

MAKE YOUR DREAM OF FINANCIAL FREEDOM A REALITY

The Ultimate Guide to Becoming A Work at Home Mom

BY POORVI KHARE



The Ultimate Guide to Becoming A Work at Home Mom

Make your Dream of Financial Freedom a Reality

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Poorvi Khare

Being Mommy & More

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Introduction

Hi there, my name is Poorvi and I am a Work at Home Mom to my 3-years-old toddler. Motherhood brings so many changes in our lives. When I became a Mom, I quit my full-time job to be home with my baby. But I missed the financial freedom and I also wanted to contribute to my family income.

So, I decided to be a work at home Mom, where I can be home with my baby and also earn money working from home.

I started with great enthusiasm without much planning, and it didn't turn out so well for me. And I realized it's not as easy as people think it is. Making money online is hard, especially if you don't know how to start the right way. Yes, there is the right way to start your work at home career, which I learned after so many failures, frustrations, and struggles.

That's why I created this e-book for you, which will hold your hand and be your guide to make your work at home dreams a reality.

So let's get started!

The Right Mindset

Now that you have made the decision to start working from home, it's necessary to mentally prepare yourself for the way ahead. Your mindset is the key here. So many people just start without the correct mindset and preparations and when things don't work out the way they imagine, many of them get depressed and quit. Here are a few tips to get you in the correct mind set of being a work at home Professional:

- **Understand that it's not 'That' Easy**

Many have this misconception that working at home is easy and doesn't require much effort. It couldn't be far from the truth. The money won't start rolling in immediately. You have to have patience and be ready for a lot of hard work.

- **Systemize**

It's easy to get lost in one task and before you know it, you've spent hours on it. This wastes your time and might throw you off your game. And that's why it's important to create a system for your work. And being a work at home Mom, you will be juggling between house chores and your work. It is necessary to start making your to-do lists, schedules, and finding the time when you are most productive.

- **Be ready to accept rejection**

You will be applying for jobs, contacting prospective clients depending on the nature of your work. And not everyone will like your work. Sometimes you won't even get responses back and sometimes you will get rejected. And that's Okay. Don't lose your confidence and let self-doubt creep in.

- **Be open for new learning**

Being self-employed and a solopreneur come with learning new things every day, from learning time management to new tools and resources, to promoting your business, etc. You will be learning to do it all.

- **Set up your workspace**

Your workspace doesn't have to be anything fancy, just a table and a comfortable chair in the favorite corner of your room or study are enough. Keep your desk organized and clutter-free. A workspace will help you be in the right mindset and keep you away from distractions too.

- **You won't be able to do it all and that's Fine**

Managing house chores and work is not easy. You can't do it all. Your house may not be sparkling clean; you may have to ignore the pile of laundry, and quick dinner recipes will become your best friend. Do NOT feel guilty Mommy, it's all a part and parcel of being a work at Home Mom.

Now that you have made your mindset, buckle up Mommy, it's time to take that first step toward your work at home career. But don't forget to discuss your plans with your family too.

Tips to get your Family on Board

When I started working from home, I didn't tell anyone what I was doing. They thought I am just passing my time sitting in front of the computer and earning a few bucks occasionally. In short, nobody took it seriously. And it was my fault. Even I was not giving priority to my work, chores and everyone else's demands came first. And that casual approach toward my work made everyone think it's just a passing activity. It not only demotivates you, but it also leads to anger and frustration.

Here are a few tips to get your family on board, so they can understand and support you:

- **Communicate**

Tell your family what you are doing, especially your spouse. They may not fully understand initially, once you start making steady money, everyone will know what you were talking about.

- **Let them know you are working**

House chores are never-ending, on top of that your husband or kids may need you every few minutes, but let them know you are working now. You need un-interrupted batches of time to work.

- **Keep them informed about your Work Timing**

Your family may be used to having you available for them all day every day, especially if you are a stay at home Mom. You will need to tell them it's going to change, and there will be timings during the day when you will not be available. Of course it's hard with babies and toddlers, so you will have to be flexible and adjust as per circumstances.

- **Have a Support System in Place**

It could be your trusted neighbor, your Mom, or hired help. They can take care of your kids when you have to go for a client meeting, or when you have a hard deadline. Having a support system is a must for a work at home Mom.

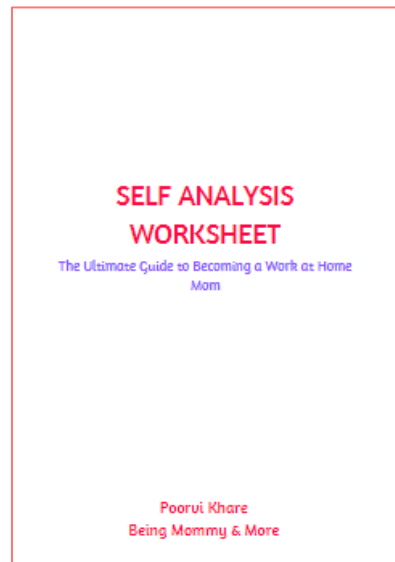
What you can do to earn money working from home?

What you can do depends on many factors such as your passion, experience, and talents. You don't want to do something that you won't enjoy or can't do for a long time. All of these factors play a vital role in finding the best suitable work at home career.

For example, if you have past experience in marketing and you are good at teaching and explaining things to people, you can be a marketing coach. Or if you have a passion for writing and can do it for a long time, you can become a freelance writer or blogger.

A self-analysis is required to find the right job/business for you. And that's why I have a FREE worksheet for you to do just that. And it's an EDITABLE sheet. Use it as many times you want, edit, and add things as you get on the analysis mode.

And Make sure you have a few minutes to un-interrupted time to do this activity.



[Click here to download the worksheet](#)

Once you have determined the best-suited career (work) for you, it's time to dive into finding work and building portfolio. So why waste time, let's get started.

How to build a Portfolio that lands you Clients

As a newcomer, there are 2 ways to build your portfolio,

1. Do low-cost or free work and get testimonials
2. Complete your own projects by creating mock-ups (samples)

But just pasting work samples and a few testimonials are not going to land you high paying clients, your portfolio needs to look professional and grab attention once someone lands on it.

Here are a few essentials you must have in your portfolio:

- **Your Specialty**

A digital marketer is vague, but an SEO Specialist is more accurate, so put a specialty if you have a broad niche.

- **Your Best Work**

Don't create a sample just for the sake of the portfolio. Give your best shot; imagine that you are writing this for a high paying client. It should be your Best Work.

- **Easy To Find Contact Information**

Your email address, phone number, social media handles all should be easy to find in your portfolio. Not hidden in small fonts and bad formatting.

- **Your Personality**

Including your personality makes you relatable to others. So, it okay to add that you love gardening or cooking.

- **Your Photo**

When people can put a face with your name, the chances of them trusting gets higher, so make sure to add a clear photo of you.

- **About Page / Bio**

A great place to showcase your personality and photo is on your about page. Don't think no-one will read it because they do. Put some thought beyond it, the person thinking of hiring you will definitely go through it.

- **Relevant Skills and Education**

Only put the skill and education that will help you in your work. Having teaching experience in kindergarten doesn't help in the interior designing portfolio. So remember the word relevant when adding other skills and education.

- **Testimonials**

Well, it's obvious right? They don't have to be long; just a few lines are enough. Don't worry that you are just starting and don't have any testimonial, it's ok to have a portfolio without it too. Everyone starts with zero. But once you start getting clients, ask them for it. It helps build credibility.

- **A strong Call to Action (CTA)**

Your portfolio site should have one main goal, to get a client to hire you. So, you want to make it easy for people to take that action. The most common form of a CTA is a button. Like a "contact me" or a "hire me" or a "find out more".

- **The Right Platform**

The "right" platform to put your portfolio depends on you, your goals, budget, and skill-level. If you can't afford the time and money, you can create your portfolio using Google Docs. It's very easy to create and share your portfolio in Google Docs. You can also create a LinkedIn profile and add your portfolio there. But if you can invest some money, go for a self-hosted website/blog, it's the best way to showcase your work.

Your portfolio is your asset. It's the first thing a client will see, make sure you make the right impression from the start.

Free Resources

[Portfolio Templates](#)

[Free Wordpress Portfolio Templates](#)

How to protect Yourself from Work at Home Scams

As working from home is becoming a popular choice day by day. There are many fraud and online scams that are also increasing. You need to be alert regarding this. I once made a mistake of not checking out the background of the client and getting enough information, and jumped to work seeing a good amount of money. I regret it to date; I spent hours and so much energy, only to be cheated on.

So don't make the same mistake I did, and to help you recognize such scams and avoid it, here are a few tips that can help:

- **No Details**

If the said client doesn't give any or all these details such as website link, contact number other than one, a company email-id, address. It's definitely a scam.

- **Unusable or Wrong Contact Information**

If they do give a website link, but the website looks fishy, and they don't have real links on About us or Contact us, it's a scam. Ask for this information, if they hesitate, block them.

- **Big Claims but No proof**

Some clients/sites will tell they have worked for big names, but they won't provide proof of their work.

- **Don't Pay for Opportunities**

If a said employer is asking you to pay money to get work, it's a telltale sign of a scam. Never ever pay for getting work.

- **High-Pressure Tactics**

"Apply within 24 hours or first 20 people to apply..." these are pressure tactics to make you make a decision in a hurry and steal your money.

- **Do your Homework**

Start with doubting everything, and keep asking for more details. Look up on social media, search for reviews. Before accepting any job, make sure you check everything.

By being alert and doing thorough research about a client, you can save yourself from work from home scams.

10 Best Work from Home Jobs for 2020

There are many jobs out there you can do working from home. But if you want to earn good money and fast, it's important to adapt to the market trends. That's why I am sharing some of the best and in-demand remote jobs for 2020.

If you have already chosen a career/job you want to do. Try to align it with the trending jobs, maybe by narrowing your field or giving your services with something extra that's in demand.

So, let's see what are the best Work at home Jobs for 2020:

1. Freelancing

According to [Financial Express](#), India is the largest freelancer market, with 10 Million people freelancing. Companies are interested in hiring freelancers as it's profitable for them when it comes to investment. So if you are thinking of becoming a freelancer, go ahead. Work on your portfolio and start applying for jobs.

2. Blogging

Everybody is blogging these days, but only a few can turn into a business and a profitable income source. That's because writing about your life journey and interests is not going to earn you money. You have to write for people. Your audience should get value from your blog.

Blogging is a great way to earn income but treat it as a business not your personal diary. If you are wondering whether blogging is worth it or not, read these [statistics](#), you won't regret starting a blog after this.

3. Dropshipping

Dropshipping is a business that allows you to create an online store and sell products to customers. However, unlike a regular online store, you don't need to buy, store, or ship the items that you're selling. Instead, after you make a sale, you buy the item from a supplier, and it's shipped directly to the customer. Dropshipping has great [scope](#) in India.

4. Digital Marketing

With Every company/brand building their online presence, digital marketing is in high demand these days and its [future](#) is also bright. Try to focus on a specific niche under digital marketing such as SEO, Copywriting, or Social Media, being a master at one skill gives you better chances with getting gigs.

5. Online Courses and Coaching

India's e-learning market is [second largest](#) after the US, and it is expected to grow rapidly in the coming years.

Love helping people reach their goals? Have a knack for teaching? This is the best and most popular work from home career these days. Become a coach in a field you have expertise in.

There are many types of coaches, such as:

- Career Coaching
- Life Coaching
- Wellness Coaching
- Spiritual Coaching
- Financial Coaching, etc.

6. Professional Image/Video/Audio Creator

Videos and images have become a popular communication mode in the internet world. [Statistics](#) say that video content provides better traffic, leads, and sales, and that means a high requirement of video creators and editors.

The [Stock photo industry](#) is predicted to generate \$4 Billion in revenue by 2023. Can you imagine the demand for stock images by this? It's HUGE! So if you are someone who loves photography, jump in now.

7. Coder / Software Engineer

[According to Satya Nadella](#), CEO of Microsoft, The most important investment organizations are going to make in the next decade is the software engineers that they are going to employ. If you have past experience as a coder/software developer or interested in coding, this is a great career choice for you.

8. Virtual Assistant

India is the second-largest English-speaking country after the US. Clients favor Indian [Virtual Assistants](#) when it comes to IT and back-office work. If you are efficient at managing and scheduling work, VA is the career for you.

9. Affiliate Marketing

This is the best way to earn passive income, where you promote products of other people/companies and earn a commission for leads or sales. [Statistics](#) show that affiliate revenue has been growing 10% each year since 2015. This trend is expected to continue until 2021 and later.

10. Influencer Marketing

According to [Forbes](#), Market analysts predict that the influencer marketing industry will be worth north of \$15 billion by 2022, a rise from \$8 billion in 2019. If you have a good amount of social media following, you can become an influencer and get paid to promote brands and products.

There you have it! Now you know the best jobs you can earn from in 2020 while working from home. If you have experience in any of the above or currently working in that field, you have a head start. Keep going, Mommy.

10 Best Websites to Find work at Home Jobs

Now you know what kind of jobs you can do from home and the jobs that are in high demand. Here are the top 10 places to find legitimate work at home jobs:

1. [FlexJobs](#)
2. [Remotive](#)
3. [FreeUp](#)
4. [Boldly](#)
5. [Remote.co](#)
6. [OutSourcely](#)
7. [Freelancer](#)
8. [Guru.com](#)
9. [Dice](#)
10. [Fiverr](#)

Another popular way to get clients is **cold emailing**, where you pitch your services to prospective clients. Here are a few resources that will help you write a killer cold emails and get you clients:

[Best Way to get Clients with Cold Emails](#)

[Sample Cold Email Scripts](#)

[High Converting Cold Emails](#)

[Cold Email Example](#)

10 Free Tools for Work at Home Mom

Trello

I have recently started using [Trello](#) and I love it! It's a task management system that lets you divide your task into boards, to-do lists, and more. As a solopreneur, you will have so many things to do, schedule client meetings, invoices, work on different projects, etc. Trello helps you in managing all that.

Google Drive

From saving your important documents to a creating portfolio in Google docs, managing tasks on Google sheets where you don't have hit save every few minutes, Google Drive is your one-stop destination. If you haven't explored it yet, do so now!

Google Keep

Are you someone who suddenly gets an idea for a project in the middle doing household chores? And then you write it somewhere only to forget where you have written it later? Google keep is going to be your new best friend. Just post a note on it and forget it. You can access it anytime from any of your devices.

Proposal Template

Having a proposal template makes it easy for you to share your services and prices clearly. You can customize it as per the requirements of the clients, but having a template ready saves time. Platforms like [JotForm](#) and [Proposify](#) can help you with that.

LastPass

If you have trouble keeping track of your passwords and remembering them, you can store all these passwords in [Lastpass](#) vault. It's a handy tool for having your passwords in one place.

Social Media Automation

Posting on various social media channels takes time and work, but automation tools like Buffer and Hootsuite let you automate posting on multiple social media channels simultaneously.

Payment platform

You need a simple payment method and hassle-free transactions for both receiving and paying money, And payment platforms such as [Instamojo](#) and [Razorpay](#) lets you do that.

Skype

Skype is the best tool for client interviews or meetings. If you are not familiar with it yet, download it on your system and get the feel of it.

Canva

[Canva](#) is the easiest tool to create and edit images online. The free version has more than enough features for creating beautiful images.

Email Automation Tools

If you plan to be a blogger and sell your own products, you need an email list. [Mailerlite](#) is an excellent email Automation tool that is free for 1000 subscribers.

One Final tip Mommies,

Don't let fear hold you back. Put yourself out there; don't let a few setbacks stop you. Trust me, I have been there. If I can do it, you can too!

Xoxo,

Poorvi

About the Author



Poorvi Khare is a freelance writer and mom blogger. As a Work at Home Mom herself, she knows the struggles and difficulties behind starting a successful work at home career. With this book, she aims to help Moms who want to start their career as a WAHM. You can find out more about Poorvi on her blog at [Being Mommy & More](#), where she writes about mom life and parenting.

You can connect with Poorvi via the following channels:

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