

Home Sweet Business

MARKETING FOR THE HOME-BASED BUSINESS

How to prepare a high-level strategy
How to turn your personal computer,
telephone, fax, and copier into
marketing machines
How personal computers and other
equipment can effectively substitute
for an expensive staff
The marketing advantages of the
home-based business

Personal computers and fax machines have made starting a successful home-based business more feasible than ever before. And while product sales (such as Avon, Shaklee, Tupper-

ware) continue to account for a large portion of home-based ventures, today's leading home-based business is consulting, accounting for more than one in five home businesses. Other popular home businesses include word processing, mail order, accounting, real estate, graphic arts, insurance, advertising, home remodeling, day care, and software development.

In his book, *Marketing for the Home-Based Business*, author Jeffrey P. Davidson points out numerous benefits to working at home, including time, expense, and the emotional well-being gained by eliminating the daily commute. Flexible hours and reduced wardrobe expenses are among the other advantages the author cites.

But working from home has its downside, he warns. The distractions of children, household chores, and the television can reduce productivity. And flexible hours often mean *more* hours since many entrepreneurs wind up accepting too many projects.

Davidson provides a plan for starting your home-based business. He offers advice on applying for directory listings, distributing business cards, publishing press releases, publicizing through your college alumni newspaper, and posting messages on local community bulletin boards. Davidson also gives tips for turning a personal computer, telephone, fax, and copier into marketing machines and shows how they can effectively substitute for high-priced staff.

Each chapter of Davidson's book includes a summary of the important tips discussed. The book also includes several resource lists of associations, publications, directories, and regional

offices of the Small Business Administration.

Marketing for the Home-Based Business, by Jeffrey P. Davidson, Bob Adams, Inc., 260 Center St., Holbrook, MA 02343. 1990, 204 pp., \$9.95.

Common Knowledge?



affected family funeral? Do you give the same gratuity rate when tipping hairdressers, skycaps, taxi drivers, and hotel personnel?

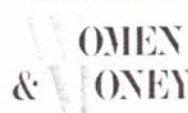
In *The Business of Living*, authors Stephen M. Pollan and Mark Levine provide to-the-point advice on more than 100 common, critical concerns. This concise reference is alphabetically organized from accountants to weddings. The authors recognize that parents and the educational system tend to teach on the grand scale, ignoring the mundane. "We are taught the workings of the human digestive system, but never taught how much to tip a waiter. We are taught the economic forces that caused the Great Depression, but never how to establish our own credit," they note.

Each entry is brief—no more than three or four pages—and contains only the key information readers need to help them make the right choices. Whether you're negotiating a raise or signing a prenuptial agreement, the authors recommend a few simple rules, including taking charge and being decisive, looking forward to the future, and getting out of your own way.

The Business of Living, by Stephen M. Pollan and Mark Levine, Fireside

Books, Simon & Schuster Building, 1230 Avenue of the Americas, New York, NY 10020. 1991, 299 pp., \$12.

Financial Future for Females



The Independent
Woman's Guide to
Financial Security
FOR LIFE
Frances Leonard

Did you know that women in midlife are the largest-growing segment of the American population? That 85 percent of women die single? Women face their own particular financial needs, and

Frances Leonard has written a comprehensive guide to focus on these issues.

Women & Money is a departure from unisex economic advice books; it is geared specifically to women. The book offers guidance on retirement benefits, pension plans, property rights, divorce laws, and health insurance needs.

Leonard recognizes that single and married women face different financial pressures. In the first chapter she provides advice on making the best of a midlife divorce, from understanding the problems associated with no-fault dissolution to recognizing the importance of support awards. The following chapter examines the facts of life and law for married women, defining community property, emphasizing the importance of establishing a separate credit history, and exploring the advantages of a living will.

The guide also provides tips for long-time career women and those just entering the work force at midlife. It also examines sex, age, and job discrimination laws in detail. Each chapter includes checklists, and an extensive resource list is available at the end of the book.

Women & Money: The Independent Woman's Guide to Financial Security For Life, by Frances Leonard, Addison-Wesley Publishing, 101 Fifth Ave., New York, NY 10003. 1991, 262 pp., \$12.95.