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Resources & Business Ideas for Work-at-Home Moms

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She Doesn't Really Work, She Just Works At Home: Legitimizing Your Home Business to Others

When you work at home, too many people think you are free all day to run errands, car pool, babysit, or do many other things that you just do not have time to do.

The problem is that many people just do not see working at home as a legitimate business the way they would view a lawyer or a teacher. After all, you can set your own hours, so why can't you be available to pick up their little Johnny from school, drop him off and baseball practice, then deliver him home an hour later?

But how can you make people see that your business is just that - a business.

First and foremost, get call display. While you don't want to miss any calls from clients, you really don't want to spend an hour on the phone with your best friend as she dissects her latest date, not unless you are an incredible multi-tasker.

Call display will help you weed out those annoying "oh, I'm sure she can do this" calls. Some phone companies even offer the option of multiple voice messages - you can have one that conveys the fact that you are working, and that you are a true business.

Something like "Hi, you have reached Carolyn of XYZ Desktop Publishing. I may be with a client right now and am unable to take your call. Please leave a message and I will return your phone call as soon as possible. Thank you."

When someone does call you and asks you to do something "right now" but it is not convenient for you, consider offering an alternative.

"I'm sorry, Cheryl, but I have a deadline and will be unable to leave the office all day. I am free next Tuesday if you would like me to do it for you then."

Or you can set a schedule that you let others know. Whether you work every morning, or you work all day three days a week, you can offer alternatives to those who want you to do something for them.

If you let people know that you have set hours, and that you aren't available at the drop of the hat (except for emergencies, of course), you will be able show that your business is a true business, even if it is based in your home, and not in an outside office.

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