

Will People Take Me Seriously If I Work At Home?



A concern many home based business people have is "will people take me seriously if I work at home?" From my experience, any doubts that prospective clients might have about the credibility of your business can be overcome by being scrupulously professional in all aspects of your business.

Here are six tips to help you present a professional image in your home based business:

1) Invest in well-designed and professionally printed business cards

A well-designed business card is one of the least expensive and most cost efficient ways to promote your business. Carry them with you at all times and don't be shy about handing them out. Networking doesn't always happen in a controlled setting and you never know when a potential client will approach you.

Don't be tempted to print your own business cards using the blank sheets from the stationery store. Nothing marks you as an amateur faster than home-made business cards. Professional printing costs less than \$50 and is well worth the investment.

2) Use your business logo on everything, and keep it consistent

Your logo should be readily identifiable with your home business and project your company as a professional, well-established operation. This is known as "branding" and has become an industry-wide benchmark for establishing immediate recognition for particular goods or services. Invest in pre-printed stationary, which proudly displays your logo, business name and contact information and use it in all correspondence and invoicing.

3) Don't use your residential address for mailings

Have all business mail directed to a Business Centre or Post Office box rather than your residence, especially in smaller communities where a residential address is easily recognizable.

4) Open a business account for all your banking services

One of the first things you should do as a new home-based business is open a business account for all your banking services. Not only will this allow you to keep your personal and business transactions separate, it will enable you to establish a better rapport with your banking institution, thus providing a ready record of financial transactions should you need to discuss financing in the future.

In addition, you should have your business name printed on all cheques and credit card invoices relative to your business. The more you get your name out there, the more readily recognizable your business will become.

5) Use good telephone etiquette

For most home-based business people, the first contact with potential clients is by telephone. This initial contact can either make or break your reputation as a serious businessperson. This article covers telephone etiquette for home business in detail.

6) Conduct yourself professionally even in casual meetings

Self-promotion is the mainstay of any home based business and marketing your product or service professionally is crucial. Attending local trade venues such as Chamber of Commerce meetings offers a prime opportunity for networking with other like-minded business professionals.

No matter how small or casual the meeting, remember that people form impressions of your business through these encounters. Hence it is important that your appearance and behavior always project a professional image.