

PAYOFFS, BENEFITS AND REWARDS

There are more wonderful things about owning a home-based business than I have time or space to talk about. So I've decided to highlight a few that will, I hope, get you motivated to start your home-based baking business.

You're the *boss*!

Your work takes place in the comfort and convenience of your home.

You design a work schedule that suits your personal and business needs. Work can take place early mornings, late nights, or weekends.

You set company rules and policies.

No travel time or expense to and from work.

You have no obligation to stay at home for a certain number of hours each day. You can come and go as you please.

Very little overhead cost. Only a slight increase in utility bills and the cost of liability insurance coverage if you choose to carry it.

No additional rent. When your home rent or mortgage is paid, so is your business rent.

Many tax deductions.

Total control over your product line: the types of products you offer, flavors, sizes, prices, whether to sell wholesale or retail, types of packaging, where and how the products will be shipped or delivered, and much more.

The opportunity to try new ideas and show off your creativity.

The joy, pleasure, excitement, and satisfaction of having people taste your products and enjoy them so much that they become regular customers and refer you to their family, friends, and coworkers.

The feeling of accomplishment when an upscale restaurant, dessert café, or hotel puts your desserts on their menu or displays them in their dessert case.

The feeling of reward when the phone rings with your first \$500 or \$1,000 order.