

Staking Your Claim: The New Work from Home Frontier

Office, Sweet Office, at Home

What does a home office look like? Two examples

I make and sell widgets

- Computer
- Phone
- Scanner, printer, copier combo
- Storage room for ingredients or inventory of pieces
- A place to package and ship

I'm a freelance writer

- Computer
- Phone
- Scanner, printer, copier combo
- Office supplies – as many fun gel pens as you like



Cell Phone – Friend or Foe?

Very much a friend

- You can work from anywhere with a phone
- People can reach you directly and you control how professional you are representing yourself
- You can do many things on your phone that used to require a desk top

But, beware, it can be your worst enemy as a time killer

Do I need a separate phone and phone line?

Probably not and maybe never

- Can you use a call forwarding service or an app to distinguish personal from work calls
- Are you OK answering unidentified numbers all the time
- Do you generally keep an updated cell phone with at least mid-level features

Probably yes desperately

- If you will be getting a large volume of calls
- If you want to use a cute number as part of your marketing
- You already use your phone for a family business; maybe you farm

When do you invest in the latest and greatest

Computer

- Laptop
- Tablet
- Surface

Printer, scanner, copier, fax (ha ha) combination

Cell phone

Equipment necessary to manufacture or store a product

- Refrigerator
- Beekeeper suit

Equipment necessary for your chosen gig that is still a service

- Drone
- Camera

A woman with blonde hair and glasses is sitting at a wooden desk in a home office. She is smiling and looking at her laptop. The desk is cluttered with papers, a keyboard, a mouse, and a pen holder. There is a potted plant on the desk. The background is a bright, airy room with a window and a white wall.

Home office basics

If you will be conducting any type of white-collar business, your space will need to be

- In a low noise area – receptivity to background noise has changed since Covid lock downs – freely share that you work from home
- Distraction free
- Large enough to comfortably sit at a desk and layout papers, maps, drawing, photos etc. that you are working on
- Equipped with an ergonomic, well-made chair – don't skimp
- Close enough to creature comforts



Space may be an issue if you grow

- Storage for equipment
- Storage for inventory or finished product
- Storage for raw materials
- Assembly or production area
- Customer pick-up or drop-off zone

Home business basics

Making and selling an actual product or providing a service that requires equipment

Let's Keep Talking

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