

Economic opportunities

In a perfect world, we'd all sleep late, stay in our pajamas on days when we're worn out, and have the time to do exactly what we want. We'd never punch a time clock, attend another meeting, or pick up fast food on the way home from a Little League game. We'd have prepared a fresh salad, pasta sauce, and cupcakes in advance, because we'd have the time. But real life isn't always conducive to such. Instead, we're late to the meeting, we're probably going to miss the first four innings of the game, and afterward, it'll be burgers or pizza. Why can't we turn that luxury-of-time fantasy into a reality?

Um . . . wait, we can. Suddenly, the choices we have to work from home, to set our own schedule, to be our own boss, and call the shots are exploding. To borrow from science, what we're seeing is the equivalent of a "Big Bang," and we're dealing with an enormous money-making opportunity. There's a whole new business universe out there, and it's changing the way many women and men work and live.

The myth is that homemakers eat bonbons, watch soaps, and take care of their kids. The reality is that there's a new revolution of people staying home these days and they're doing a whole lot more than folding laundry; they are moms and dads, new grads and grandparents, skilled professionals, and high-powered executives.

These individuals are finding more energy, more time, more ways to make money, and yes, they're doing it their way. So, if working from home is where your heart is, you are in the right place. It's definitely the right time. "Is it really possible? Can I really stay at home and make money?" We've heard that question asked by thousands of women and men across the country. Our resounding answer is "Yes!" This is the perfect time, because the world of work is growing and changing. It's less rigid and more fluid, less restrictive and more inclusive, less traditional and more innovative.

Not only has the Internet revolutionized the way we work and live, but it has created an alternative job market with new companies, new job descriptions, and new opportunities. Think chefs only work in restaurants? Meet Jennifer Beisser, CEO of ChefsLine, a business that supplies "on demand culinary advice for busy cooks." Clients find the service online, but they use the phone line to connect with a chef who will share personalized advice, step-by-step cooking instructions, and those little touches that can turn an ordinary dinner into fine cuisine. That chef who's providing the advice is doing so from his or her own home.

Are you ready to rocket ?

Want to explore today's work-from-home job market ? It's fast, easy and so much bigger than you can imagine. Just let your fingers do the walking... across your keyboard. There's no limit to your reach. The world is your oyster.

T.Johnson and R.Spitzman, *Will work from home (2008)*, in Password English, Didier, p.118.