knowledge workers guild.

This is like Saturday morning at the school grounds. Fifty kids show up to play baseball - the best know best eighteen players are selected. the others go home. There is no appeal. There is no adult to insure "Fairness." The right number is selected - no others need apply. The goal is to win the game.

A serial entrepreneur decides to start a new business. If he is wise, he will call together the best people he can trust and get started. Others may be added to the team - by direct knowledge, or by referral from a trusted team member. When the project is done the group disperses to other projects - knowing more about each other and their capabilities.

Reputations grow with performance.

Relationships and reputations are the basis of team selection.

If you lack integrity you will not be invited, if invited you will not be asked back, you will not be referred to another group. You will go home.

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When everything was big - everyone was assumed to lie. Herds of lawyers confirmed the deals with contracts - and herds of lawyers broke the contracts.

A hand shake, a "yes I will" over the phone, a nod of the head.

[The netcohort society](#) works on reputation - you said it - you will do it. If you fail for good reasons, everyone learns and we keep moving.

If someone fails and offers weak excuses, they will get cut from the team. They will not get a chance at the next juicy project.

Personal relationships.

Personal responsibility.

Personal integrity.

You either have it or you don't. Just like baseball - if you don't have *it* the first step is practice.

Practice integrity in your everyday walk - love it, live it.

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When the opportunity comes, you will be what you have practiced.

Someone said "Practice does not make perfect - perfect practice makes perfect. Practice makes permanent whatever you practice." Your attitude and your integrity right now are the results of choices you made earlier.

If you wish to perform in the most exciting new ventures of this new age - practice integrity.

Your reputation is in your mouth, your thoughts, your actions - your reputation is now in your own hands.

Live integrity.

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Such A Simple Concept

A simple idea I have followed for years but have not written about.

I think it was Rothschild that said "compound interest is the eighth wonder of the world." No, this is not a finance entry that should be in [Speculation Rules](#) - it's about our businesses, and our lives.

Over at the [Bastiat Free University](#) site we try to improve the site a couple of percent a week. That doesn't sound like much - but BFU is a part time project, and 2% or more is achievable. Often it is hard to notice the changes from one week to the next.

Even without compounding, with 52 weeks in a year, that couple of percent means next years college students will be attending a school at least twice as good as this one. The year after that it will once again be twice as good.

Wait a minute.

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If today it is a one, next year it will be a two. A double over the following year makes that two a four. In two years BFU will be four times better than it is today, by just improving it a couple of percent a week.

In three years it will be eight times better than today. In four years sixteen times better than today. In five years that small and steady improvement will make Bastiat Free University 32X the BFU of today.

You can apply this anywhere in your life.

Following the BFU example, consider learning 2% more per week than you know today about a particular subject - and then continuing to learn at that speed. At some point your knowledge base will be large enough that it might slow down. If your passion for the subject is what started your learning, your passion will have that much more to feed on.

Your business, your relationships, your attitude -- all of them can benefit from small but steady improvements.

Such a simple concept - and it is truly the eighth wonder of the world.

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[**We Are All Actors On A Stage**](#)

Whether you are currently a wage slave in a cubicle cell, an independent-contractor, or an entrepreneur -- we all get paid according to the performances we give.

I recently read a trainer associated with **Success University** stating a thought I have heard in several guises before.

" Money is nothing more than the applause you get for helping others." - Stone Evans

Stone is a helpful and optimistic guy, so he chooses to ignore the seamier performances in back alleys that are also done for that same applause.

The key though is that *we all* work for that same applause, and money is an applause that can linger long after our performance.

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The workers in cubicles are part of a cast of thousands - and are paid accordingly. Their contribution as a crowd scene extra has individually added little value to the production. "Cut - see all of you next show."

Large solo acts generate great applause - but normally worked their way up from supporting roles in small town productions. Early small stage leading roles frequently provide the experience necessary to earn latter world wide accolades and awards.

Money won't make you happy, but it will make you more comfortable in whatever state you find yourself. Applause alone is not enough to satisfy long term - but rewards are better than rejection or being ignored.

Since you are already an actor on a stage - study your craft. Every performance is a chance to hone your skills.

Also consider attending a casting call for a different type of performance. A role much more likely to generate thunderous applause directed toward you --

[one with you in the leading role.](#)

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[Why And How To Blog?](#)

A blog is a multi-faceted Internet tool.

Many blog platforms are available at no-cost. If you are just starting out [Blogger](#) or [Blog Charm](#) are easy ways to learn blogging basics. There will be some frustrations - but they will allow you to customize your presentation.

A few of our blogs; [Speculation Rules](#), [The Sovereign Speculator](#), [An Online Prayer Chapel](#), and the [BFU update blog](#) can serve as examples.

Using the standard looking templates provided, the above show some of the different approaches available.

The power in a blog is first in its simplicity. It is easy to create a web presence with a blog - it is easy to add material. Using just a few no-charge Internet tools you can bring both search engines and visitors to your blog within a reasonable period of time.

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Blogger is owned by Google - and is trying to improve. Your blog started on this platform begins with some visibility.

Your first step after creating your blog is to make a post - write a , usually short, entry. Normally a hundred words or a bit more are enough - but it is your blog, do as you wish. Now write more entries following the theme of the blog.

One of the measures the search engines will use to evaluate your blog is the number of entries. For the first week or two write several a day, if you wish you can then taper off to one a day, and once you have over fifty "posts" to your journal you can continue at whatever is a comfortable pace for you.

To get your blog noticed, syndicate your entries by "pinging" sites that list new blog postings. A good no-cost pinging services is [Ping Goat](#), there are others. You only need to use one, and only when you have new content to distribute.

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There are also several sites where folks share their favorite blogs, [Delicious](#) and [Digg](#) are two of them. Post a few key words of your choice to describe your favorite blogs. Your blogs can be described by you also - adding a bit to your sites visibility.

You can submit your sites to Yahoo search and google for free, once found they will continue to return to your site looking for useful information. There are probably web directories in your blogs field that will also list your blog for free, and there are many free general directories.

As your blog grows it will likely attract links from other similar blogs, you can add links on your blog to sites you enjoy. Your incoming links, and to some extent your outgoing links, will effect your ranking in the search engines. Post a comment on the BFU blog (or here) about one of our posts - and use your blog's URL address where requested - you now have a link to your blog. If you post relevant content you can do this on many blogs - you will get to know them - they will get to know you. Avoid quick and general comments - those may be treated as spam.

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You can also use the free [*tools of the Internet marketer*](#) to enhance your blog's impact, pick and choose from many useful sites.

Another tool is [*traffic exchanges*](#) - while they may have limited long term value - using them for a short while will help you discover blogs you like - and help others discover you.

Your blog does not have to be a stand alone site. The [Speculation Rules blog](#) above shares its readership with the [**main Speculation Rules site**](#) - enhancing both. A blog can be used to drive traffic to a more standard site, something I am sure you are already considering.

In short your new blog can do many things - you will keep discovering them as you learn.

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You Can Do It!

Business is not for the gambler.

Business is for the persistent.

Do your planning. Study your markets, products, and competitors.

Do it better.

But what is even more important - *keep doing it.*

Keep studying your markets, products, and competitors. Learn new things to study and develop. Apply yourself to being better at satisfying the needs and desires of your customers.

and Keep Doing It.

In sports you need to keep repeating the basics to excel. Business is better than that. Yes the basics will keep you alive and help you grow.

But in business just one home run or goal may establish you for life.

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Then keep up the basics to endure and grow.

Keep swinging, keep kicking, continue running the plays.

The big one is in the percentages.

Do it.

Do it right.

Keep doing it.

And most importantly – remember who you are doing it for – and why it is important that you succeed.

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Start Your Own Home Based Business

You can have your own business – and you can keep your family first.

Follow Your Priorities – It Is Your Business

The first question you probably asked yourself was -- is a home based business even a possibility?

We have found the simple answer is - yes.

But before we recap let's throw a bit of reality in here.

You will not be able to toss someone a bunch of cash and make even more cash the next day. Life doesn't work that way - you will have to work at your home based business just as much, or more, than you worked for someone else.

But that whole paycheck is yours!

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Any real business will require some time, effort, *and* money. If it is your business you can decide the mix.

In some instances you can replace the need for large amounts of cash with larger amounts of time and effort. If you have no business experience - it will take even more time.

Depending on your approach you will work anywhere from two months to five years to create a growing home based business that will support you. If you jump from one program to another – you may never make it.

The easiest real home based businesses to start are on the Internet - which is one reason there are so many scams on the Internet promising to make you wealthy tomorrow with no effort.

Another reason for the scams is sometimes they work - and someone hands over money to acquire the scammer's help and experience.

It kinda works - the scammer gets the money - the scammed gain some experience.

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Enough Bad News!

Yes, you can have a real home based business.

There are several routes, some of which I will mention once again here.

You can create your own content rich website using powerful tools alongside your effort and creativity. If you try this on your own, and study everything you can find - expect it to take five to ten years.

For about the same costs you can find an integrated suite of tools and web hosting that will both train and direct your home based business success. [SiteSell](#) provides such a suite - there are others. SiteSell is real though - that may save you years of time and lots of money investigating.

If you want to sell your product, someone else's product, or promote your existing local business - SiteSell is a great tool to use.

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Perhaps the easiest product to handle is a digital product. Without inventories costs are low - profit margins are high. If this will be your first venture into an Internet home based business – you can use someone else's product that already has marketing tools affiliated with it.

You can develop your own products latter when you understand the world of funnels, auto-responders, lists, and splash pages.

A low cost digital product that has many benefits, besides being real, is [Global Domains International](#) (GDI). There are no start up costs, and the fees are only US\$10.00 a month, almost anyone that will read this journal will be able to afford to join and start earning and learning very quickly.

Ignore the mentions of thousands of dollars a week - as a beginner expect to pay \$10.00 a month as you learn. Two years from now - *if* you put in time and effort you will have two great benefits.

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Your first benefit should be a growing income, getting larger each year. The second is you may have learned enough to launch your own digital products successfully. In years two to five that thousands of dollars a week may happen, and you can enjoy your profitable and successful home based business.

Whichever type of home based business you start - stay focused. There are many tools that will support your marketing efforts, but they are just tools. Spend the majority of your efforts and planning on *your own primary business*.

With that warning let me provide you with a set of *free* tools to support **GDI**. These have the benefit of teaching you marketing strategies that will enhance your own future product sales.

The integrated marketing system for **GDI** also has a several month follow-up program. It is well worth the time spent reading for any home based business marketer, use whatever pieces will help you.

Now:

Go out and start your own WAHM – you can Work At Home, Mom.

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Tides And Waves In The Affairs Of Men

*There is a tide in the affairs of men
Which taken at the flood, leads on to fortune;
Omitted, all the voyage of their life
Is bound in shallows and in miseries.*

- William Shakespeare

Bill was a pessimist.

If you listen to big ticket salesmen - the deal of the century is available right now - but will be gone if you wait until tomorrow. I have calculated closely, and I am certain that in reality a deal of the century arrives every three weeks.

There is always a deal of the decade available. The trick is we do not know which deal is going to be the big one in advance. The truth is that almost any of them *could* be.

The key is to be at the top - a deal you have salesmen offer others as a *deal of the century* is far more likely to insure your success than when you take the bait and buy someone else's deal and then sit and wait.

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How do you learn the varied skills and knowledge necessary to create your own deal? How do you learn to get salesmen out there working for you?

You take the bait, dedicate yourself to someone else's deal - and keep your eyes open.

Putting in a year or two vigorously promoting a multi-faceted offering for someone else may not ensure your success at that venture, but that dedication does frequently pay off quickly.

If you do your homework and learn everything you can about making their project succeed through you - they will probably be there to help your first project succeed.

This is an entertaining education with a big payoff. Take any reasonable deal at the flood - and learn to ride the waves.

Here is one [**deal of the decade**](#) that will let you learn a full quiver of marketing tools - apply them and develop more yourself - *you* can be successful at this.

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Then when you are ready let me know of your own new and creative venture - I just might want to help you get it going.

Then we can be at the top of the next deal of the century - together.

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In a blog post I talked about the value of persistence.

A guest comment on that post suggested:

"I agree that persistence and determination are necessary attributes for success, but it sure helps to love what you are doing ." - Beau

That is a wonderful comment.

Without joy, success has no value.

Pursuit of the trinkets of success, - cars, houses, travel and such is not enough of a reward on their own.

Pursue life.

Don't anchor in things, enjoy them yes, but in the end they are just things.

Anchor in [relationships](#).

There you will find enduring joy.

Allan