

The Single Moms Guide to
**STARTING A
SIDE BUSINESS**

MAKE YOUR DREAM JOB A REALITY

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The Single Moms Guide to Starting a Side Business

Make Your Dream Job a Reality

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www.singlemomsincome.com

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I have taken every effort to portray realistic income results from methods used in this book. However, your level of success will depend on several factors including but not limited to your skill level, the amount of time you dedicate, your business savvy, knowledge, and abilities. No methods in this book are “get rich quick” tactics and I make no guarantees on the amount of money you will earn from these methods. Individual results vary.

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Doing Something For You

“To make yourself happy, pursue your passions & be the best at what you can be. Simplify your life. Take away the clutter. Live on Purpose!” – Unknown

My journey as a single mother started nearly a year ago. I packed up my two daughters and we moved into my Dads house, sharing one bedroom for nearly six months. I wasn't in the best of spots financially and couldn't think clearly enough to make any long term living arrangements.

I spent most of my time working two jobs and taking care of my kids. On the weekends that I didn't have my kids I just didn't know what to do with myself. Free time was not something that I was used to. When I was married I always longed for just a little time to myself. I wished that I had family who would occasionally watch my kids for me, but I didn't.

The funny thing is, when free time actually presented itself to me, I no longer wanted it. I was bored and most of all, depressed. I needed something productive to occupy my time. That's when I decided to start the blog, [Single Moms Income](#), as a way for me to record my journey as a single mom trying to make the most of what I had.

Starting that blog was one of the best things I could have done. The blog lead me to other work and helped me get started with freelance writing as well as providing me a small amount of income. But, the absolutely best thing about the blog was that I had something productive to occupy my time. In addition, I have also gotten to connect with other wonderful single mothers who have shared stories similar to my own.

Do Something For You

My online business provides me with hope that as long as I can stick with it I will be better off financially and become a better person and mother since I now do work that I love. I now have something to be proud of!

If you are struggling financially, have too much free time on your hands, or just need more purpose in your life then I challenge you to start a side business of your own. Do something for you, today. Create something that you can be proud of and that rewards you; you know you deserve it!

Why a Side Business?

You may be wondering why I'm encouraging you to start a "side business" instead of just a business in general. The reason for this is that quitting your job to start a business that may or may not be profitable is not the way to go. There's just way too much risk.

As single mothers we have children to support, bills to pay, food to put on the table, and a thousand other responsibilities. The last thing you need is added stress of not having any reliable income or taking on debt to start a business.

Keep your day job; you need it! A side business will require a lot of work, especially at start up, but it can be done in conjunction with a regular full time job. Essentially your side business will be supplementing your income. However, one day the income from your side business may surpass that of your day job and you will have the chance to do what you love.

The Benefits of Starting a Side Business

There are many benefits of starting a side business, although there are two that outweigh all the others. First, side businesses are low cost. You can have your own business up and running for less than \$50, and depending on which route you take you could start your business with no money.

The next best thing is that you get to decide what to do. You are the boss! Haven't you always wanted to work at something you loved or were good at? Now is your chance. I have tried to make this E Book very detailed so that you have the knowledge to pick a business that will suit you and guide you to paying customers.

I really hope that starting a side business will bring you the joy and satisfaction that it has brought me. You are the only one in the way of your success. Since

you're a single mother I already know that you have it what it takes. You're a master at time management, you are responsible, and you work hard for everything you have. Now it's time you work hard to do something for YOU!

Coming Up With Your BEST Business Idea

“To succeed... You need to find something to hold on to, something to motivate you, something to inspire you.”– Tony Dorsett

The most important and perhaps, most time consuming step in creating your business is coming up with a viable, long term idea. When thinking about what you want to do there are several factors that you need to take into consideration. Your business idea should be something that interests you and will continue to hold your interest long term. The idea needs to have a specific market or niche (subject). And last, the idea needs to be profitable.

Luckily, there are a plethora of different low cost businesses you can start. You can take your business online and pay almost no startup costs, you can be your own business as a freelancer, or you can go the brick and mortar route and start a traditional business.

Since most single moms have a very small budget to work with, this book will focus on low cost businesses such as freelancing and online businesses.

The wonderful thing about these low cost businesses is that if you initially choose the wrong idea you won't be losing a lot of money. You will lose the time you dedicated to the project, but you won't go bankrupt.

Since picking your business idea is the first and most important step to creating a profitable business, let's take a look at some questions you should ask yourself.

10 Questions to Help Generate Your Business Idea

1. Who will buy my product or service?
2. Can I remain interested in my business even when I am making no money?
3. Where does my target market hangout?
4. What will I sell?
5. How much time do I have to dedicate to this business?

6. How much time will it take for this business to be successful?
7. What product or service could I offer that would make people lives' easier?
8. How long can I go without making money?
9. What activities will I have to sacrifice so that I have enough time to work on my business?
10. Does this business have a future in the next 3-5 years?

Freelance Businesses

If after answering these questions you just couldn't stand the thought of putting a lot of time into a project without reaping any immediate rewards, then freelancing is most likely the answer for you. Freelancing is extremely diversified. You can pretty much pick anything that you do well and find a market for it.

Before diving into the world of freelance businesses I think it's first important that you are clear on what exactly freelance means.

Freelance: 1. *A person who acts independently without being affiliated with or authorized by a company* **2.** *A person who pursues a profession without a long term commitment to any one employer.* **3.** *Working for different companies at different times rather than being employed by one company.*

So, in a nutshell freelancing is finding several independent clients you can offer your service to instead of working for only one employer. You are the boss in a freelance business. You pick the marketing strategy, you find the clients, you set the rates, and you deal with every aspect of the business.

The best thing about freelancing is that you can start earning money today! Your income potential is dependent on how much time and effort you put into your business. As your skills improve you can raise your rates and even outsource projects to other people.

With time your freelance business could turn into a full-fledged business, hiring many employees to work for you!

Here are just a few freelance ideas for you to think about:

- Writing
- Tutoring
- Editing
- Lessons (guitar, piano, horseback riding, couponing etc.)
- Cleaning
- Babysitting
- Web Design

The sky is the limit. You can be as creative as you'd like when coming up with your freelance idea. If you have a unique skill or talent you can find a way to turn that into a freelance business.

Online Businesses

If you are patient and don't mind putting in a lot of work for very little initial pay, then starting an online business could be the answer for you.

There are several different online businesses that you could start. Let's first take a look at a few of the basics so you have a better understanding.

- Blogging
- Ecommerce Site
- Niche Sites
- eBook Author

Bloggng: A blog is a website that has regular posts or articles in reverse chronological order. There is a wide array of blog topics. Some blogs are just for personal use like a diary while others focus on specific niches (specific topics) such as personal finance, technology, parenting, and marketing, just to name a few.

Blogs make money by selling physical and information products, advertising, and affiliate sales.

Ecommerce: An Ecommerce site is a website set up to sell physical products to its customers. These products can be shipped directly by the manufacturer or an inventory can be kept in the owner's home or store.

Niche Sites: Unlike blogs niche sites usually only have a handful of pages. Niche sites are built around one specific, concrete topic. These sites are usually made so that people using search engines such as Google will land on these sites when searching for certain terms and buy a product from the site or click on the ads.

EBook Publishing: With the popularity of EBooks many authors are now reaping the benefits of self-publishing. You can write an EBook on any subject in Microsoft word and then load it to a site like Amazon, Barnes and Noble, or Good Reads and begin to sell copies. Writing EBooks is a cheap way to give an online business a shot.

Online businesses such as blogging and Ecommerce take a lot of work before generating their first dollar. There's even a chance that you may make no money at all if you choose to go with one of these. With these types of businesses you have to be in it for the long haul.

In my experience most blogs don't make any money until they are 1 year old and don't hit maximum profit until they are 3-5 years old. The amount of success you have will ultimately depend on the amount of effort you put in.

However EBook Publishing, Niche Sites, and Advertising have the potential to bring you money much quicker. The sales of your EBook will correlate with how well you marketed your book as well as if it meets a need or solves a problem for other people.

Niche Sites also take a lot of initial work in the same way a blog would. However, a niche site focuses on a much narrower topic that may need a lot less content than an authority blog. You can fill your niche site with helpful information, work on back linking, and then add monetization such as CPC Ads, direct advertising,

and affiliate links. Making these sites is, however, hit and miss. You can get lucky and produce \$500+ per month from a niche site or you can make a big fat zero.

If you like options in both categories then you could start a business in both. For example, I blog regularly at [Single Moms Income](#), I do freelance writing mainly for the insurance and personal finance industry, and I am now a published EBook author. My blog makes a little bit of money but I know that it will take a lot of time to get it where I want. Freelance writing puts money in my pocket right now. The more work I do the more money I make. Writing a book has always been a dream of mine. I finally chose to follow this dream and now I will see where this will take me.

If you can't stand picking only one venue, then pick two or three. Just be sure to focus on one at a time. Get one project the way you like it THEN add another. If you try pursuing two or three ideas all at once, chances are you will fail at all of them. Don't spread yourself too thin.

Should You Choose Passion or Profitability?

Passion or profitability? I think we could make a pretty nice debate of this question. When picking a business idea it is important to pick an idea that you like. You need an idea that you will be interested enough in to pursue long term because getting rich quick simply does not happen.

But, if you choose something that you are passionate about you may lose your passion when your business turns into a lot of work. On one hand, your passion may give you the drive to succeed, but on the other hand, you chance losing your passion to burn out.

You are a responsible adult and I trust that you will be able to make a good decision as to whether you should concentrate on passion or interest mixed with a high profitability factor. As for me, I would go for the latter of the two options. It's easier to view the second options as a business instead of your "baby."

Action Step: Create Your Idea

Take some time to think about what business idea will best suit you. After you have narrowed down a few ideas, do some research and take a few days to really think about your options. It's important to choose the right idea the first time. You don't want to waste your valuable time working on an idea only to change it every few months.

Once you have your idea, it's time to get to know marketing a little better!

Marketing Like a Mad Woman

*“Marketing takes a day to learn. Unfortunately it takes a lifetime to master.” -
Phil Kolter*

As a single mother, I know that you have some built up frustration and maybe even anger. You are already independent and if you are anything like me, stressed most of the time. The great thing about starting a side business is it allows you to release stress. Your business is a positive and productive outlet. Single moms are some of the strongest people in the world and we've got what it takes to **kill it** when it comes to marketing.

So, let's release the stress by attacking a marketing plan head on.

There are three main components to marketing your side business. First you have to figure out who your target market is. Next, you have to narrow that niche down even further so that you can find your customers and, third, you have to make your plan of action.

Once you figure out the first two components the third will come much easier.

Finding Your Target Market

When it comes to finding your clients the more specific you can be, the better results you will have. Take it from me, when I first tried my hand at freelance writing I applied to almost every job out there. I also queried random websites and never heard a thing back.

Then I decided to switch my strategy. I listed subjects that I knew very well. Out of those subjects I then picked the one I thought to be the most marketable. This turned out to be personal lines insurance. I now query independent insurance agents who need help with their blog and I apply to jobs on job boards that have to do with insurance.

When I am querying and applying for jobs I make it very clear that I know the ins and outs and laws when it comes to insurance. I also attach my most relevant

writing samples on the topic. The result has been phenomenal. I have now gotten several jobs writing about insurance and have even more samples to show potential clients.

By narrowing my niche I have doubled, maybe even tripled my chances of getting freelance writing jobs. I also think it's a good idea to be an expert on more than one subject. For me, I will apply to jobs that have to do with insurance, divorce, or personal finance. These are the areas that I know well and can write like an expert on.

Finding your target market is going to depend on which business route you decide to take. However, the same marketing principals will be applied universally.

Let's look at the questions you need to ask yourself to find your customer.

Freelance:

Writing = what are you knowledgeable about?

Editing = what type of books/writing are you most familiar with?

Lessons = who will you sell the classes to?

Web Design = what type of website/blogs would use your services?

Businesses? Bloggers?

Cleaning = who needs your services? Commercial? Residential?

Online Business:

Blog = who is the ideal reader for your blog?

Ecommerce = who is your typical buyer?

Niche Site = what type of person is looking for this information?

If you can answer these questions with a specific type of customer in mind then, you are on your way to starting a successful business. I encourage you to try and

answer these questions before you read any further. It will make the principles in the rest of the chapter work much better for you.

Narrowing Down Your Niche

Narrowing down your target market is not just for freelance writing. It's for all businesses. Take tutoring for example, do you think you will get more clients as a general k-12 tutor or would it be more effective to be a foreign language tutor or a high school math tutor?

The latter of the two will produce you more results. Parents will want to hire a tutor for their child who is specialized in the subject the child is failing. The more specific your services are the better you will be able to find your clients and market your business.

All the same rules apply to each business. Narrow it down to the type of service you will offer and the specific customer you will target.

If you want to start a cleaning business, will it be commercial or residential? Who will you target to sell your services to? Rich neighborhoods? Busy moms? Retail Establishments? You could also ask yourself these same exact questions for a landscaping or mowing business.

If you narrow down your niche you can build yourself a great reputation. I think in the beginning it's tempting to want to keep your options open by being a "generalist." But the truth is people don't want to hire generalists, they want to hire specialists.

Work on narrowing down your niche and offering specialized services and your freelance income will begin to increase very quickly.

How to Find Clients

Since you have already narrowed down your niche you will have a good idea of where to look. Let's take my freelance writing approach for example. Personal lines insurance is where I get most of my jobs. There are not enough of these jobs on job boards to keep me busy so I have to go look.

I think about who would need my services. The first thing that comes to mind is independent insurance agents who already have a blog on their website, but it hasn't been updated for ages. They obviously need help keeping their blog up.

I simply do a Google search for "independent insurance agents in specific location" I then look for websites that have blogs on them. If the blogs haven't been updated for a while I send a letter of introduction to the agency explaining who I am and what I can do for them.

Do I get jobs from all the sites I query? Absolutely not. I usually get 1 response from every 10-15 queries I send. Finding clients is an ongoing effort. Unless you are famous or an already popular blogger then it's going to take you some time and work to get your clients.

Other examples:

You want to edit Young Adult Novels. Google, "young adult novels writers or New YA writers." You could even narrow this down by specific location. Once you have found who you are looking for, leave meaningful comments on the author's website and send them an email introducing yourself and what you do.

You want to offer blog consulting. Start hanging out in the blog niche that you have narrowed down. Find new or existing bloggers who could use your service. Send them an email letting them know what you can do for them.

You want to start a blog. Start commenting on other blogs in your niche. Once you have your blog up and running guest post on as many related blogs as you can. Go for big and small blogs. Make it seem like you are everywhere!

You want to start an Ecommerce Site: Start posting in forums where people have a need for your product and be genuinely helpful. Think of all the places your target market would be. If it's certain blogs then go comment or guest post on them.

Other Ways to Market Your Business

- Be active in forums in your niche

- Leave comments on blogs in your niche
- Write guest posts for other sites to get the word out about what you do
- Be helpful without being asked
- Leave business cards at local businesses
- Have your friends and family help spread the word
- List your business on your Facebook Page
- Make a Facebook Page for your business
- Join local groups such as chamber of commerce or the rotary club
- Ask clients to refer you to others who might need your services
- Take out an ad in the local paper

As long as you have narrowed down your specific market you will be able to find your clients. It's not easy; in fact you will probably be told "no" far more than you are told "yes." But, as long as you are consistent with your marketing methods you will start to develop a client base.

Make sure to knock it out of the ballpark for your first few clients. You never know, they may be able to refer you to enough people to keep you busy for a while.

Make Your Home on the Web

It doesn't matter if your side business is online or offline, you need one central place to send your clients. This means you need a blog or website.

If you are a freelance writer then a blog can suffice since it will show samples of your work and your abilities to draw in an audience. However, it may also be a good idea to have a writer website that will showcase your writing ability, writing rates, and forms of contact all in one easy to read place.

You can buy a domain name and hosting from Go Daddy for \$30-\$75 a year depending on which options you choose and if you can find any coupon codes. I would strongly suggest searching for coupon codes before you buy hosting. (There are other hosing companies you can use, but I personally use Go Daddy for everything. I think it's very simple to set up a website and I have never had a problem with them.)

If you are on a tight budget you can also set up a free site at Wordpress.com or Blogger. However, I do think it's worth it to buy the \$10 domain name from Go Daddy so that your website doesn't have a .blogspot.com or .wordpress.com address. A simple .com web address appears much more professional.

(You can also check out [50+ Resources for Earning Money Online](#) for more writer website options and suggestions.)

You can use a free, simple theme for your blog or website. Clients don't like to look at clutter, so keep it clean.

Here are a few essential pages to put on your blog or website:

- About Page with a Picture (because people like to hire other people)
- Services You Offer
- Contact Methods (email, phone number, social media profiles)

Optional Pages:

- Rates (If you have a per article or per word rate)
- Testimonials

Be sure to include your web address on all of your marketing material and in your email signatures. Now your potential clients can go to one place to get the full scoop on you.

Action Step: Find Your Customer

Think about who your ideal customer is. Make a list of all the places your ideal client would be. Try “thinking outside the box.” Can you find your customers on and offline? What do your customers like to do? What problem can you help them with?

Making Your Business Plan

“Whatever the mind of man can conceive and believe, it can achieve. Thoughts are things! And powerful things at that, when mixed with definiteness of purpose, and burning desire, can be translated into riches.” – Napoleon Hill

Think of all of the successful businesses you know. Now think of all the businesses you know that have failed. Can you identify why some of the businesses had such great success, while others couldn't keep their head above water? Chances are it all came down to the plan!

If you are currently freelancing or running an online business you may think there is no need for a business plan. But, in reality you couldn't be more wrong.

Sure, there are some internet based business owners who have found success by operating on the edge, but there are **tens of thousands** who have fell flat on their faces.

Now that you have your business idea and know who your customer is, it's time to make a plan.

Planning Your Business

When I first started my blog I had mapped out what I thought was a great plan. My plan was to do as many guest posts as I could and then try to make sure I could write articles that other single moms could connect with. I started off doing pretty great with guest posts. I was published on quite a few popular blogs all within the first couple months of my blog being live. Then, all of a sudden I just stopped.

Needless to say, when I stopped my guest posting ventures, traffic to my blog just sort of plateaued. I didn't have a well thought out plan and just did what I felt like doing. I hadn't planned out how I was going to make any money from my blog and was just winging it.

I have now structured a solid plan. I have put my plan into action and know that my probability of helping people through my blog PLUS succeeding financially is far more likely.

A plan gives you direction, reminds you of where you need to be, and fuels the fire for success.

In addition to blogging, I have also started to take my freelance writing more seriously and now view it as a business. In this business I am the only employee. I need to work my ass off just as if I was working for my current employer. Only this time I get to reap all of the benefits of my hard work.

This is the key thing to remember. The success or failure of your business relies solely on you! You have to have the willpower to sit down and give your business all you've got, just as you would if you were working for someone else.

Determining Profitability in Your Business Idea

When you have come up with a viable long-term idea for a freelance or online business you need to project how profitable the business will be and what expenses you will have.

The great thing about starting a freelance or online business is that they are generally very low cost. However, in the beginning they also require a substantial amount of time and effort.

You probably already have an income goal in mind, if not this is something you need to think about. How much money do you need to get out of this project?

If you are doing a freelance business then all of your money will be coming from your clients. However, if you are starting an online business you can better diversify your income streams.

Possible Income Streams in an Online Business:

- Sales of a Physical Product
- Sales of a Service

- Affiliate Sales
- Referral Rewards
- Direct Advertising
- CPC Advertising

Income from Freelancing:

- Selling services to a client

When calculating the potential income of your business it's important to set realistic goals but to also set goals that will motivate you.

On another note, it's also important to realize that depending on which business you are thinking of starting that it may be awhile before you make your first dime. Take blogging for example, it could take up to a year before you are making the money you want. However, if you offer freelance services you have the potential to meet and exceed your expectations in the first month.

Let's take a look at the profitability and expenses that come along with blogging versus freelance writing.

Blogging Expenses

- Domain Name and Hosting \$60/year
- Advertising \$50/month (optional)
- Email Marketing \$200/year (optional)
- Blog Design \$100 - \$1,500 optional

So you can see the only mandatory expense in starting a blog is domain name and hosting. All of the other expenses are optional, and other than advertising, probably aren't good choices until your blog picks up off the ground.

Blogging Income

Blogging income is extremely hard to predict. If your blog is popular it could have unlimited income potential. Yet, this doesn't happen as much as we'd like. On the other hand your blog could tank and not make a dime.

If you can build your blog's rankings up then you should be able to make at least \$300/month. (It may take you 4-6 months to build your rankings high enough.) So with \$300 a month as an estimated income and \$60/year being your only necessary expense you stand to profit \$3,540 a year from this one income source.

Your actual income could be much higher but it will come with a lot of time and hard work.

Freelance Writing Expenses

- Blog or Writer's Website to Showcase Your Work \$0-\$60
- Business Cards \$0-\$50
- Postage, envelopes, paper \$0-\$100

All of these expenses are also optional. However, I do think that it's important to have a blog or writers website so that you look more professional and have a place to showcase your work. This enables you to give prospects a link to your site so that they can see what you are all about.

The rest of the expenses will depend on your preferred method of marketing. If you are sending queries to magazines or editors via postal mail then you will have to cover the cost of postage and stationary. It's also a good idea to get business cards. The free ones offered by Vista Print will work just fine.

Freelance Writing Income

- Clients (magazine articles, blog posts, white papers, internet articles, revenue sharing sites)

The freelance writer's income all comes from one place, clients. This is not to say that freelance writing cannot be diversified, because it can, by having many

clients. The great thing about starting a freelance business is that you can *immediately* start making money.

Income for the Freelance Writer

- Depending on the quality and amount of work you get this could range from \$100 - \$5,000 per month.

It is also important to realize that there are payment processing fees if you are paid through PayPal or a similar service, and that you will be responsible for paying taxes on your income from your side business.

Action Step: Determine Income and Expenses

You need to determine how much money you want to make off your business. When setting this goal be realistic but also set the goal high enough to motivate you. Think of how you will earn your money and how long it will take before you can meet your goal. Then determine what necessary expenses you will have.

Putting Your Plan Into Action

“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.” – Colin Powell

You know the type of customer you are looking for and you know where to find this customer. Now, you have to make the time to implement your plan. As a single mother you are already the queen of time management. You may be reluctant to try and squeeze more time from your day, but in the end you will be glad you did.

Your new business is going to require at least two hours of your time every day to be successful. After your business takes off you may be able to spend a little less time on it. Or, you may want to spend more time to maximize your profit potential.

Actually, you may fall in love with the work that comes along with this new business and spend more time on it than you ever imagined! It's very rewarding to know that you have started a business all by yourself, and, it's even more rewarding when you love what you do!

No matter what business you chose the majority of your time is going to be spent on marketing.

If you chose an Ecommerce, blogging, or niche site business, then you will have to get your website up and running before you launch your marketing campaign. If you have a blog, I would recommend putting at least 10 well written posts to start out with that clearly portray what your blog will be about. You should also get your categories set up and your “about” page posted.

The same goes for your freelance business. Get your website up! If you don't want to spend money on a website then just go for one of the free ones. In addition to the Wordpress and Blogger sites that I mentioned earlier, you can find a host of other options on a post I wrote on my blog: [The Ultimate Guide to](#)

[Making Money Online: 50+ Resources to Turn Your Spare Time Into Cold Hard Cash](#)

Once you have your online presence set up, you need to create your master marketing plan. Your marketing plan should list all of the ideas you thought up in the previous chapter in order from most effective to least effective.

Hint: The most effective marketing methods have to do with connecting and networking with others. This is what my list would look like for blogging:

Blog Marketing Plan

- Guest Posting on Popular Blogs
- Commenting on Blogs within my Niche
- Social Media
- Linking to Fellow Bloggers Posts (Most will return the favor)
- Being Active in Forums

My goals are to have a good mix of these strategies but to spend the most of my time on the top two. It takes a lot of time to build traffic on a blog. You need to focus on writing guest posts for popular blogs to get your traffic started.

Don't let rejection get you down. You will be rejected. I was rejected from quite a few popular blogs before finally getting my post right and having my guest post published. Let rejection be your motivation to write a better post!

For freelance business marketing, it will be a little different. My online freelance business marketing plan would look like this.

Online Freelance Marketing Plan

- Doing Free or Cheap Work to Build a Portfolio (You only need to do a little bit of this.)
- Applying to jobs on job boards

- Finding prospects through Google searches
- Sending prospects emails offering my services and what I thought of their website/blog

For an offline freelance business such as landscaping, cleaning, or sales I would implement the following, (You need business cards.)

Offline Freelance Business Marketing Plan

- Social Media Marketing, especially Facebook
- Joining the local Chamber of Commerce or Rotary Club to meet new people (any type of relevant group will do, just make sure that the group is relevant)
- Letting all of your friends and family know of your business so they can spread the word
- Leaving business cards EVERYWHERE (think: restaurants, relevant stores, colleges, etc.)
- Cold Calling your targeted customer and offering your services
- Introducing yourself in person (especially if your service would benefit a business)

It would take ten books to cover effective marketing strategies for each of these possible businesses. Let this book be your general guide to give you the know how to come with up your ideas. It's crucial for you to be constantly learning about marketing methods for your business. You also shouldn't just be learning you should be applying what you have learned.

There are endless blogs on marketing and you can read all the posts absolutely free! If you are into books I would do some research on what the best marketing books are for your business. One marketing book that I particularly enjoyed is *Guerilla Marketing* by Jay Conrad Levinson. This book is a classic and can be applied to any business.

Put Your Plan on Paper

I highly encourage you to study marketing on a regular basis. You may discover some fantastic ideas that you had never considered. When you do feel like you have a solid plan in mind, put it down on paper.

Writing down your plan will make it feel more real. It will also keep you on track. You will be able to mark items off of your list as you do them for the week. This will help you feel more accomplished.

When coming up with your plan keep your end goal in mind. Then let your marketing plan lead you to your ultimate goal. Write down tasks that need to be done on a daily, weekly, and monthly basis. If you get your marketing method right, you will be able to reap the rewards very quickly.

Action Step: Write Down Your Marketing Plan

Write down or record in your computer or phone what specific actions you will take to market your business. Think of tasks that you can do on a daily, weekly, and monthly basis. Keep your plan in a conspicuous place like your office or near your computer. Mark items off of your list as you complete them.

Creating Goals

“A goal is a dream with a deadline.” – Napoleon Hill

Without goals you will have no way to measure the success of your business. You also will have a harder time maintaining focus and working with the end in mind. A lot of hard work is going to be made before you see any sort of real progress. Goals will be your guide to success.

There are so many ways to measure the success of your business. A common measurement is in terms of income. However, in the beginning I think measuring your success in income will only disappoint you.

If you can accept the fact that it takes most new businesses a couple months, at the very least, to generate profit then you will be able to stay on track much better. A better way of measuring success is by how well you are reaching your smaller goals.

Other Ways of Measuring Success

- Blog/Website Visitors (Install Google Analytics to track this. It's a free service.)
- Contact initiated by customers
- Number of Clients
- How Many Events you have booked

Use a form of measurement that aligns with your long term goals. And remember, everyone's definition of success is different.

Now to the fun part, let's talk about those long term goals.

Long Term Business Goals

The whole point of you starting this business is to obviously make money. If you stick with your plan and idea you will make money, maybe even lots of it! So

when coming up with your long term goals you have to decide how much money you need to make per month.

My goal was to make \$1,200.00 per month from my blog after one year. In addition I set up mini goals each month to gradually lead me up to my goal. I don't always meet those goals but having them there keep me motivated to push on. I am also very confident that after a year making \$1,200.00 a month off my blog will be attainable!

You need to decide what amount of money makes the initial work worth it to you. Then you need to think of a time frame. For me, I can easily wait a year. I see a year as being a reasonable time frame and I am confident that my efforts will pay off. For you, a year may be too long.

Make your decision. Make your plan reflect your decision.

The more money you want to make and the faster you want to make it equals more work and a lot more marketing.

Whatever decisions you make you need to create habits that will move you toward your goals.

Create Success Habits

Goals are dreams we are working to accomplish. Habits are the stepping stones to accomplishing those dreams. With every goal we are striving to accomplish there are many habits that we can develop to take us a step closer to accomplishing our dreams.

Goals are the motivation you need. They are the desired outcome. Habits are what it takes to reach your goals. Don't look at habits like bad things such as smoking or overeating. It's time to train your brain to learn new habits that will set you up for success.

One of my favorite books is *The Habit Factor* by Martin Grunburg. In a nutshell he suggests you do three things to develop your habits.

1. The first step may seem very obvious, but defining your goals and figuring out the “why” is the most important step.
2. Once you have concrete goals laid out and strong reasons why these goals are important to you, it’s time to think of the habits you can develop to bring you closer to these goals.
3. To make these habits for success stick they have to be tracked.

You’ve set your goals but can you define why you made them? Why do you want to start a side business? Everyone’s answer will be different, but for a single mom the benefits of having a side business are tremendous.

- Most single mothers struggle financially.
- You can spend more time at home with your kids instead of working excessive hours.
- You can create something you can be proud of.
- Your business may start as a side business, but has the potential to produce enough income to be a full-fledged business.

Since you know your goals you need to think of which habits will bring you closest to achieving them. Marketing related activities should be one of those habits. The core parts of running your business should also be a main focus.

Make a list of all the habits you can develop that will bring you closer to your goal. Once you have your list try narrowing it down to the top two or three that will benefit you the most. You can concentrate on one at a time or both if you feel like you can handle it. Work hard on turning these activities into habits. Once you have these down you can move on to developing new success habits.

The best way to ensure these success habits stick is by tracking them. Schedule time to work on these habits in your daily planner. Shoot for a specific amount of time to spend on each activity and on specific days. Keep track of how well you are doing.

If after four weeks the habits have not stuck consider adjusting your schedule up or down. You may be putting too much on your plate or you may be capable of doing more. Experiment until you find out what works the best for you. It will take a minimum of four weeks to turn a new activity into a habit.

Once you develop these habits you won't even have to think about marketing or remember to do an important task for your business. It will be second nature and you will have set yourself up for success!

Staying Motivated

By now you should have a vision of what you want the end product of your business to look like. You have a long term goal and several short term goals that will help get you there. Since it may take a year or more to make real headway you need to keep yourself motivated.

Celebrating and recognizing small achievements will help keep you on track. Don't look at how far you have to go, always look at how far you have come.

It's very easy to give up and lose hope. That's why it's important to pick a subject or niche in which you are interested in and to constantly remind yourself of why you are beginning this business in the first place.

There are many motivation factors for me. I always keep my daughters in mind with everything that I do. I know creating a successful business will help reduce my stress, enable me to be better off financially, and allow me to spend more time with my kids instead of at my day job.

In addition to those reasons I keep a list of three reasons in my mind all the time:

1. I dislike my day job.
2. I see potential.
3. I want to build something I can be proud of.

These reasons are always heavy on my mind. And of course going to a job I dislike gives me a daily reminder and all the motivation I need.

Be patient, continually strive to do better, and stay motivated. I know you can do it! Think of reasons that really motivate you to keep pushing on when you feel like giving up!

Action Step: Creating Goals and Habits

*List all of your long term business goals. Picture yourself in a year from now. What does your business look like? List the habits you can develop that will bring you closer to your goal. Determine which days and how much time you will spend on developing these habits. Track your habits for a minimum of four weeks. If you need more help making your habits read *The Habit Factor* by Martin Grunburg.*

Keep Going

“The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.” – Vince Lombardi

If you can stick it out through the first year you are on your way to success. The first year will be the toughest in terms of time and money. You will have your fair shares of struggles and self-doubt. There will be many times when you just want to quit. Don't quit.

I challenge you to stick with your side business for one full year before giving up. There have been many times when I just felt like quitting. I have been discouraged and there have been times when it felt like I was never going to make any money and was just wasting my time. *But I wasn't.*

Successful businesses do not happen overnight. There are no get rich quick tactics. If there were everyone would be rolling in money by now. In order for you to be successful you are going to have to put in the hard work and effort and have faith that with time your business will succeed.

When you finally start to reach the level of success you had hoped for you will begin to build momentum. With each month that passes you by you will find more clients and will make more money. And, eventually you will hit your desired income goal.

When you make it to this point you will be so glad that you put the time and effort in to make your business succeed. You will have something to be very proud of. You will have less financial stress and hopefully be able to free up additional time to spend with your family.

Never Stop Learning

Even if you are able to reach your income goal quicker than expected don't stop learning about your business. Technology and marketing methods are constantly changing. There is always something new to be learned.

Read up on as many books and blogs that you can on the subject of your business. Make connections with other people who are more successful than you and take note of what they do. Constantly be seeking to improve.

The most successful people invest in themselves. They never stop learning and they aren't afraid to try new things. Study successful people and see if you can pick up some of their habits.

Be Proud

My hope is that this book has given you ideas of what you can do to start your side business and the courage to get started. The fear of failure is real, and it's scary. Don't let fear hold you back.

Follow your heart and pursue an idea that means something to you. Start a business that you can be proud of. Your journey will be long and at first it will be hard, I am almost 100% sure of that. Accept the fact that it takes time to develop success and it takes time to build up clients. But it can be done and it can be done by you!

Never let negativity squash your chances for success. There are always a handful of doubters. They may think that you are crazy for spending so much time on a project that isn't bringing you immediate income. But it takes time!

(If you are ever in doubt that side businesses like I have explained in this book can be wildly successful, then contact me through my [blog](#). I will send you to a handful of sites that are making six figures purely through the methods I have mentioned in this book.)

My hope for you is that you will take action and turn your dream job into a reality. Keep learning about your craft, make connections with others who can help you, and keep going when the times get tough. In the end you will be so glad you did.

I am going to leave you with a list of resources in the back of the book to help you get your side business started. I wish you all the best!

~To Your Success~

Resources

Places to Get Free Websites

- [Wordpress.com](https://www.wordpress.com)
- [Blogger](https://www.blogger.com)

Purchase Domain Names

- [Go Daddy](https://www.godaddy.com)

Web Hosting

- [Go Daddy](https://www.godaddy.com) (What I use)
- [Host Gator](https://www.hostgator.com)
- [Blue Host](https://www.bluehost.com)

Web Design

- [Skinny Mermaid](https://www.skinnymermaid.com)

Business Cards

- [Vista Print](https://www.vistaprint.com) (You can order your first 250 free, just pay shipping)

Helpful Blogs

Blogging

- [ProBlogger](https://www.problogger.com)
- [Copy Blogger](https://www.copyblogger.com)
- [Daily Blog Tips](https://www.dailyblogtips.com)

Freelance

- [Freelance Switch](https://www.freelance-switch.com)
- [Make a Living Writing](https://www.makealivingwriting.com)
- [Be a Freelance Blogger](https://www.beafreelanceblogger.com)
- [Leaving Work Behind](https://www.leavingworkbehind.com)

Niche Sites

- [Smart Passive Income](#)
- [Niche Pursuits](#)
- [Empire Flippers](#)

Credits

Book Cover Designed by [Skinny Mermaid](#)

Check out [Single Moms Income](#) for more business ideas, marketing tactics, and tips for business success.