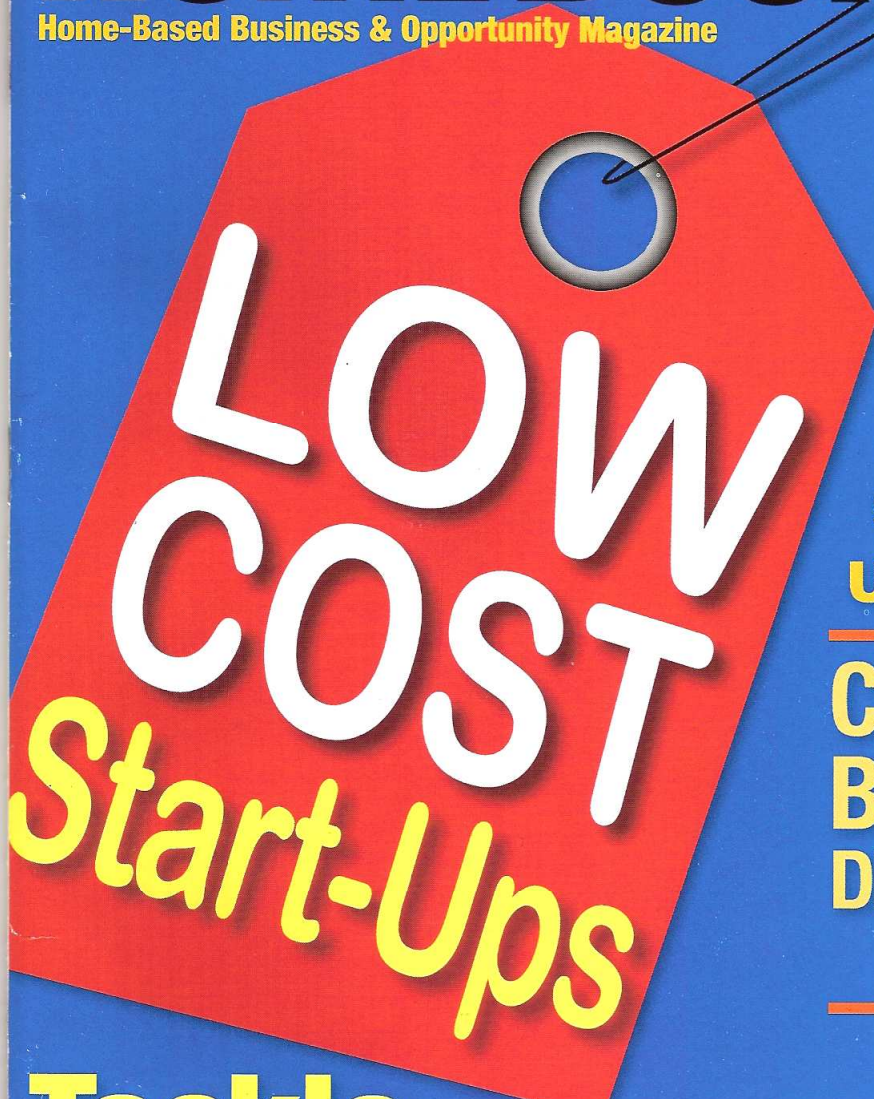


465+ BUSINESSES INSIDE • 10 WAYS TO GET FREE ADVERTISING

HOME BUSINESS

Home-Based Business & Opportunity Magazine

December 2008



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COST**

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150+

**Inexpensive
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Businesses.**

**Some Even
Under \$500!**

**COMPLETE
BUSINESS
DESCRIPTIONS**

—Begin on Pg. 16

**Tackle
Tough Eco**

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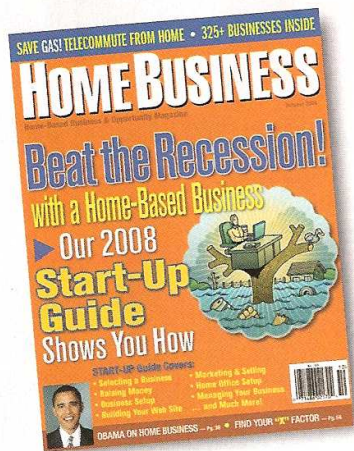
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BONUS: HOW TO START A PART-TIME BUSINESS IN A RECESSION — Pg. 28



Workspace De-Cluttering to Enhance Productivity

As summer vacations end and America collectively gets back to business, it's time for working professionals to consider how they can maximize career success throughout the upcoming year. Far too many well intentioned business people work in cramped and cluttered conditions, which actually undermine one's ability to be efficient and effective on the job. Order and organization are keys to eliminating visual distractions—and enhancing productivity—in a workspace.

Anne Goldberg, *CableOrganizer.com*
agoldberg@kerncommunications.com

From the Editor: There's no doubt that office clutter negatively impacts one's ability to concentrate. It's a challenge that shows little sign of going away, as paper slowly goes away.

Severe Weather Planning Crucial to Business Success

When severe weather strikes, the result can have a lasting affect on businesses of all sizes. Knowing that severe weather often strikes with little or no warning means that being prepared today can mean staying in business after a disaster. Every business, large or small, needs a comprehensive disaster response plan, and effective communication during these situations is critical.

Roman W. Blahoski, *Embarq*
roman.w.blahoski@embarq.com
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Six Small Steps to Break Out of a Big Rut

We all know what it feels like to be stuck in a rut. Doing the same activities over and

Controlling Your Profits in an Uncontrollable Market

The housing market is in the dumps. The price of gas continues to rise. Small and large businesses are failing everyday. Why not put a headline on the front page of any city newspaper: "THE SKY IS FALLING, THE SKY IS FALLING!"

With such a gloomy outlook on the economy today, it can become very difficult for employees to stay focused on achieving their goals. As a business leader or manager, your readers' jobs are to lead, grow and develop their employees during all economic times. Great coaching and stellar leadership are vital in order to win in an uncontrollable market. Winning in business is much like winning in sports; it depends on a "team's" willingness to play offense and play to win.

Nathan Jamail, *president of the Jamail Development Group*
Author of "The Sales Leaders Playbook"

From the Editor: Our consistent focus on the bad economic times and looming recession are not to simply beat war drums and dwell on negativity. We want entrepreneurs to stay in the "reality-based world". Bad economic times will not wish away by having a positive attitude and pretending like nothing is wrong. We have deep structural, economic problems that are 25 years in the making. Keeping a realistic focus will help home-based entrepreneurs to prosper and succeed in what will surely prove very difficult times.

over again, can make it challenging for us to feel the same joy or satisfaction we had before. Whether it's a symptom of boredom at work, or the result of burnout over a stressful job, the situation can make anyone feel completely drained, unmotivated and even depressed. The key to making a big change is to start by making little changes.

Guerline Jasmin, *President of Success Strategies Unlimited*

It's a Woman's World: How Women Can Thrive in any Industry

"Women in business" used to refer to secretaries, low-paid office workers and retail clerks. Today, more women are taking on leadership positions as entrepreneurs, business owners and executives in non-profits, politics and government. These opportunities allow women to innovate, persuade, challenge, create, and ultimately change lives. However, much of their success depends on their level of confidence and self-belief.

Great strides have been made, but many women feel the playing field is not level. Whether this is accurate or not depends on the individual, but there are steps each woman can take to increase her success.

Anne Houlihan, *founder of Elevated Leadership International*
Business consultant and president of Satori Seal

... A Failure to Communicate

That's a line from the classic 1967 Paul Newman film, "Cool Hand Luke." By now, it's become an iconic phrase and is no doubt uttered by many people who have no idea of its origin. A failure to communicate is, unfortunately, a common occurrence in all too many relationships. Clearly, communication is more than words. There is also the energy of the intention behind the words. And intention is the most powerful force in any communication.

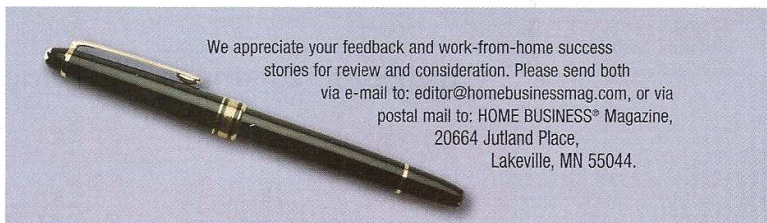
Michael Angier, <http://MySuccessNet.com>
Get "The Small Business Resource Book" Free

From the Editor: Studies indicate that up to 80 percent of communications is non-verbal. Communications includes such facets as the tone of your voice and the appearance that you project in your business interactions.

Thanksgiving Time

Thanksgiving is the time for giving thanks and for cooking. Although the nation's electric companies cannot help you become a better cook, they can help you get more value from every dollar you spend on electricity. And that is something to be very thankful for indeed.

Edison Electric Institute (EEI)
www.getenergyactive.org



We appreciate your feedback and work-from-home success stories for review and consideration. Please send both via e-mail to: editor@homebusinessmag.com, or via postal mail to: HOME BUSINESS® Magazine, 20664 Jutland Place, Lakeville, MN 55044.