The Complete Guide to Telecommuting



Table of Contents









Welcome to Our Guide

05 You Want to Work From Home? 08 Telecommuting Wave

Prepare to Work at Home

- 11 Getting Started with Hardware
- 13 Software: Free vs. Paid Options
- 15 Resumes and Getting Noticed
- 19 Cover Letters: Nice to Meet You
- 22 Showcasing Your Portfolio





How to Find Jobs Online

24 I've Tried That 10 Commandments

- 26 How and Where to Find Jobs
- 29 How to Read Job Ads
- 31 Professional Communication
- 34 Asking the Boss

After You Get the Job

37 How to Manage Working from Home **39 Building Your Freelance Business**

Conclusion

45 Wrapping Up

Hi there! Welcome to our ebook. I'll be your guide through the pages. Click on me at any time to jump to the table of contents!

We would like to personally thank you for your download. We hope that this guide becomes a powerful resource for you to find the genuine telecommuting jobs you've been looking for. Your continued support has allowed us to keep working and stay motivated with helping others. Thanks again for your download, and best wishes for your success.

All the Best, Steve and Joe

Welcome To Our Guide

Hello there, seeker of on-line income, and welcome to our ebook. We believe it can help you make a few extra hundred dollars per month.

So you want to learn the ways of the telecommuter. Great! There are plenty of perks to working from the comfort of your own home. From saving gas to spending more time with your family, the benefits make the process of finding a telecommuting job worthwhile. It may be a bumpy road at first, but stick with it. We can assure you the end result is more than fulfilling.

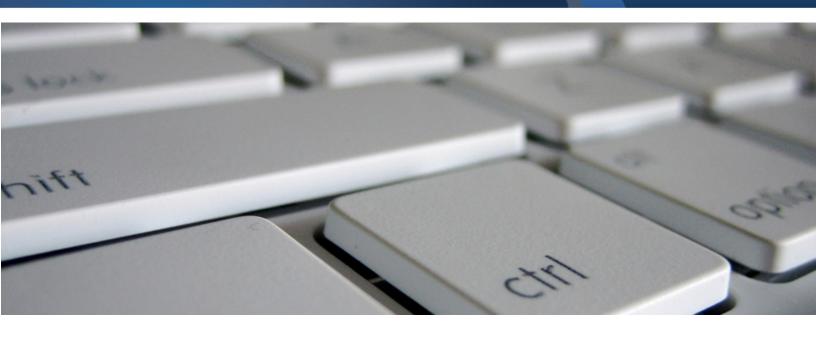
his isn't your average ebook. We should point that out before we even get started. Most ebooks consists of lots of pages filled with text. They are hard on the eyes and it's easy to get lost and frustrated. Hell, our first version of this book wasn't exactly what you would call pretty.

With the second version, we wanted to head in an entirely new direction. For starters, we added color! Nifty, eh? Technology is truly wondrous. Aside from color, we loaded this baby with plenty of relevant images

and hyperlinks to allow us to expand on our points without having to write more in this document. Some call it slacking off; we call it keeping our readers informed with the latest around the web.

The book is broken down into three major sections and *should* be read from beginning to end. Each section is broken down into articles pertaining to working from home. You can stop reading and pick up right where you left off without getting lost.

Welcome and enjoy the ride.



You Want to Work From Home? Really?

orking from home, or telecommuting, is a hot topic today, and getting hotter. You've already warmed up to the idea. That's why you bought this guide. You've spent some time searching online to find ways you could make money at home, and that search led you here. Congratulations! You're finally in the right spot to learn how to find jobs online that you can do from home, and chances are you've already swum through a lot of sewage to get here. Maybe you've even been burned by one of the thousands of scams that appeal to the Internet surfer looking for extra income.

At our blog, <u>I've Tried That</u>, we get messages almost daily that go something like this:

I just had a new baby and am looking for a way to make some money so I can stay home with him. But you guys keep saying everything is a scam! Isn't there anything out there that's legitimate? Are they really all scams?

Sadly, the huge majority of everything we've looked at and read about is a scam: they're either outright crooks or they can't possibly deliver what they promise or they use deceptive advertising tactics. Furthermore, the great majority of "jobs" you'll find in a Google search are not jobs at all; they are affiliate marketing plans or Google Adsense campaigns or some other program, and you'll end up losing money, not earning it.

These scammers play to your greed and fear. If you're new to the online business world, you know that everywhere you go, you find all kinds of million-dollar business opportunities. All of them will teach you their life-changing! millionaire-making! secrets for anywhere from \$10 to \$10,000. Naturally, you'll begin to buy into the idea that you very well could become rich online. But the truth is that you will be throwing money away. Even though some programs are good about returning your money, you will still have wasted a lot of time and effort and have nothing to show for it.

But there's also good news. There are lots of jobs available that need people like you to work from home. We're talking about telecommuting jobs—not online affiliate marketing programs. For most people, these jobs won't turn into a full-time income (though the potential is definitely there), and you will have to do legitimate honest work. We know you don't mind that, though. I've Tried That readers are a classy, hardworking lot. We're not promising you riches, just a couple hundred bucks per month working from home. And in fact, we're not promising you that, either. Sorry to burst any bubbles. But, we promise to give you the tools that will help you find a job that will earn you that much if you use these tools the way we suggest.

The purpose of this guide is to teach you where to find genuine work-at-home jobs, how to avoid the scams, and how to close the deal once you've found the jobs you want.

Jobs, Not "Business Opportunities" or Programs

We want to be very specific about what we're talking about here. This guide is all about telecommuting jobs, not online money making programs. The distinction is really important. A "job" is an arrangement in which you receive a known amount of money in exchange for your time and skill. A "hook," "program," or a "scam," as we use those terms in this guide, are when you exchange money and/or time for an unknown or

unspecified amount of money. Also, for most of the jobs we'll show you how to find, you'll be an independent contractor, or a free-lancer. That means you're responsible for your own taxes. More about these things later.

Here's what a telecommuting job looks like:

- You'll work on your own computer, at home, doing jobs you found online using skills you probably already have.
- You'll exchange work and communicate with your employer via e-mail or instant message. You won't actually do the work online (except in very rare cases).
- You won't ever have to pay an employer to hire you or for "training kits" or "business materials," or other such nonsense. Never, ever.
- You'll know exactly how much you're getting paid, and when.

Here's what a "program" or "scam" looks like:

- You'll have to pay up front for the privilege of doing the work.
- Your payment might get you access to a "members area."
- You'll do work online, actually interacting with data and computers over the Internet (usually creating affiliate ads).
- You won't know exactly how much you're going to get paid, or when.

Introducing the Authors

When someone says "we" or "I" in this guide, you're hearing from one or both of us, Steve and/or Joe. We blog at I've Tried That, writing about Internet moneymaking, money-saving claims, and the occasional hit piece on medical quackery. (Steve: A fun little sidenote: we've never met in real life. The sheer power of bringing two men with such strapping good looks to-

gether in the same room could be catastrophic to the universe.)

We started I've Tried That in reaction to the unbelievable number and rottenness of online scams in the work-fromhome and make-money-online niche. As an I've Tried That reader, you'll help clean up the Web one little corner at a time. Every time you learn about a mislead-

ing site or hard-sell tactics for shoddy products, and refuse to give scammers your money, you take a little wind out of their sails. Every time you teach someone else about scams, by *ahem* sending them to IveTriedThat.com, you punch a little hole in the side of scammers' boats. Do that over and over again, and you can actually make a difference.

Steve

As an all around nice guy with an excellent Internet personality, I am, hands down, the best blogger in my workspace. How did I get here? Well, I am an Internet entrepreneur. My first big break came from a site called 'Save and Make' which helped aspiring telecommuters find jobs that would allow them to work from home. The site has developed drastically and is now incorporated as a section of I've Tried That. It's the 'Work at Home Jobs' tab located in the navigation buttons on to top of our blog. We post fresh new leads daily and offer an exclusive membership plan for hundreds of leads per month for a small fee, of course. Plenty of people subscribe to updates and many of them have found work-at-home jobs. I don't have

Important terms in this guide:

Affiliate marketing: A sales arrangement that pays a commission to an ad's owner/creator when someone clicks the ad and makes a purchase.

Hook ad: An advertisement posing as a job announcement that is actually selling a scam.

Job: An arrangement in which you trade your skill and/or time for a known amount of money.

Sales page or Presell page: Usually the landing page after you click on a link. It is often veeeery long and features cheesy stock photos of shiny cars and happy people. It is designed to address all possible objections to making a purchase and at the end will ask you to buy something.

Scam: An online program that promises something it can't deliver and sells you something based on those false promises.

half of the writing experience that Joe has, but I start blogs and different websites and profit from them. Maintaining websites has become my main source of income and while it's great to work from home and be your own boss, there are a lot of struggles to cope with when working from home.

Joe

I started searching for online work about 3 years ago during a period of unemployment. Just like you, I almost got sucked into scams because their presell pages made it seem like I was the only fool not making money online. I became disgusted with the tons of scams out there and wanted to create a site where people could go for impartial, first-person reviews of programs and products. I am a published writer, have a Ph.D. in Literature, and about 10 years of teaching experience. I currently work as a technical and marketing writer in Utah. I am the father of five and husband of one with varying degrees of success.

Ready to Roll?

Thanks for buying at the I've Tried That Shop. Whatever package you purchased, we hope you'll be happy with the value. We're confident that you can easily make at least a couple hundred bucks per month and more by following the tips in this guide. And we'd love to hear from you. Send us your questions, comments and your success stories about your efforts. But be polite. There's no faster way to lose our attention or interest than by calling us mean names and being a jerk.

Thoughts to Keep in Mind

We hope you take a few specific things away from this guide. First, we want to arm you with the skills necessary for survival in the online workplace. Maintaining a consistent supply of telecommuting work is no easy task. It may be a while before you land your first gig, but once you learn the ins and outs of telecommuting, retaining work will come more easily. Second, we want you realize that working from home isn't the gold mine a lot of scams make it out to be. Destroy the notion that you are going to become exceedingly wealthy working online. It's a false hope and probably won't happen. But I can tell you this: you will be given the chance to spend more time with your kids, family, or friends, while running your own life. I hope that is a comfort that no amount of money can buy. Finally, we really want to stress that you avoid any "job" that has any type of fee for startup materials. These business opportunities are a waste of time. To be sure, not everything that asks for a fee is a scam. For example, we recommend a fee-based blog training program called <u>Blog Mastermind</u>. But these legitimate opportunities won't advertise themselves as "jobs."

Telecommuters, or those who want to work at home, are perhaps the most exploited group of individuals using the Web today. If something doesn't feel right, close the web page or email, and simply back away. You can ask us later about it, or ignore it entirely. Either way, don't be pressured into losing money. If this is your first attempt at working from home, we sincerely wish you the best of luck and would like to hear any experiences you wish to share, from struggles to successes. Send your stories through our contact page!

What's New in 2.0?

This is version 2.0 of The Complete I've Tried That Guide to Telecommuting. Here's what's new in this release:

- Updated warnings on scams and misleading work-at-home programs
- New chapter on managing your telecommuting business
- New chapter on transforming your telecommuting into a full-time freelancing business

Telecommuting>>

Riding the Wave of the Future



very year, more and more Americans are bidding farewell to the cubicles and saying hello to their new home offices. In fact, according to a recent report issued by WorldatWork, the number of Americans whose employers permitted them to work remotely at least one day per month increased an impressive 63 percent, from 7.6 million in 2004 to 12.4 million in 2006. As for telecommuting rates overall, in 2006, an estimated 45 million Americans worked from home, up from 41 million in 2003.

Thanks to rising broadband and high-speed Internet technology and usage in the past several years, a

substantial number of employees are working more productively from home. Broadband Internet usage among home-based employed telecommuters increased from 8 million in 2004 to 19.1 million in 2006. Such data leads many to estimate that 100 million U.S. workers will telecommute or telework by 2010. Says Rose Stanley, work-life practice leader at WorldatWork, "More and more companies are realizing the cost benefits from telework and are viewing it as a tool to attract and retain employees." According to U.S. News and World Report, telecommuting was in fact one of salary.com's hottest compensation trends for 2006.

Not only is telecommuting or teleworking a welcome break from the burgeoning gas prices of our time, but it also creates a win-win situation for both employees and employers. As reported in a current issue of the Journal of Applied Psychology (an American Psychology Association publication), based on a meta-analysis of 46 studies of telecommuting involving 12,833 employees, flexible work arrangements result in higher morale and job satisfaction, as well as lower employee stress and turnover.

Telecommuting also helps appease the all-too-common work-family conflict experienced by millions of people worldwide by reducing or eliminating commute times, as well as allowing an individual to be closer to his or her children or elders should any problems occur.

A Look at the Benefits

Telecommuting not only benefits the person actually doing it, but his or her employer and even the community as well.

For the employee, telecommuting provides:

- Drastically improved life/work balance-The typical American spends approximately 1.5 hours daily commuting to and from work. Telecommuters in turn have more time with family and less time on the road.
- Stress reduction-Nobody said working a job is entirely stress-free, but those who telecommute experience far less stress that is often caused by commuting, including physical discomfort, air pollution, and noise.
- Financial savings-The average telecommuter will save more than \$1,200 per year on fuel costs alone, as well as on costs associated with wear and tear on his or her vehicle(s).
- Increased productivity-Contrary to popular belief, telecommuters are actually more productive and produce better quality work than their office counterparts. How is this so? Telecommuters often work in quieter environments with fewer interruptions. Many also possess the mind-set that they are judged on how productive they are, not by how busy they look.

For the employer, telecommuting provides:

 Higher employee retention rates-An increasing number of companies are using telecommuting as a perk to attract and retain the best in the field.

- Increased appeal to potential employees-Companies who allow telecommuting options attract a wider range of qualified workers, including those who have young children, are physically challenged, take care of elders, and/or are part of dualcareer families.
- Less absenteeism-Colds and the flu account for up to 90 million missed work days among Americans each year, according to the National Center for Health Statistics. Telecommuters, despite their colds or other minor ailments, continue to work at home when they otherwise might have skipped out on the office.
- Less overhead-Telecommuting employees means less real estate space and parking spaces are needed.
- Increased productivity-Both telecommuters and their managers commonly report that workers get more done when out of the office.
- Ability to continue business in any circumstances-Companies that allow telecommuters have the ability to "keep going" despite instances that may otherwise shut down business. (Think weather disasters, onsite power outages, etc.)

For the community, telecommuting provides:

- Decreased traffic congestion Many metropolitan areas battle horrible traffic congestion, which often cause significant delays for the average worker and the transport of goods and materials. These types of delays are costing businesses tens of billions of dollars in lost productivity and employee turnover on an annual basis.
- Reduced air pollution With fewer people driving to work, air pollution is minimized.
- Less fuel consumption Perhaps the number one reason to telecommute in 2008, reduced gas consumption saves money and conserves precious resources.

Many companies are paving way for more jobs to be done from home. Any concerns for offsite job productivity are dwindling, due to the companies' ability to track productivity no matter where the work is done, increased technology, and allowing for the employee to work in an environment that best accommodates his or her work and lifestyle needs. Numerous studies on telecommuting have shown no straightforward, damaging effects on the quality of workplace relationships or perceived career prospects for the telecommuter.

Prepare To Work at Home

Start with the basics first. You can't jump right into the telecommuting world without the right set of tools.

From hardware to cover letters, there are quite a few things you need to have prepared before you can even think about looking and applying for telecommuting jobs. Preparation may take a while, but it is crucial to your success.

ust as you wouldn't go fishing without the proper dynamite, you need to have the right equipment before you can be serious about working from home. The necessary equipment varies from job to job, of course, but if you have these basic foundations in place, you'll be able to apply for more jobs and land more clients than if you did not have them.

However, if you lack some of these basic necessities, don't let that stop you from getting started. You will still be able to do some jobs—just not as many, and you'll work less efficiently until you have the right stuff.

Believe us, do not take this section lightly. The right set of tools can be the difference between finding a job 24 hours or 24 months after you start searching and communicating with employers. Take a few days to make sure you're fully prepared to start working from home. It will save you time, money, and frustration in the long run.

Getting Started with the Hardware

Having the proper hardware is the first step in telecommuting. You can't proceed to work unless you have the necessary, updated tools.

Getting Ready

You can figure out much of the required materials and setup as you go, but some basic things should be in place before you send out job inquiries. These basics will maximize your chances of landing those early jobs without making a bunch of mistakes as you learn the ropes of working at home.

Get a professional e-mail address.

"Professional" means be very careful with free e-mail addresses such as Yahoo!, Juno, and others. Don't send job inquiries from your free e-mail address if the provider includes ads in the e-mail message itself. It's not okay to send potential employers letters wrapped in a commercial. And please don't send them from an address like Nubbins4U@yahoo.com or some other "cute" address. If you can't get an e-mail address like this: firstname.lastname@xxxxx.xxxx then work at it until you get an acceptable variation.

You need a place to work.

Even if it's a card table in your bedroom, make sure you have a place that's dedicated to your work. There are many advantages to doing this. Try and keep it quiet so you can stay focused. Turn the TV or radio off. Make sure it is well-lit, too. Darkness equates to drowsiness. When you work from home and a bed is just a few steps away, you need to take enough measures to make sure you stay alert and awake.

You need a time to work.

This one is for your own sanity and the health of relationships in your life. Set a time for work, and when your work is over, leave it and get on with more important stuff. Stick to a schedule. After all, this is a job. What would your non-telecommuting employer think if one day you came to work at 9a.m., then the next at 2p.m.? You'd get fired.

Not Negotiable Hardware

If your computer is three years old or newer, you shouldn't have any trouble with this category. Anything older and it is time to start looking at upgrading your work station. If you're cobbling a machine

together from used parts like a Frankenstein monster, here's what you should aim for:

High-speed Internet

For this you'll need an Ethernet card (look for a port on your computer that looks like a wide phone jack). No self-respecting telecommuter would offer her services with a dial-up connection. (Ok, maybe that's a little dramatic. But there are practical business reasons NOT to use a dial-up connection. Instant messaging platforms won't work well with dial up, for starters. You might not need an instant message platform now, but you should have one just to offer your clients another way to contact you. You might need to deal with large files—that's reason enough not to use dial up. Finally, it's simply more efficient because you can check mail or up/download materials instantly without having to dial up and wait for that motherin-law screeching sound.) We know high-speed isn't exactly available everywhere yet, but at this point anything is better than 56k. Consider a DSL or even a satellite connection.

When you work from home and a bed is just a few steps away, you need to take the right measures to make sure you stay alert and awake.

More than 512mb of RAM

If you're running Windows XP (and you shouldn't run anything older) and have less memory than 512mb, your computer has Alzheimer's and you're spending way too much time helping it stay out of trouble. Upgrade, yo! Are you one of those people with an 80s haircut? Your hair is your business, but take it from me: you can't afford for your computer's RAM to be last decade. If you need to upgrade, start your search at 18004memory.com, then shop around from there to compare prices. Trust me, you can do much better with online prices than at your local Best Buy. We

highly recommend <u>Newegg.com</u>-get over the ridiculous name and visit the site. Their prices are hard to beat and their customer service is wonderful. Plus, I've never waited more than two days for an order to arrive. Different specials also offer free shipping to further reduce costs.

Recommended Hardware

Don't skip over the necessary. It's important. The following items are a list of possible solutions you should invest in if possible. It'll make your life much, much easier.

A laptop with a wireless networking card

You can certainly work on a wired desktop, but it limits your options. I like to have the freedom to work at my desk, the kitchen table, the local WiFi hot spot, on the train, or in bed (only when home alone, though). Various WiFi spots will also help you get out of the house. Getting out will help you keep your sanity. Go to Starbucks, buy some coffee, relax and do your work.

A USB mouse

Preferably cordless (to go with your laptop) Again—freedom. You can make much more precise movements with a mouse than with a touchpad. Over time, the precision can save you lots of time and fatigue. If for some reason you're using a mouse with a trackball, close this book, drive to Wal-Mart, and pick up an optical mouse for \$10. You have no idea what you're missing out on.

1 GB of RAM or More

ing upgrading to 8GB total for a mere \$75.

More memory will solve many computer operation issues. If you have Windows Vista, 1 GB is not really optional. It's a memory hog and if you try to run it with less than 1 GB, you'll be more frustrated than Paris Hilton in a defensive driving class. If your computer can handle more, get more. The price of RAM has really dropped over the past few years, and you can easily get a few GBs of ram for less than \$100. My computer currently has 4GB of ram and I'm consider-

Telephone headset

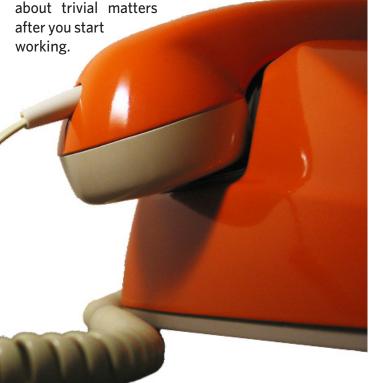
(If you plan to do customer service work from home). Jobs that involve talking on the phone (and there are lots of them) almost always state that you must have your own headset. I've used this one, a <u>Plantronics S12</u>, and found it easy to use and high quality.

Transcription Foot Pedal

If you plan to do transcription of audio files, you might want a transcription foot pedal. This is a device that plugs into your audio player (usually your PC, nowadays) and lets you control Play, Pause, and Rewind with your feet so you don't have to take your hands off the keyboard and break your rhythm. If you're a very fast typist, you'll want to consider this piece of equipment-audio transcription jobs almost always state that you must have a foot pedal. After all, the quicker you can type your work the more money you can potentially be making.

Time to Focus on Software

Now that your hardware is up to speed, you should have a professional e-mail address, a place and time to work. What's next? Well you need the appropriate software to coincide with all your new hardware. From there we'll work on your resume and cover letters and then you'll be up to speed on work at home preparation. The task of finding work at home jobs is last. Properly prepare first so you don't have to worry



Software: Open Source vs. Open Wallet

Jobs vary widely in the software they require, so we can't cover all the possibilities. The following are three popular programs with alternative free options in the row beneath them. If you can afford the paid solutions, then stick with those as they are industry standards. However, if money is tight, a free solution could work for you for now.

In addition to the following software, every computer needs an anti-virus program, a PDF creator and reader, and some form of instant messaging client. Free solutions will probably work best for you here; however, it is highly recommended that you looking into buying a subscription to an anti-virus program. We personally recommend Kaspersky Anti-Virus Products. The software uses less resources than McAfee or Norton and their service and support is unmatched.



There is no denying that **Adobe Photoshop** is the leader today in the graphic design industry. It has more features than any of the top competitors and is an obvious must-have for anyone serious about doing graphic or web design work. It has a hefty price tag, but where it hinders in cost, it makes up in functionality. If you can afford the price tag, buy it today; otherwise, start saving your money.

Learn More Shop for Best Prices



Microsoft Office needs no introduction. It has been the standard in all-types of document formatting since its inception on Windows 3.1. Word, Excel, and Powerpoint are powerful tools used the world-over. It is more than likely that you already have some form of Microsoft Office installed on your computer. But, if you're still using a basic Wordpad of *gasp!* Works program, it's time for an upgrade.

Learn More Shop for Best Prices

"Intuit" QuickBooks Pro Edition 2008

QuickBooks is easy to use small business accounting software. The key concept behind QuickBooks is that the owner does not have to be an accountant, or have any prior accounting knowledge in order to operate the program. Features include: tracking expenses, preparing and sending invoices, preparation of basic financial statements and reports, and inventory management.

<u>Learn More</u> <u>Shop for Best Prices</u>



G.I.M.P. stands for GNU Image Manipulation Program, and all you need to know about GNU is that it means the program is free to use. If your job requires you to manipulate photos at all or create simple graphics, GIMP will do for free what Photoshop will charge you to do. You'll find it flexible, and powerful enough for all but the most sophisticated graphics manipulation functions, which no one but power users need or know how to use, anyway.



OpenOffice.org (OO) is a full-featured office productivity suite. It includes a word processor, a spreadsheet, a presentation program, a database, and an equation editor. If you're used to Word, OO will do everything you need it to. It is fully compatible with MS Office file formats, so you never need to worry about others being able to open files you created or edit in OO because you can save them as Word or Excel files. And it's free.



Volutive is an invoicing program that is simple enough to use. Odds are that paid solutions are too bloated and expensive for what you need to do. Volutive will handle your early business, and it is flexible and scalable enough to grow with you until you're making tons of money and can donate part of it back to I've Tried That for getting you started with this awe-some ebook! (At least consider it.)

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Convenient, Versatile, Free: Online Office Suites

Locally run, expensive programs aren't the best option for everyone. Alternative solutions like Google and Zoho are redefining the way we work.

ou're out of the house. You may be meeting a client or just taking a small vacation from the home office. Either way, you pack up your laptop and head down to the local Starbucks for the free wifi and a nice espresso. You want to relax, drink your coffee, and do some wor.. Damnit!

You forgot to transfer your documents from your desktop to your laptop or flash drive. Frustrated, you cancel your plans and drive home. An hour or two has been wasted and you are forced back into your stuffy office, no longer in the mood to do work.

It's a terrible feeling of unproductivity and can ruin your mood for the remainder of the day. There are solutions though, and no, "I'll remember better next time" won't cut it.

Introducing Online Suites

Some companies (We'll only look at Zoho and Google in this article) have taken the initiative to create "portable" office suites. This means you have functionality compared to Microsoft Office at your fingertips wherever you go. Login to your account from a computer anywhere in the world and you will instantly have access to documents you saved while you were at home.

Features

Both Zoho and Google offer Word Processing, Spreadsheet, and Pre-

sentation tools. They may not be as feature-rich as their respective Microsoft Office alternatives, but they work quite well for casual, everyday tasks. Files can be saved, stored, printed, exported, and published.

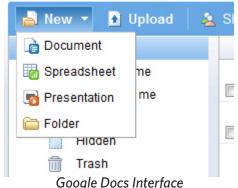
Collaborate

One of the key features that has garnered a lot of attention lately is the collaboration option. Any individual with an email address can be invited to edit any document. You can share a document with a coworker and both work together on editing it.

Publish

You may not always want to grant everyone with full editing access to your document and this is where the publish feature comes handy. By publishing a document, you'll be given a URL to distribute which will allow whoever you choose to view the document.





Revisions

The true beauty of it all lies within the ability to see past revisions. Every time your document is saved, a copy of your document is stored behind the scenes. This means you no longer have to worry about overwriting a saved file or losing any of your work, as you can view any revision on any document since the document was created. This means months or even years of revisions are saved and at your disposal.

Secure

Online storage is also a nice feature. Every file created is now stored in an online database. The files are always ready to be retrieved. Online storage also minimizes the risk of losing a file to a failing hard drive or a pesky virus.

Issues

Online applications are relatively new to the Web 2.0 scene. They are prone to bugs and glitches, but the biggest issue is an obvious one: you need to be online in order to use them. Google has developed Google Gears, which allows documents to be edited and synched right from your desktop bridging the online and offline gap.

Learn More

To really understand the usefulness of it all, you need to try it out for yourself.

Google Docs: http://docs.google.com
Zoho: http://www.zoho.com

Resumes and Getting Noticed

Ready to compact the last 15 years of your life onto a single one-page document? You don't have much room to work with. Make every sentence count.

hink you're not a salesperson? Think again! Resumes and cover letters are sales documents. You're selling the best products you have to offer: You and your Mad Skills. The employer has signaled her intention to purchase a product, and you're out to convince her that you're the best buy, not the schmuck who e-mailed her just before or after you. You can go a long way toward convincing her of that by having a carefully crafted resume and cover letter.

Sales Documents Focus on Benefits

As sales documents, your resume and cover letter need to show the employer exactly how she benefits by hiring you. This point eludes most people because they think these documents are all about bragging. While telling what's special about you is important, it's more important to show the employer what benefit you bring to her. She's not hiring for your sake, remember, but for hers. Big difference.

Maybe that's why I didn't get that underwear modeling job? Looking back now, I see that my application in that case was all about me, me, me. My cover letter was a long life story about how I always knew I was destined for Calvin Klein ads. I may have set my sights too high to begin with because they never even wrote back. I'm sure it had nothing to do with by being 40 and somewhat flabby. Did it? Hmm...maybe I shouldn't have sent the Speedo pics.

Anyway, I digress. This section is all about showing you how to sell yourself by focusing on benefits to the employer while still bragging about what's cool about you.

can completely forget about finding any job other than a McDonald's drive-thru operator. And you can't do that one from home, so you don't want it, anyway. Nearly every employer will ask to see your resume, and those that don't will definitely ask for at least a sample of your related work. Cover letters may also be required and if you've never written one before, they can be strange animals. Professionalism is what we want to achieve here because if you go in to the job hunt unprepared, that will be the reason you don't get a job.

The Importance of a Resume

Your initial e-mail inquiry will be the first impression you cast to your potential employer. More often than not, employers ask for an attached resume along with your initial e-mail. Logically, if you send an outdated resume with a skill set listing Windows 95 and "typing abilities," you can forget about hearing from this employer again. If you do hear back from her, she will just be polite and let you know that you're not what she's looking for. More likely, she'll laugh at you behind your back and you'll never hear from her again.

You'll want a resume that highlights your specialties and traits. You want to convey a certain level of professionalism, too, and believe it or not, it's quite easy for an employer to tell your level of commitment to work with a quick glance at your resume. DO NOT treat a resume as something that gets tossed aside. If you do, that attitude will be a major factor in your not getting the job.

Resumes

If you don't have a resume, you

Before we cover resumes indepth, I want you to first review the one you have now and we'll play a little game. If you don't have a resume, hang your head in shame and skip to Resume Features in the next column.

Okay now it's game time. Read along and keep track of your score.

Open your resume.

If you have to dig a musty piece of paper out of a file cabinet, skip to the next bullet. If you need to open up a Word document, award yourself 1 point. If you can't decide which resume to use because you have several, each highlighting different traits, award yourself 2 points.

Take a look at the layout.

If you've used the default Word resume template, skip to the next bullet. If you've used the default Word template but adjusted font sizes and positioning, award yourself 1 point. If your template was built from scratch, award yourself 2 points.

Check the information.

If you haven't updated in over a year, skip to the next bullet. If you've updated it within the past six months, award yourself 1 point. If your resume is up to date with your latest jobs, experiences, and skill sets, award yourself 2 points.

Look under your Experience heading.

If you don't have an Experience heading or you have only listed old high-school jobs with no relevance to telecommuting (i.e., bagging groceries, baby sitting, etc.), skip to the next bullet. If your job set has relevant examples tailored to telecommuting, award yourself 1 point. If you have multiple jobs that you choose between depending on the job listing, award yourself 2 points.

Before I reveal the grading system, deduct 1 point for every spelling or grammatical error you find. And now for the grading scale:

0 - 3 points:

Your resume is grossly outdated and you need to update it immediately. Don't expect to get a job with your current resume. Continue reading.

4 - 6 points:

You have a fighting chance of getting a job with your

current resume, but I still suggest you continue reading to learn how to update and make it better.

7 - 8 points:

Congratulations! You truly understand the importance of a resume. You have a good resume and you will stand out above the rest, giving you the best chance to obtain a job. You don't have to continue reading, but you can if you want to pick up a few tips to improve your resume even further.

Resume Features, or Resume 101

There are five main things you'll want your potential employer to learn by glancing over your resume. They are:

1. Your name and contact information

These are almost always located in the header. This should include your name, e-mail address, home address, and a phone number where you can be contacted.

2. Work experience

Your job experience is the main selling point of your resume. This is where you'll want to focus a lot of your attention. List your job title, where you worked, and how long you held the position. Below that, you'll want to describe a few of the functions you performed. Be sure to start each point with an intriguing action verb. Don't say: "Used Windows XP for research," but rather, "Conducted extensive research using the Microsoft Windows platform." See what I'm saying? More is usually better, but don't inflate the petty. Employers have a keen sense and can see right through bullshit.

3. Education

This should be fairly straightforward. Give details about college or university, your major, degrees earned, and relevant coursework or achievements you've accomplished. Note: If you haven't pursued higher education, please do not include your high school class rank. I've come across more than one resume featuring high school class rank, and believe me; it is never worth bragging about.

4. Skills

Along with your job experience, this should highlight your traits that make you stand out as the most qualified individual. Keep it relevant by today's standards.

This holds true even more so now that you're looking for a telecommuting job. Convey that you keep up with the latest technology trends and you know more than the basic computer functions.

5. References

"References available upon request" is perfectly okay as long as you actually have a reference sheet available. Don't start off your relationship with a potential employer by lying in your resume. That's just embarrassing.

The Pros and Cons of Templates

A resume template is a preformed document that you paste your details into. They can be great time savers because you won't have to fiddle around with format and layout; someone else has already done that for you. However, you can shoot yourself in the foot if you don't use templates carefully because your resume will look just like all the others.

Microsoft Office comes with three resume templates: contemporary, professional, and elegant. All of these are complete crap. If I were to receive a resume based off of one of these three templates, I would instantly throw it out and move on to the next one. Why? Because these are the most common resume templates used and regardless of your credentials, you will come off as lazy. You want your resume to help you stand out from the crowd, but it's hard to do that if it looks like all the other resumes. Furthermore, it could suggest to a potential employer that you didn't care enough about the job to craft an original resume.

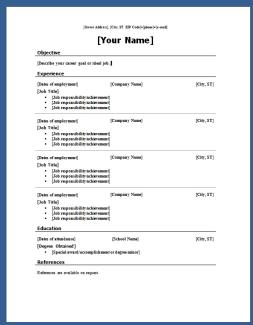
Employers aren't looking for slackers who will only commit 50 percent all the time. You can have the most outstanding qualifications, but none of that will matter if the hiring manager refuses to look at your resume. Do both yourself and your potential employer a favor by building a resume from scratch or using a unique and professional template.

Chronological vs. Functional Resumes

If you already have a resume drafted, there's a pretty good chance it is a chronological resume. That is, every item in the resume is listed from the most recent experience onward. This is your pretty standard resume, and nearly every one you create will follow this format. There is another alternative to the tired

Look Familiar?

You can see an example of a résumé based on a template here. As you can see, it's a pretty standard, run-of-the-mill résumé template that has been used thousands of times over all over the world. No creativity has been used to develop the résumé as I simply clicked on the default text and replaced it with my own. Hiring managers can spot these résumés from a mile away and will quickly pass them over.



We sell résumé templates in our store either as part of a package or as an individual add-on. These are professionally designed, unique templates in Microsoft Word format that are easy to scan and easy to use. They're not the only good templates available, of course, but if you don't know where else to look and don't have the time or expertise to create one for yourself, give ours a look.

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Skill
Skill
Skill (

and old chronological list, and that is the functional resume.

Functional resumes allow you to highlight specific skill sets based on your experiences. This helps by allowing you to showcase what you know without having to rely on strictly on job-related exposures. This holds true especially if you have multiple experiences working in many different fields that are rather unrelated and don't follow some sort of path. It also helps in cases of large time lapses of unexplainable unemployment. Since the time gaps won't be on your resume, your potential employer won't be able to question you about it.

Functional resumes aren't always that great, however. For starters, you need to seriously evaluate the company to which you are applying to work. If it appear to be too traditional, there's no sense in sending a functional resume as it will likely frustrate the hiring manager. Functional resumes also won't work well if you have a lot of job experience. You will probably be seen as lazy and incompetent when it comes to building a resume.

Design Your Resume to be Scanned

It's common knowledge that a busy employer will spend between 15-30 seconds looking at a single resume. This means you have at most 30 seconds to sell yourself without even being able to say a single word. You don't have the option to respond to any questions your employer may initially have. He or she will seek out the answers in your resume, and if it takes him too long to find an answer, he'll simply move on to the next resume. The fate of your occupation lies within the balance of what you put in your resume. Hopefully, this puts a little perspective into the importance of your word choice.

With that in mind, you'll want to strategically plan your resume so that the most important information will boldly stand out to your employer. Unfortunately for you, this doesn't mean bold certain words. Item location within a list is the key to success. You'll want your most important traits or qualifications listed first and then descend until you reach the least important item. It is extremely unlikely that an employer will look past the second, or sometimes even the first, item in a list. Keep the most relevant information at the top.

Unless your employer is specifically asking for a creative resume, leave the cutesy aspects out of a normal resume. This includes pictures, different font colors, specialized fonts, etc. Your resume will most likely be read by someone who is used to complying to standards and will be likely to skip over a creative resume and move on to another more straightforward copy. More important, "cute" fonts are distracting and unprofessional. When it comes to traditional work and traditional employers, professional often means boring. If they specifically aren't looking for creativity, don't showcase your rainbow fonts.

Important Reminders

Keep these tips in mind as you develop your resume.

Match headers throughout your resume.

Using multiple font sizes and decorations for the same headers shows you do not proofread or even care about the work that you do. For example, if your resume has the sections: Objective, Experience, and Skills in it, and you have objective formatted to OBJECTIVE, then experience and skills also have to capitalized and holded as well.

Steal keywords from job listings.

Employers will always use keywords to describe what they are looking for in an employee. If you're responding to a job posting titled, "Seeking Word Processor," alter your resume to include keywords like word processor and word processing. Don't refer to yourself as a "keyboard operator" or, worse, a "typist." Your employer knows what he is looking for and if he can't find it in your resume, you won't be considered.

Have multiple resumes at hand for distribution.

As you continue your job search, you should find yourself constantly changing your resume to meet your potential employer's needs. You should have one original resume upon which you base all of your future resumes. From there, save your new resumes because it is likely that you'll use them again.

Be wary of the file names used when sending resumes.

It will look very unprofessional if you send out a resume that's titled I-rule_ALL-HIRE-me-2007.doc. Plus, it's ugly and it will make you look stupid and childish. Stay simple here. Firstname.Lastname.Resume.doc is all you really ever need.

Cover Letters: Nice to Meet You

Initially writing cover letters can be a pain. Once you catch on and write one or two, you'll quickly become a cover letter writing all-star.

Cover letters are a more formal component of job searching and are not always required. That's why the section on cover letters comes after résumés, which will almost always be required.

Read the job announcement carefully. If the employer uses the words "cover letter," he has a very specific document in mind, not just a general letter that says, "Hello." Just as a résumé isn't simply a list of your past jobs, a cover letter isn't just an introductory note.

Purposes of the Cover Letter

A cover letter has several purposes. They're listed here in order of importance:

Convince the employer to consider your résumé.

A good job always has multiple applicants. What's special about you that makes you a better fit for the job? After reading your cover letter, an employer should be highly motivated to learn more about you by looking closely at your résumé.

Expand and highlight key parts of your résumé.

If you've built your résumé properly, it is easily scannable. If you want to point out items on your résumé that are particularly awesome or relevant to this job, the cover letter is the place to do that. Use it to ensure that your potential employer doesn't skip the best parts of your résumé.

Demonstrate your writing skill.

Employers want to know that you can write well and appropriately for the audience and context. The cover letter is your first (and maybe only) opportunity to show how well you do that.

Convey something about your person.

Your tone, attitude, and maybe personality (be careful, though. Neither the cover letter nor the résumé should be used to show how charming and witty you are). You should keep a formal tone, but you want the reader to see a person behind the words, not a robot.

Cover Letter Features, or Cover Letters 101

A solid cover letter contains three predictable paragraphs or sections. The order of these paragraphs can change, and the purposes I mentioned above can bleed across several paragraphs, but every cover letter should include these elements in some form:

1. Greeting and Introduction

Say your hello, why you're writing and where you saw the ad. Include a transitional sentence that leads into your qualifications. The transitional sentence should convince them to continue reading by focusing on the benefits with something like this: "I understand the risk



you're taking by hiring someone to telecommute. Read on to see how you can put your concerns to rest by hiring me."

2. Your Work Experience

The work experience paragraph is a great place to focus on benefits to the employer of hiring you. Don't just list every job you've had—your résumé will do that (in some cases). Instead, focus on two or three that are especially relevant to the position you're applying for, and use them to illustrate a benefit to the employer. For example, instead of just saying, "I worked as a virtual assistant to a busy photographer," say, "As a virtual assistant, I ensured a busy photographer's calendar was always up to date and free of conflicts." It won't always be possible to lead with a benefit to the employer, but the language of every sentence, when possible, should speak to the employer's need.

3. Your Skill Set and Qualifications

The same holds true for listing your skills. A list is boring to read and every applicant will have one that looks much like yours. (It's a hard truth of job searching. There are many qualified candidates with very similar résumés.) Don't list every single skill that you have. Focus on three to five especially relevant ones and tie them to the employer's need. Take a look at the short examples below (my editorial comments are in parentheses):

I've Seen Better

Boring

- Typing 65 wpm (Yawn.)
- Windows XP (Yeah, you, my dog and 2 yr-old)
- Internet Explorer (whee. Can you talk on the phone by yourself, too?)

Awesome

- I finish work accurately and efficiently by typing 65 wpm.
- I can be productive immediately because I know most standard office software for Windows.
- I can help ensure you keep your customers through my outstanding customer service skills. (You're hired!)

You won't put them in bullet form like this in your cover letter (although you could on your résumé), so your list of skills isn't a list at all. It's a paragraph with a series of sentences about your skills. The paragraph should then explicitly tie your skills to elements of the job. Again, be sure to use certain keywords the employer is looking for. Reference back to the job posting for the best answers. They already have a vision of the perfect employee and crafted him or her in their ad. Show them that you are exactly what they are looking for.

I think a good way to do this is with the "You need...I have" formula. Take something specific from the job ad and show how your qualifications match that need. Like this: "You need someone who can work efficiently and independently. I did that for two years as the content manager of a large Web site, working offsite with no supervision." Remember, the whole hiring process is about the employer's needs, not yours. Make sure it's crystal clear how you can meet his or her needs and you'll more than likely nab the job or the interview.

Sample Cover Letter

Just for kicks, I'm including here the cover letter that helped me get my current full time job. (What, you didn't think I lived at I've Tried That, did you?) Take a look at it on the next page. It illustrates many of the elements discussed above. Be sure to note the format of the letter, and the language, keywords, and trait highlights used. This is the level of professionalism that employers expect to see when they receive a cover letter. Meet their expectations to create a meaningful first impression.

Rubber Meets Road (so to speak)

With your killer résumé and cover letter, now it's time to hit the road and find the jobs. They're out there: employers looking for someone to do from home what you do better than anyone. The next section will show you where those employers hang out and how to find them without having to deal with junk ads and other online B.S. From there we'll teach you how to properly communicate with potential employers and how to stay in the know in the telecommuting world, including details on tried and truth methods of making money online, as well as various scams to look out for.

Current Employer Address 1 City, ST 91019 March 29, 2006 RE: Entry level Technical Writer (N-100)

Dear Mr. Gambolputty,

Your job announcement for a technical writer in the Salt Lake Tribune caught my attention, and I am writing to express my interest in and enthusiasm for this position.

Your needs are a good match for my abilities, and you will find in me a highly motivated career changer eager to apply well-developed skills and adept at rapidly acquiring new ones. You need someone with a diverse skill set. As an experienced writer, editor, and educator, I bring necessary skills to the table, including excellent communication skills, practiced attention to detail, analytical problem solving and critical thinking, and proficiency in learning new information and software packages. You require someone who can collect data from various sources in order to produce required deliverables in a timely manner; I am an experienced researcher capable of working on multiple projects with different deadlines. You need someone who can understand and convey complex information to different people through various media. As an educator for the past ten years, this is exactly what I have been doing. Furthermore, a good writer should understand his end users and how best to speak to those audiences. In teaching writing, I regularly adapt the message and its medium to the learning styles of those receiving it as well as those teams involved in its production-a skill in a technical writer that will serve you well.

I have extensive experience with Microsoft Office, and a working knowledge of Captivate, Visio, Adobe, and HTML editors. More importantly, I learn new software quickly and work well under pressure. Thank you for your attention to these materials. I look forward to hearing from you.

Sincerely,
Joseph Last Name
Address 1
City, ST, ZIP
435.421.4221
firstname.lastname@gmail.com

Showcasing Your Portfolio

The portfolio is fast becoming indispensable. Potential employers want to see what you've actually done, not just what you say you are capable of doing.

Don't underestimate the power of a strong portfolio. Samples of previous work tells your employer much more about you and your work than a plain-text resume and cover letter.

What is a portfolio?

It's simply a collection of work you've done in the past. Artists, designers, architects, and other visually oriented professions have long used them, and now other professions are catching up. Your potential employer might use the word "samples" instead of "portfolio," but they're asking for the same thing. It's easy to see why portfolios are increasingly important. People like to see what they're buying, and a portfolio offers a more complete picture of a potential employee than a resume and cover letter alone.

How do I make one?

Portfolios can take a wide range of forms. Some are paper-based, some are strictly online, others are burned onto a CD and mailed with the resume, zipped for email delivery, and some might even be on DVD. You should pick the format that is most appropriate for your profession. For example, if you're a web designer, your portfolio should be web-based and should use a variety of technologies, not just basic HTML. Similarly, if you're a marketing writer, your portfolio should show a variety of writing styles for a range of audiences.

Remember the portfolio itself-the way it is put together-is extremely important. It doesn't just contain samples of your work; it is a sample of your work. Whenever you have the opportunity, it's important to tailor the portfolio to the specific job or client you're trying to net. A very focused portfolio with three or four samples will be more effective in some instances than a big one with twenty samples, most of which will be irrelevant.

Your portfolio should also list previous companies or individuals you have worked with, including contact information. (It's wise to get permission first to publish a past or present client's contact info.) It's also important to keep your samples updated. Old samples, no matter how good, can raise questions you don't want to have to answer, so keep your samples current. Offering testimonials on previous work speaks volumes as well. It's good to offer a third-party's opinion, just make sure that it's positive, short, and to the point.

What if I have no samples?

So you're brand new to working for yourself as an independent contractor and you don't have any samples. Now what? It's the old conundrum: nobody will hire someone with no experience, but nobody can get experience until they're hired.

Don't worry. As a self-employed person, you can overcome this

obstacle more creatively than you could as an employee looking for your first real job. You have no other option but to bulk up your portfolio using mockups. A mockup is work you produce as if you were working for an actual employer. If you're a flash animator, build some terrific banners for existing companies and add them to the portfolio. You could even do a mockup for the employer/company whose job you're trying to land. (Be careful, though. Unscrupulous employers could take your work and then not pay you. It's highly unlikely, but possible.)

Of course, don't misrepresent the truth. You'll need to identify them as mockups so it doesn't look like you're claiming to have done work for those companies when you didn't. It's a lot of work, for sure, but that beats having to tell an employer, "Uhh...I don't have any samples." Any employer will appreciate the effort, and it will show that you're sincere about doing high quality work with integrity.

Portfolio Examples

Looking for some inspiration? Check out the following portfolios examples to help you get started with the creation of yours.

Graphic Designer
Freelance Editor
Freelance Writer
Web Designer
Search Engine Optimizer



How To Find Jobs Online

Finding a job online is no easy task.
That's why we are revealing the best methods to search online for a telecommuting job.

Have you ever searched for a job online? It can be a complete disaster if you don't know what you're doing. You can be scammed out of hundreds or even thousands of dollars if you aren't careful. Scams disguised as jobs claim new victims every day. Be sure to read the following article extensively. Not only will it save you hours of frustration, but it could save you from becoming another victim.

f you've spent any time at all looking for work-at-home jobs, you know there's a lot of junk out there. Most of it is junk, in fact, by which I mean they're not jobs at all, but hooks trying to sell you something. And even those that look good at first glance turn out to be junk, but you only discover that after losing precious time and probably even money. A necessary part of your success, therefore, is learning where and how to look so you can minimize the junk.

You've probably seen these junk sites already. They typically consist of a very, very long sales page, pictures of ridiculous amounts of money, a timer that is counting down until membership closes, and promises of extraordinary wealth.

Sound familiar? These types of web sites are everywhere and they are all after one thing: your money. They will say anything to hook you into a sale. It's important to distinguish these sites from actual jobs.

I've Tried That 10 Commandments

Understanding the following ten tips can save you later down the road. Refer to these two pages any time you feel unsure about a job or business opportunity.

o help you avoid wasting time and money, We'd like to pass our knowledge onto you through the "I've Tried That 10 Commandments." If you're looking to make money online, you will need to live, breathe, eat, and sleep the following 10 tips. You'll be able to tell a scam from a legitimate opportunity in no time.

Thou shalt do your research!

First and foremost, always do your research. This is as simple as typing in the website's name along with the word 'scam' into a search engine. While reading the results, try and hit forums and user discussions and avoid websites that are trying to sell the product you're researching. You can also register for our forum and start a discussion there.

Thou shalt read the URL.

The first strong indicator that you're viewing a scam is the URL. If it's something like proven-system-to-make-you-four-million-dollars-while-you-sleep.com, you can safely move along. Key scam words in URLs include rich, million, proven system, Enron, and of course, scam.

Thou shalt avoid sites with stock photography.

These are the websites that have happy people holding bags of money and gold in front of their Ferrari that's parked in their eight-car garage attached to their mansion on the Moon. I hate to say it, but you'll never become that rich online.

Thou shalt not view a Google Adwords Image.

Many websites promote the same crap packaged with different names. You've probably seen data entry, rebate processing, home typing, or make money on Google advertisements. They are all selling the same scam and they probably have an image that closely resembles this. If you come across that image, you're going to get scammed nine times out of 10.

Thou shalt copy the text.

Randomly select a paragraph on the presell page and

copy and paste it with quotes around it into Google. Make sure the paragraph you choose doesn't contain any specific name related to the site. You want something generic like this:

"Whether you are purely a customer using our products and services, or also an affiliate promoting them, we have an incredibly exciting year in store for you!"

Copied and pasted into Google yields numerous results and presell pages. It's safe to say that it's a scam and you'll likely be selling the same program you are buying.

Thou shalt avoid "high-pressure" sales tactics.

No website magically sells out of PDF files. It's impossible to run out of digital copies. So if you see that membership is closing tomorrow and there is a timer counting the remaining time left for you to join, it's a scam. Refresh the page and the timer will reset. Visit the page the following day and again you will read that membership is closing tomorrow. These are common sales tactics that put you on the spot to make a decision in a split second when your heart is in charge instead of your head. Don't fall for it.



Thou shalt talk to a human being.

Always try to get into contact with the website's owner if you have any doubts. If you can't reach an actual person or you receive an automated message, stop trying and move along. Although getting in contact with an actual person isn't a clear indicator of a site's legitimacy, it will help you narrow your decision down.

Thou shalt not sign up for an offer through an unsolicited email.

Never, ever sign up for a random program that was sent to your email address. Simply put, it is a scam. And if people would stop clicking on spam, the jerks would stop sending them! Also, upgrade your spam filter. You shouldn't be receiving unsolicited emails in your inbox anyway.

Thou shalt check the BBB.

Use the Better Business Bureau's search function to check the legitimacy of a company as well as any complaints previous customers have had. Be sure to read any complaints in full. Be wary of a few positive comments amidst a sea of negativity. These comments are more than likely planted by the company in question.

Thou shalt go with your instincts.

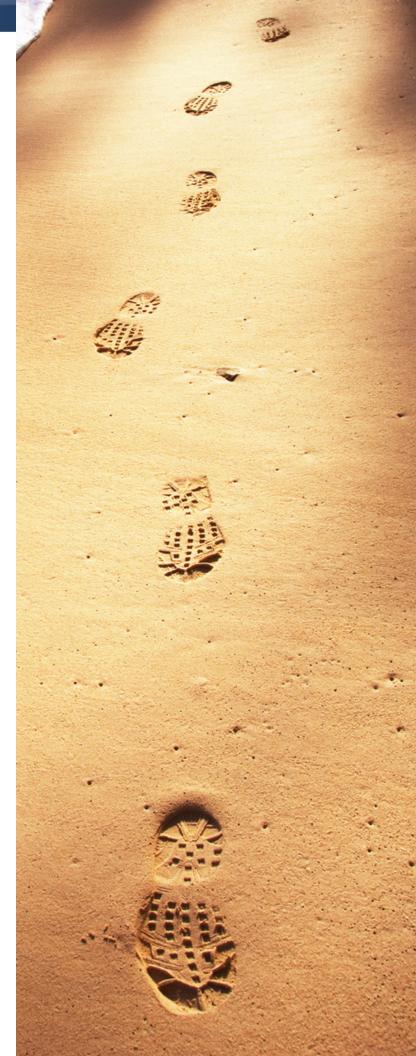
If all else fails, go with your gut instincts. If your eyes are telling you "Sign up! Look how happy those people are with their gold plated spaceships!" but your gut is telling you "I don't think this is such a good idea..." follow your gut. It's usually right.

Bonus Tip:

Visit our subscription page to subscribe to our RSS feed or receive email notifications of updates to stay on-top of the programs we review. We do find the occasional legitimate program and you'll definitely want to know what we have to say about it.

Bonus Tip 2:

Read this guide thoroughly to learn how to truly make real money online. If you've skipped around in the Guide, go back! It will teach you the methods behind landing real work at home jobs and provide you with all the resources you need to learn how to make a few extra hundred dollars per month.



How and Where to Find Jobs Online

"Online jobs" vs. "Jobs online"

Note that the title above is "How to find jobs online" not "How to find online jobs." While small, the distinction is really important to understand. This chapter will teach you exactly where to go and how to look for "jobs online." That means you'll use the Internet to find work and to deliver your work to your employer, but you won't actually be working online. We have seen literally thousands of jobs like this. By contrast, many misleading ads promise to show you how to succeed at "online jobs." They imply that you will be working over the Internet. We have not seen a single genuine job of this type. Never, not one.

The World of Craigslist.org

If you've never before experienced Craig's List you're in for a real treat. <u>Craigslist.org</u> is comparable to the most populated shopping mall on Black Friday where all the customers are on some form of stimulant drugs, and someone shouts "Everything in the mall is now 99% off!" There is pushing, yelling, fighting, an old lady gets knocked over, three people are hospitalized, and someone is arrested for gang related crimes.

Right now, you probably feel like the old knocked over elderly lady. But, fear not, with this guide you will be the leader of the unruly mob. Welcome to Craig's List.

Craig's List in Brief

Craig's List is an enormous, rapidly changing set of classified ads. It's a city within itself. From advertising your local business to finding a ride across the country, to personal ads, Craig's List has it all.

At first glance, it looks like an unorganized list of links that serve no real

purpose. Simply put, it is largely overwhelming, especially if you have no prior experience navigating it. But I can assure you that underneath all of that clutter is an efficient, well-regulated work-at-home resource just waiting to be discovered.

How to Search Craig's List

Here's a brief overview of navigating through Craig's List for those who are unfamiliar with the site. Along the right side of the main page is the location navigation section. Here are the major cities, states, and countries from around the world listed in alphabetical order. Selecting a state or province will give you further location options until you can narrow it down to the city or town closest to where you live. After you select a city, the middle portion of the home page will change to your selected city and you'll see a number of categories from items for sale, to job listings, to personal ads. Clicking on any heading will take you to the list of available postings.

Spend a few minutes familiarizing yourself with Craig's List by following the instructions above to get to the

List closest to your location.

Then, once you've poked around your local List, test your Craig's List skills with the activities below. If you can easily accomplish the following three tasks, you've got a strong grasp on Craig's List navigation.

- Locate a list of subletting apartments in Reno, Nevada.
- Search for available tickets for sale in Philadelphia, Pennsylvania
- Find available writing jobs around Tallahassee, Florida.



Searching Craig's List

Now that you understand how Craig's List works, you can finally begin your job search. Preparation may have taken a long time, but you need the proper tools before searching for the right job for you. You wouldn't walk into an interview at an office downtown in casual clothing without a résumé. I'm not saying that you need to sit in front of your computer wearing a suit, but you should put the same level of care into the online job market as you would a face-to-face job search. The medium of communication may be different, but the same application and interview process still applies. If you skipped the other articles just to get here, that's great if you're comfortable with your resume and cover letter and equipment. If not, you might want to go back and prepare yourself.

The true beauty of a telecommuting job is that location doesn't matter. You can be employed by a law firm in San Francisco even if you live in Calgary or Florida. With that in mind, the largest number of work at home job ads will be based in major cities with the most people actively searching those cities. This can work both for and against you. On one hand, you'll have more job ads posted in a specific city, making your life easy, but on the other, you have even more competition from others looking to work at home, too. So select a major city, visit the Craig's List of that city and begin your search.

First, narrow your search by industry.

You should begin by narrowing down your search because if you just do a generic search for "jobs," you'll get too many irrelevant results. Beneath the Jobs heading, you'll see a long list of industry-specific categories. You'll want to stay in the category that best describes the type of job you're looking for. This won't eliminate the junk ads, but these categories generally have much less junk than the "Etc." and "Part time" categories. You can also browse every job heading if you haven't narrowed down your area of expertise first. Just click on the actual "Jobs" title to view every available job posting.

Narrow your search to "telecommuting."

Once you arrive at the appropriate section, you'll be able to narrow down your search to just telecommuting jobs by using the search feature located at the top of the section. Don't bother filling in the search box. Simply check the "Telecommute" check box and click

search to pull up ads that list telecommuting as an option. A list of postings will present itself in chronological order starting with the most recent.

Narrow your search by time.

Look at listings from the previous three days only. Craig's List ads move so fast that they're obsolete within 72 hours, at the most. You will be doing yourself a favor by not wasting time waiting to hear back from an outdated ad. Stick to current postings and avoid the headaches.

Be as specific as possible with keywords.

When you choose to put something in the search box (other than just selecting the "Telecommuting" box) be specific. Don't use generic terms such as "work at home" or "virtual job" because, nine times out of ten, you'll only return scams. To attract real jobs, use terms such as "writer" or other job title, and type-ofwork keywords such as "freelance" and "independent contractor."

Overview

- Stick to big cities in your search. These contain the most ads.
- Stay in industry-specific sections and keep away from the part-time and "Etc." sections. They always contain the most spam and hook ads.
- Try to avoid applying for jobs older than 72 hours.
- Don't use generic terms like "work at home" when searching. Stay job-specific.

Not So Perfect

The only drawback to searching with the telecommute option is that in order for it to be useful, the employer listing the job has to know what it means. Unfortunately, many don't, and they won't check it even though it's an available option and those not looking for remote workers sometimes do check it. There isn't a good shortcut around this problem, so you might just have to spend some time reading ads in-depth to ensure that you don't pass over a golden opportunity or waste time applying to a company that isn't looking for telecommuters. Craig's List is good, but like most things, it's not perfect. This flaw is more of a minor annoyance. Don't let it hinder your searching.

Multi-city Craig's List Search Engines

Searching Craig's List can become tiring and even frustrating if you find yourself entering the same search terms over and over again. Luckily for you, other people can relate and have created Craig's List search engines. Using them, you can search as many cities (or every city for that matter) as you like from one query from a single web page.

Crazedlist.org

<u>Crazedlist.org</u> is my first choice when it comes to massive searches of Craig's List. Upon opening the page, you'll see every U.S. city that has a Craig's List listed before you. Select all of the cities you wish to search, select the jobs category, and check the telecommute option and you will be taken to the next page, which lists the results of job postings as defined by your search from each city.

Craigshelper.com

The only reason <u>Craigshelper.com</u> is worth mentioning is the "Major Cities Only" option. You can select a percentile that contains only the most popular Craig's List cities. It saves time in the process of selecting which cities to search; however, the results are displayed in separate pages and it will take longer to sort through the results.

Other sites allow you to massively search Craig's List, but nothing can compare to the features and functionality of the two listed above.

Searching Monster.com and Other Job Sites

Generally speaking, these are a waste of time if you're looking for legitimate telecommuting jobs. Yes, they can be found at these sites, but most people don't have the time required to find them. Mind you, you'll get TONS of hits if you search for "telecommute" or "work from home" or other variations, but a huge percentage of the hits will be junk ads. Don't waste your time.

What separates Craig's List from other large job listing web sites is the community. The community provides a 24/7 free service of flagging inappropriate ads. This helps cut back on the spam listings, leaving mostly legitimate jobs. If you insist on using another site other than Craig's List, stick to big brand-name sites like Monster, CareerBuilder, or SimplyHired. These will allow you to filter search terms based on

select keywords, but there is no monitoring by the users. We have also heard from readers who have been scammed after responding to ads on CareerBuilder and Monster, so you always have to be careful.

Google is Not Your Friend

Unless you're a very sophisticated Google searcher, you're not going to find real telecommuting jobs with a typical Internet search engine. Enter "work from home job" as a search term and you'll get about a billion hits, most of them linking to a pre-sell page for Data Entry Business or Ultimate Wealth Package or other scam, or to affiliate sites selling those programs. You'll get slightly better results if you search for "telecommuting," but even that term is now flooded with junk ads.

We know you're going to do it anyway..

Even though we just warned you not to use Google to search for jobs, you're going to do it anyway. It's hard not to use Google when you're searching for something. I even go to Google for help with my lost car keys! So if you're going to ignore our advice about job searching, at least follow these tips to minimize the chances you'll get burned:

- Don't click on sponsored ads. The first links after you hit "Go" and the links on the side of the page are sponsored ads. That means someone has paid Google to put them there whenever you type in certain search terms. Real employers do not look to fill jobs this way. It's too expensive and inefficient. If you click on a sponsored ad, you'll go to someone trying to sell you something.
- Scroll to the end of the page. Once you think you've found a job link and clicked on it, scroll all the way to the bottom before reading it. Is there a Buy Now button or link and payment options? Then it's not a job. Employers don't charge you to work for them. They pay you.
- Try multiple keywords. "Work at home jobs" is just one keyword combination. You could also search for "telecommuting jobs," "homeshoring," and other possibilities.
- Don't overlook forums. Forums are an under appreciated resource in today's age of ever-flashier Web content. But they are amazing sources of information because people who do or have done what you want to do hang out there. I've seen many, many people find jobs by following relevant forums in their niche

How To Read Job Ads (and Eliminate Junk)

Telecommuters must pay special attention to the way they communicate online. Initial contact with a potential employer will make or break your job opportunity.

f you're new to searching for a telecommuting job, you might be frustrated by the large numbers of scams hiding behind apparently legitimate work-at-home ads—yes, even those you find at Craig's List. I mean, the ad said it's a typing job, right? So why is the "employer" now asking you for \$50 to buy the training kit? Because it was a junk ad, or a hook ad. These are sales pitches dressed up as job listings. There is no employer; there is a salesman on the other end trying to get you to buy a product, and he's hooked you by pretending it's a job.

We have lots of experience with job ads at I've Tried That, and we're going to share with you our secrets on how to read work-at-home job ads. This section will show you how to spot a hook or junk ad after reading just a few words of the ad. No more wasting time reading fruitless ads and writing inquiries, only to be disappointed.

How to spot junk or hook ads

Here are two ads from Craig's List, each advertising a work-from-home job:

Web Content Writers

Needed Part Time, Full Time, freelance writers. VRO Websites is hiring writers who can rewrite vacation rental descriptions into the VRO Website format. You will incorporate keywords into the content to help with search engine placement. We have a specific process and format that you will follow to create the property descriptions. We will pay \$20 per property. A skilled writer can complete one property in an hour or less; once you have a firm understanding of the format. This is a work at home job, or can be a full time job, hourly job, if you would like to join our staff. We have offices in SE Portland near the corner of Morrison and Grand Ave. Please submit a resume and writing samples. We will contact qualified clients. We need immediate help, so please list your availability as well. www.vrowebsites.com

- * Location: SE Portland
- * Compensation: \$20 per Property Description
- * Telecommuting is ok.
- * This is a part-time job.
- * Principals only.

Consumer Driven Health Care

#1 Leading health care provider company in the United States is seeking health representatives that want to work from home.

Our company has been in business for 14 great years with well over 1.7 million satisfied members and still growing.

- * Compensation: commission
- * Telecommuting is ok.
- * This is a part-time job.
- * Principals only.
- * Please, no phone calls about this job!

The one on the left is for a legitimate job, by which I mean an arrangement in which a company or individual pays you a predetermined amount in exchange for your time and/or skill. The one on the right is a "hook" for Ameriplan USA. I'm not saying Ameriplan is a scam, but it's definitely not a job that will bring you a known figure in exchange for a known amount of time.

Identify "hook" ads in three seconds or less

Here's how: pretend you're in an interview. What if you were in a job interview and the interviewer kept making vague statements about how much money you're going to earn? What if you asked what kind of work you'll be doing and he said, "You'll be helping people achieve financial freedom," or a similarly vague answer? You'd know something is not right. So take that interview mentality with you when reading work-at-home ads.

The following are red flags in part because you'd never see or hear them at an interview for a real job. Individually, they don't automatically indicate a fake job or "hook" ad, but ads containing more than one of them are almost certainly selling you something other than a job.

Vague job description

After reading the ad on the left you know exactly what you'll be doing. But what kind of work will you be doing for the ad on the right? It doesn't tell you! Hook ads have to be general because if they were specific, you wouldn't click through to their sales page. (Click here to read our exposé of sales pages.)

Exaggerated titles

If a title uses any combination of the following words, proceed with caution: money, income, freedom, unlimited, or success.

Vague statements about pay

You'll earn "commission." Next time you fill out a credit application, write "commission" in the Income line and see how far it gets you. Real employers know exactly how much they're willing to pay you, and batting that figure about is a normal part of the hiring process for real jobs. Imagine going to a real job interview, and when you ask about pay, the employer says, "As much as you want to earn! You can live the life you've always dreamed of!" You'd see right through him. Online jobs are no different.

Talk about Big Money

While they never give specifics, hook ads do often tantalize you with large numbers. \$500/week! Part time! Up to \$100 per hour (like the one below)!

Exclamation points!!!

The hook ad on the right doesn't have any, but they very often do. Truly exciting job opportunities don't need exclamation points. That they're exciting should be self evident from the detailed description.

A hyperlink in the ad

Sure, legitimate companies can link to their business Web site, but they often do not. Hook ads need the link because they've got to get you to the sales page. Look at this ad, for instance; it contains ONLY a link (and to an unidentifiable short URL, at that):

SIMPLE DataEntry-At-Home: \$100 Cash Per HOUR

(get paid to shop)

http://5nz.com/c72a3c

- * Location: anywhere
- * Compensation: see website
- * Insistence upon the job's honesty and legitimacy

Here's an actual headline for another Craig's List hook ad:

Work From Home \$1,500 to \$3,000 PT or FT Legitimate & Honest Job!!!

Here's the thing. Do you believe the guy at work who says he was the funniest and best-looking dude at last weekend's company picnic? Of course not! In the same way, it never occurs to legitimate employers to tell you that they're legitimate. Why should they? They are looking for employees, not to prove themselves. If you doubt me, go to your next job interview and ask, "Is this a legitimate job or a scam?" It's a quick way to end the interview and the funny look on the interviewer's face might be worth sabotaging your chances.

There are other warning signs, but these are the ones we see all the time. With practice, you can learn to identify them at a glance. Soon enough, you won't even have to read the article. Most headlines reveal enough details about the job that will allow you to skip the posting entirely. You will no longer waste time pursuing leads that only end in somebody asking you for money.

Consistent effort is the key

You might not find a job your first day searching Craig's List, but I'd be really surprised if you didn't find several good ones to apply for on your second day of consistent effort. Keep at it! Develop a regular habit of investing thirty minutes per day in searching Craig's List and I've Tried Telecommuting for jobs. If you do, you'll always have more jobs than you can possibly find time to apply for, and you'll land some of them. It's only a matter of time until you find the full-time job that meets your needs. The next article tells you how to communicate with your potential employer so they'll see that you're obviously the best choice for the task.

Professional Communication

Telecommuters must pay special attention to the way they communicate online. Initial contact with a potential employer will make or break your job opportunity.

o let's say you've combed the ads at Craig's List or other locations and have found a job that looks promising. Now what? (And remember, we're talking about real jobs that you do at home, not something you do online that might earn you money if you hold your head just right.) What's next? Well, since you've found an actual job, that means there's a person on the other end who's looking for the right person to fill the job. You must now convince her that the right person is you.

The key to landing such jobs is simple: treat them as if they were not telecommuting jobs. You wouldn't go to a face-to-face interview with bedhead and wearing the t-shirt you slept in. You wouldn't walk in and say, "Hey, I think I'd like to do that job I saw you talking about on your website. When are you going to hire me?" So why do those seeking work-at-home jobs do it? For the same reason that people in Internet forums and blog comments can act like buffoons: they're anonymous.

In fact, Sarah is a professional blogger who has advertised for jobs in Craig's List. She writes, "I hadn't realized just how bad most responses from Craig's List are until I started looking

for blog designers that way. Most of 1. An initial query: This is the first the responses were horrendous."

You know what I've heard employers say? They don't like to advertise on Craig's List or other online sites for telecommuter jobs because they get bizarre applicants. (They do it anyway because they're willing to sort through them to find the one Rock Star who will get the job.) Failing applicants do not realize that the employer sees no difference between a telecommuter and an employee working in the office. In fact, the telecommuter needs to be even sharper because she is at home or another location under her own supervision.

For these reasons, your communication with potential employers needs to be professional at all times, and that can sometimes be tricky in e-mail. The anonymity of e-communication sometimes makes perfectly normal people act like they never would in real life. You need to take extra care to ensure that you're conveying the proper messages.

Before you're even hired, you'll communicate with a potential employer in one or more of the following ways:

The key to landing such jobs is simple: treat them as if they were not telecommuting jobs. You wouldn't go to a face-to-face interview with bedhead and wearing the t-shirt you slept in.

- An initial query: This is the first contact you make with the employer, responding to the job announcement.
- 2. A cover letter and resume: Usually the second communication, though some employers will ask for these up front.
- 3. Follow-up and negotiation: Any contact with the employer after the cover letter and resume falls in this category.

The Initial Query

Everything rides on your initial e-mail query to the employer. You can't charm your way through an interview, call in favors from your network, or impress the employer with your Armani suit when applying for a telecommuting job. You have only your words to make a first impression and to convince the employer that you're the right person for the job. That means your words have to carry all the weight that those other factors carry in a typical hiring situation.

With your initial query, you need to break out of the free-wheeling Internet and e-mail mindset and take it as seriously as employers do. Here are some tips to help you do that:

 Beformal. Even if it violates your personality (it certainly does mine), you have to show that you're looking for a job, not an online "gig." You can probably loosen up afterwards, but for now, assume your employer is an uptight CPA-type who loves to wear his tie every day. Employers are very conservative when it comes to hiring. Follow these basic guidelines for formal e-mail communication:

- 1. Use a person's name, if you know who you are emailing. If you don't know their name, use the company name. If that is not known, "To Whom It May Concern" is acceptable as a last resort.
- Use a more formal salutation like, "Dear Mr. ABC," and NOT "Hey,"
- 3. DO NOT use smilies or shortcuts, like you're texting on your cell phone. Internet lingo should never be included in a professional email.
- Close with, "Sincerely," and then give your full name, and if you like, your phone number.
- 5. Do not use a "cute" e-mail address. Free email services like Gmail and Yahoo are acceptable only IF the first part of the e-mail address is formal. Firstname. lastname@yahoo.com is good. ItalianStallion4u@yahoo.com is not.
- Read the job ad carefully. Read it more than once if you have to. Most descriptions contain detailed information about what you'll be doing if you get the job and what information they need from

you when you apply. Follow their instructions in the letter.

- Politely follow up, if possible, in three to five business days if you have not heard back from the employer. Just send a line or two saying, Didja get my stuff or not, yo? Just kidding. You should say, "Dear [person's name], I'm just writing to see if you had a chance to look over my application materials yet for [job title]. Thanks for your time."
- If you do hear back, follow up immediately. In other words, say you get a quick "thanks for applying" note. Respond to it immediately, even if it's just to say, "Thanks for the acknowledgment. I look forward to hearing what you think about my materials."
- Send a great-looking resume. Even if there isn't much on it, it needs to look good and be reader friendly. You should have read about this in the resume section.

The Cover Letter

We covered these in depth earlier. Employers will sometimes ask for these, but not always. If they don't ask for one, it doesn't automatically mean you shouldn't send one, though. It really depends on the type of job. If you're applying for full-time career-type jobs, a cover letter should accompany every resume you send out. However, if you're a freelancer responding to a part-time ad you saw on Craig's List, you probably do not need to send a cover letter unless the employer specifically asked for one.

Impress First

Look at the huge difference between these two initial e-mails:

Dear [company or individual name], I am intrigued by your Craig's List ad and am writing to offer my services. I have four years of experience as an executive assistant and a Bachelor's degree in marketing and sales, so my skills are just what you're looking for. I have extensive experience with all standard office applications and learn new software quickly and efficiently; your proprietary coding system will give me no trouble, I'm sure. Perhaps most important, I have been working in telecommuting jobs for over six months and have four satisfied clients; some of them are listed as references in the attached resume.

Thank you for the opportunity and for looking at these materials. I look forward to hearing from you.

Sincerely, Joe Last Name

Hev,

I saw your Craig's List ad and would like more information. I'm looking for a job I can do from home and you're the lucky winner. I can do the things your ad said, like typing and follow-up calls. I can send you a resume if needed. Let me know what you think.

thanks Joe

You're an employer and you have these two to choose from. Hmm...which one do you pick? It's a no brainer, right? Lest you think the second one is a silly, unrealistic example, let me assure you that it's not. I've seen responses like this. I've sent responses like this! Employers are deadly serious about their telecommuting employees.

If you do send one, I recommend sending the cover letter and résumé as a single attached file in .pdf format. I send my cover letter on my business letterhead and résumé on blank white paper in .pdf format. PDF is preferable because the employer will always see it the way you intend it to be seen. MS Word sometimes reformats Word documents based on the default printer, and that can change the way your document looks on the employer's screen. If you're sending just the résumé, the same recommendation holds: send it as an attached .pdf file, not in the body of an e-mail unless the job ad states otherwise.

Follow-up and Negotiation

If the employer has read your cover letter and résumé and is still talking to you, that means you've beaten out a large chunk of the competition. You are on a short list of applicants who the employer thinks would be a good fit for the job. Now here is your chance to shine, and you need to take your efforts up a notch.

Unfortunately, because each job description and hiring situation is different, I can't offer you very specific advice about this part

of the process. Just remember to keep your communication professional, and remember that you're still in a sales situation.

Good sales copy includes a call to action—something you as the writer (seller) wants the reader (buyer) to do. In this case, you want him to offer you the job. So ask for it! Include a positively stated call to action in which you ask for the job. Something like this:

"It's been a pleasure discussing this position with you. I think we can work well together as I am very qualified for the job. Please give me the chance and you won't be sorry."

You'll need to choose language that fits with the tone of your communication so far, but that's the idea. Close the sale by asking for the job. It feels awkward and unnatural, but I've done it and it works and it could be the difference between getting the job and continuing your search. Sometimes it's best to just be blunt.

Only Words?

people

When you're dealing with someone who's looking to give you money in exchange for your time and skill, you have to make a strong impression. These

are going to be exceptionally picky, espcially given the fact that you may never meet face-to-face. In person, you can impress with your strapping good looks, your sense of humor, your fabulous fashion sense, and your terrific personality. But from behind a computer screen, we all look the same: faceless and relatively dull. Initially, we are simplified to just paragraphs of text contained within an email.

When it comes to telecommuting jobs, your words must do the work of all the other elements that are present in face-to-face communication. Don't treat employers as friends on Myspace. Remember, the person you're talking to may end up being your next boss. When's the last time you walked into an office and treated coworkers like you were grade school buddies?

Put more thought into words than you're used to. If you do, you'll already be ahead of most of your competition who were so foolish as to not buy this guide! Putting more effort into your words takes a bit of getting used to. However, after a couple of emails you'll quickly pick up the hang of things.

I Want to Telecommute: Asking the Boss

Are you thinking - 'I'd love to telecommute, but I doubt my boss or company would allow it.' Think again! Use the tips to better your chances to work at home.

On a daily basis, more and more American companies are opening up to the emerging trend of flexibility in the workplace. It certainly cannot hurt to ask the boss, but before you do: prepare, prepare, prepare.

How to Prepare

Before presenting your telecommuting proposal to your boss-the first thing to prepare for is your boss' objections. Although your boss may be open to the idea, it is nevertheless important to be prepared for his or her objections with a thoughtfully written proposal on why telecommuting is a good idea.

Overcoming the Boss's Objections

The several benefits provided to employers who participate in telecommuting programs are substantial. So why aren't more managers opting to offer telecommuting to their existing and potential employees? Although an increasing number of managers view telecommuting as both a legitimate and effective work option, many do not.

The reasons given by managers who do not approve of telecommuting may vary, but for most, telecommuting represents a significant change in the workplace. And change scares a lot of companies who feel that the way things are now is the way they should stay.

This being said, if your manager is one of those people who is leery of the telecommuting option, here is some helpful information on familiar objections and the ways to address them as you write your proposal:

"Your work is not appropriate for telecommuting."
Be prepared to show your boss which of your job tasks or functions can easily and sensibly be performed offsite. Point out how you can, exceeding your boss'

expectations, continue to meet each job requirement without the need for continual face-to-face contact or access to office-based equipment and materials.

"I'm not certain you have what it takes to work from home." It is a fact that not every person is suited for telecommuting. It is up to you to prove that you are. Ideal telecommuting candidates boast an above-average understanding of their jobs, a history of solid performance, and are highly organized, self-driven individuals that require little or no direct supervision. Demonstrate to your boss that you are, or can be, the ideal telecommuting employee.

"I'm concerned that I will not know if you are working or not." Many managers will unfortunately equate close supervision with good supervision. Even considering the solid evidence of increased productivity among telecommuters, many managers still fear that the workfrom-home employee will not take his or her job seriously enough and use the time at home during work hours as leisure time. Present yourself in a way that tells of your utmost dedication to your job and that you will get all of your work done that you presently get done in the office, and possibly more. A well-thought-out telecommuting or flex-work arrangement stands an outstanding chance of success.

"Telecommuting will have a negative impact on the team." In reality, only a few types of teams in a business of-fice environment require constant in-person interaction. In fact, most team members must do some of their work alone. Teams can work equally effectively by changing their mode of interaction—from physically being together to faxing, calling, emailing, and conducting online conference meetings. Mention to your boss the days that you will or can be in the office. Perhaps you can suggest weekly or monthly meetings to commute into the office, or other meeting location, to collaborate with both your boss and other members of the team.

Your boss needs to trust that you, the employee, will get your work done without missing key dates or sacrificing quality.

"No telecommuting program is in place." Most telecommuting programs started with just one telecommuter that was a on a trial basis—a trial that obviously worked out well. Point out to your boss that you are a good candi-

date for telecommuting. Do your research and show your boss examples of successful telecommuting work arrangements for jobs with tasks akin to yours.

"How will I be able to reach you?"

Inform your boss that you can be reached any time during work hours by phone, fax, e-mail or even through an instant messaging program. Offer to call into the company at specified times or anytime for a work-related office emergency.

"If you do it, everyone else will want to."

Convey to your boss that you fully agree that telecommuting is not a perk or a right, but a managerial work option that should be bestowed upon only the most worthy of candidates. Suggest to your boss that choosing which employees get to telecommute should be based on aspects such as personal attributes, job suitability, and operational feasibility.

Creating the Proposal

Now that you are prepared for possible objections from your boss, here are some tips on putting together your actual proposal:

- 1. First, consult with any other employees in your existing company who may be telecommuting already. It may very well be that your employer has a telecommuting program, or some other type of flexible work option, in place. Additionally, be sure to check the employee manual to ensure your employer does not strictly prohibit telecommuting.
- 2. Write the proposal. Explore the great number of websites out there that are specifically designed to assist those who wish to convince their bosses to allow telecommuting. In your web research, you will find a number of suggestions on what to include in your proposal. The most important approach to take is the business-case approach viewing things largely based on your boss' perspective. Address the 'what's-in-it-for-the-company' issue, as well as any concerns or objectives you think your boss might have. Simply put, your boss

You need to trust that your physical absence from the office will not have a negative impact on your standing in the company.

> has not a care in the world about your personal life (to a certain extent), as it is his or her job to care more about the company. Therefore, do not make the case for your telecommuting a personal one.

- 3. Give an oral presentation. Before presenting your proposal, ask yourself the golden question. Are you an ideal candidate for telecommuting? Do you have the self discipline it takes to work from home under minimal supervision? Does your boss perceive you as a self-starter who can perform independently? Do you manage time well, and are you organized? More importantly, can you do everything it is you do now at work, from home? Be sure to evaluate all of these questions yourself before presenting anything to your boss. That way, when and if you do, you will have full confidence in yourself, which will surely shine through in the presentation to your boss.
- 4. When the time comes for the oral presentation (asking the big boss), be sure that you have your written proposal to provide as back up. What you say in words may not come out as well as what you have in writing so you want to be sure you have a solid proposal to back up your words. The written proposal also gives your boss another chance to review your situation more closely.
- 5. Offer to telecommute on a trial basis. If your boss is wary of giving a definitive 'yes' or 'no,' offer him or her the chance to try this out for a specific time period. If telecommuting proves not to work, then you will have the option to return to the workplace as before, or seek another job.

Telecommuting requires mutual trust between you and your boss. Your boss needs to trust that you, the employee, will get your work done without missing key dates or sacrificing quality. You need to trust that your physical absence from the office will not have a negative impact on your standing in the company. Both you and your boss should sit down together and discuss ground rules before embarking on any telecommuting arrangements.

=After You**=**

Get the Job

There is more to telecommut-ing than just working from home.

If you've had some success with part time jobs, you might be ready to start your full-time telecommuting career. Take it from us, it isn't easy. Follow the advice and tips in this section to better understand what you're getting into and to increase your chances of long-term success.

e started this guide with the goal of helping you earn a couple hundred extra dollars per month. If you've been putting our advice to the test, you've probably discovered that there is potential to earn a lot more than that. You've probably found more jobs than you have time to apply for.

But you've also probably discovered that if you don't carefully manage yourself and your telecommuting work, it can become hectic and

stressful. That's because there's more to telecommuting than just doing the work from home. It also involves a fair amount of organizational ability and business smarts, and most of us aren't just born with those things.

This section will help you start down the path to managing your work and your self effectively so that, if you want to, you can turn your part-time telecommuting into a full-time income.

How to Manage Working From Home

Telecommuting does not manage itself. If you're not proactive, you will be managed by work pressures and deadlines rather than you managing them. Take charge.

Congratulations! You've finally landed that telecommuting job you've always wanted. If work objectives are clearly defined and results are measurable, work at home arrangements continually prove to work very well for most individuals. We discussed the benefits of telecommuting near the beginning of this guide. You should also know there are some very real drawbacks. With proper management and forethought, however, you can minimize their impact. Here are a few drawbacks to watch out for:

- Mixing work with home. When you work where you live, you're always at work. If you don't carefully separate the two roles, your work will overpower other aspects of your life and you'll always feel like you can never have a break.
- Working too many and/or odd hours. While one of the biggest benefits of telecommuting is the freedom it gives you to set your own hours, it's a two-edged sword. When you work at home, it's easy to feel you should be working, just because, well, you can. You wouldn't volunteer hours at the office, would you?
- Visual monotony. When you work at home, there's a good chance you spend more time there than you otherwise would. We can attest from experience that spending too much time in the same four walls can make you a little loopy.

With proper planning and management, you can make sure these things aren't a problem. But managing your telecommuting business doesn't come easily or naturally. Before diving into your new work arrangement, take care of these vital planning and management details:

Have clear objectives.

Be sure that all goals are specified by your employer in advance and that you clearly understand all of them. It is highly likely that your work performance will be measured based on the

achievement of these objectives. On the other hand, if you are your own boss and you work for yourself, it is important to set your own objectives and have the self discipline it requires to see that they are met.

Keep communication flowing.

All channels between telecommuters and their employees should be open. This means you should use telephone, fax, email, instant messaging, and/or teleconferencing equipment. However, these open channels of communication should not be abused to the point that you are unable to effectively perform work at home due to constant interruptions. If interruption from the home office becomes a problem, specify times during which you are available for phone calls. You should also be granted access to the company's network so you can obtain files when needed, and can save files where they can be viewed by others in the company.

Manage yourself and your time.

Independence and self-reliance are crucial when working from home. Without any direct, one-on-one supervision, you are at risk for slacking on the job and/or not prioritizing tasks in the most effective manner. In addition, working from home makes it quite tempting to perform non-work related tasks or activities around the home (the laundry, walking the dogs, catching up on your favorite soap, etc.) Telecommuting requires one to acknowledge the tendency to distraction, and while it's okay to occasionally take a break from work-related tasks during the work day, it's not a good idea to regularly engage in them.

Be aware of expenses.

Working from home, you are prone to an increase in some expenses, including those related to phone and

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internet usage, as well as equipment for your home office. Discuss any expenses you may incur by working from home with your employer before you begin telecommuting. If you are working for yourself at home, you should keep careful track of expenses so you can deduct them from your taxes. The I've Tried That store offers a 12-page report to help you with tax issues. Check it out.

Divide work space and home space.

This point cannot be overstressed. Surely one of the biggest challenges a telecommuter faces is being unable to separate workspace and home space and/or work time from home time. If you are not cautious, you are likely to find yourself finishing up a report or checking emails long after you would have left the tasks at your office when you worked out of the home. Take care of your personal life and your family. When you take a vacation, really take it. It has been reported that telecommuters actually work more often while on vacation.

Adhere to Your Set Limits

Failure to set clear boundaries may cause your work life to take over your personal life. If you are producing the same amount of work in the home that you would outside of the home in normal working hours, there is no reason to prolong your work day. Shut off that computer, already! If it's at all possible, meaning you have the room in your home or apartment, set aside space that is used exclusively for your work. Keep your work strictly in there and stay out during hours you shouldn't be working. Doing so will help you stay balanced and sane, and it could also bring you significant tax advantages through home office deductions. (If you think these deductions apply to you, you might want to check out the Tax Tips for Telecommuters guide.)

Properly managed, telecommuting can transform your life by providing you with increased productivity, financial savings, and a better work-family balance. But it does not manage itself. You need to be proactive and take charge of your telecommuting destiny by following these tips. If you don't, you will be managed by work pressures and deadlines rather than you managing them. And when that happens, you've already lost some of the benefits working from home was supposed to bring you.



Building Your Freelance Business

Telecommuting does not manage itself. If you're not proactive, you will be managed by work pressures and deadlines rather than you managing them. Take charge.

We wrote this guide primarily with the first timers in mind: people who went to Google looking for ways to make money online. We've tried to steer you on the right path to avoiding the scams and landing your first genuine work-from-home job.

Now we're going to assume you've had some success: you've done a couple of jobs and can see the potential, and you're ready to learn about how to do more. Maybe even how to earn a good full time income as a freelancer!

You can, you know. Lots of people do. If you have some marketable skills, there's no reason you can't be self employed full time.

Build Your Business As a Full Time Freelancer

If that's you—if you have caught the bug and want to work for yourself full time—you need a steady supply of work, not just a job here and there that you picked up to make some extra cash. When someone starts working at home this reality is not usually part of the vision, and many people end up disillusioned. Doing the actual work is only half the job if you're trying to support yourself as a full time freelancer. Finding the work is the other half. You have to have a steady stream of work because interruptions in the work stream mean holes in your income that can hurt.

Understand the Numbers

No matter what kind of work you do in your freelancing business, you are in sales. You're selling yourself and your skills. That means you're playing a numbers game, as anyone who's worked in direct sales will tell you. You need a steady supply of paying clients, which means you have to steadily refill the supply pool.

The supply pool is the list of potential clients that can become actual, paying clients. You want a large supply pool, as large as you can get it. What if you knew for a fact that 10% of your supply pool would become paying clients every month? If you have the time to do jobs for three separate clients, you need 30 potential clients in your pool every month. Well, guess what? That is in fact the way it works. The only thing you don't know is what the percentage is for you. It might be 1%, it might be 50%. That's why you need a large supply pool—you can't take water from an empty well.

Fill the Supply Pool

Telecommuters make a common mistake that leads to unmanageable holes in their income. They do the work but forget or are too busy to fill the pool that will lead to future work. This leads to the "feast or famine" condition that you might already have experienced. You must, must, must devote regular time to filling the pool. If you have 40 hours per week for your freelancing work, you really have only 30 or so to do the work part of your job because you should spend the other 10 doing the finding work part of your job.

Schedule time on your calendar for filling the supply pool. Build it into your work day. I would recommend an hour per day, at least. If you don't, and you have deadlines coming at you like a freight train, you'll let it slip because the need isn't immediate. You'll pay for it later in the form of down time when you're doing no work and earning no money.

How to Fill the Pool

Once you've scheduled it, here are some ways to fill the pool during that time. You consider a potential client added to the pool when you've made contact with a person and asked for work or have put your resume and portfolio in that person's hands. Don't cheat yourself! You don't get to count a company as a potential client if you haven't talked to someone, sent an e-mail, a fax, or something that gets your name and skill out there.

- Continue with the Craig's List job searches you should already have mastered. If you set aside an hour per day, you'll easily add five contacts to your supply pool every day.
- Ask past clients if they have other projects you can help with.
- Ask past clients for referrals to colleagues or business associates who might need your services. There is no more powerful source of potential and actual clients than your existing clients. Ask them for referrals as often as you feel comfortable doing so. It's even a good idea to provide a financial incentive in the form of "finder fees," which are set amounts you pay to existing clients when they refer a new paying client to you. Not only does this networking introduce you to many more people than you would otherwise have the chance to meet, but it also takes advantage of the most powerful source of advertising known to business: word of mouth. If you do good work, your clients will be more than happy to pass your name along to their business colleagues.
- Find needs in your niche and then seek to fill them. I once saw a Web site that was full of errors. I contacted the Web master and sent him a corrected page, asking for work as an editor. I got a small job out of it and a connection to two other potential clients.

- do enough of it. Look through the yellow pages for companies that might need your services. Call them up, ask to speak to a manager or other decision maker, and ask that person if the company outsources their x. For instance, if you're a graphics designer, call a dental clinic and ask if they ever outsource their advertising materials. (Of course they do: they do teeth, not graphics.) Then ask if you can send a work sample of brochures you've designed and go from there.
- Ask career professionals who does their x. Think of attorneys, physicians, engineers, Web designers, and other professions. I could have clients tomorrow if I went to my two electrical engineering friends and asked them who writes their product and procedure documentation. Are you an HTML coder? Go to local businesses and ask who does their Web sites. Nobody? Oh, let me tell you why you need your own site. In house? I can probably do it cheaper and you can let your in-house staff focus on more pressing problems.
- Join a professional organization. Mine is The Society for Technical Communicators, a professional organization for technical writers. It has a wealth of resources for freelancers and there's no quicker way to build a valuable network of specialized contacts.
- Attend trade conferences. If you have the time and budget, attending a relevant trade conference as a vendor will bring a large stream of potential clients. This item really needs a section all its own, so if you don't know what a trade conference is, I can't do it justice here. If you do, you already have an idea of the wild potential for adding to your pool.

These are just some ideas among many. What you do is not as important as that you do something regularly. You might spend an hour per day with these tactics and add only 2 names to your pool every day. But what if you did that every day, consistently, for a month? You'd have 60 potential clients and if you have any marketable skills at all, chances are good that at least some of those will become paying clients. It's just a numbers game, so stack them in your favor.

Client Care

Without good client care skills, filling the supply pool and getting new clients will only lead you so far. If you're socially challenged, you could alienate clients and prospects as soon as you meet them, so you'll never get any traction with repeat business. You simply must develop some client care skills.

What Are Client Care Skills?

These are business skills that help you take care of your clients. They fall in two categories: relationship skills and customer service skills. They are simply the things you do and the ways you behave that allow you to deliver good quality and value, and that make people trust you and enjoy their interactions with you. Here are some relationship items to keep in mind in your interactions with clients:

- You must be friendly and approachable. Nobody wants to work with an unpleasant person, and we've all had that misfortune. You need to be friendly and easy to approach so that your clients don't dread talking to you on the phone when they need to. When you meet with them in person, make sure you smile and maintain eye contact. Over time, share appropriate tidbits from your personal life to let them see a little of the human in the freelancer. Be careful, though. "Friendly and approachable" does not mean you're buddies (at least, not yet). The client still wants to know she's hiring a professional—she doesn't need to hire friends. In the early days of your relationship with any client, you should maintain a somewhat formal demeanor and distance. You can still be friendly without being a stuffed shirt, but if you start the relationship as a buddy instead of a business professional, you'll lose clients you might otherwise have kept.
- Practice direct and honest communication. Most business people I've worked with in my career expect and prefer honesty and directness. That means that, when appropriate, you say what you're thinking instead of dancing around issues or playing political games. Of course, if one of your clients is an idiot, you don't tell them that. (That's why I included "when appropriate.") But both you and the client need to be able to know that what you say is what you mean and that there are no hidden motives at play.

- Be steady. This means you're a rock in the surf. We've all known people who stomp off in a huff (literally or figuratively) when they receive criticism. You have to learn to distance yourself emotionally from your work so that you can accept criticism as feedback and learn from it. A client who criticizes your work can still be a client if you make the necessary adjustments. But if your bruised ego gets in the way, you can lose a client that you might have kept.
- Feel and show confidence. You must feel confident in yourself and the work for which you're being paid. If you do not, the uncertainty will come through in your interactions with clients and potential clients and will cost you business. Notice the two sides to this coin: you have to both feel and express confidence. If you don't feel it, you need to learn more and gain more experience until you do (and the details of how to do that are beyond the scope of this ebook). If you feel it,



expressing it is a learned skill. Here are some tips on how to express it.

- Use the words, "I'm confident that..." When closing a deal, asking for work, discussing deadlines or payment, watch for opportunities to use that phrase (but only if it's true, of course.)
- Practice powerful positive expression. "Yes" is a positive word. "Absolutely" is a powerful and positive word. When a client asks you a question and you can respond positively, make it a powerful and positive response. "Do you think that's something you could help us with?" "Absolutely! I've done work like that before." "I know the deadline is tight. Do you think you can finish it?" "I can definitely finish it by then. I'm already blocking out time for it." Absolutely, definitely, no problem, certainly, and others are powerful positive expressions. Make them a regular part of your vocabulary.

Of course, the best business relationship skills on the planet can't compensate for poor quality work or poor customer service skills. You'll be a very friendly freelancer with no work if you don't master the other side of client care skills. To keep clients coming back for more, here are some business management skills you need to develop:

- Be well organized. For example, you should be able to find anything related to clients and their work at any time. You need to keep good records. Not just of work performed and payments received, but of every interaction with clients. Clients will ask you something like this: "What was it we talked about over email just before the holiday?" It would probably be no big deal if you said, "Geez, that was so long ago I don't remember," but how impressive would it be if you could produce the emails or notes from the phone call? Organization affects all aspects of your business, from efficiency to costs and retaining clients.
- Respond to clients quickly. One result of email, instant messaging, cell phones, and text messages is that people increasingly expect responses right now. I've been frustrated many times by people who are slow to respond to emails, and if you frustrate clients, they'll simply find someone

- else to do the job. I suggest that you try to reply within two hours, unless you have a lot of email. You have to be careful with this one, though, because if you get a lot of communication from clients, responding immediately could really impede your ability to work efficiently. Here are a couple of guidelines to help you both respond quickly and work efficiently:
- Read email at designated times. Email is a tyrant that can quickly take charge of your day. Take charge of it by designating slots of time during which you will read and respond to email.
- Consider using auto reply. Set your email up to send a message back to the writer. It could say something like this: "Your email is important to me and I will reply no later than end of day today." That defuses the client's anxiety about when you will write back and allows you to continue your work.
- Give your clients specific times during which they can reach you by phone or email and get an immediate reply. For example, you could let them know that between 12 and 2 every day, they'll have your instant attention.
- Be on time. Whenever you make a time commitment to a client, keep it by being on time. Whether it's a conference call, a meeting, or delivering finished work, nothing says, "I don't care" like being late. It simply sends a very bad, very strong message. If stuff occasionally gets in the way and you're going to be late, it's vital that you contact your client and let him know when to expect you or your work. In other words, "I'm going to be a little late" is not enough. Instead, say exactly when you expect to be online, or available for the call, or finished with the project. If it's later than a couple of hours, you should contact your client directly to make sure the delay won't cause problems.
- Don't just "do the job." Take care of your clients. Here's a truth you would do well to recognize: many freelancers out there can do the work you're doing just as well as you do. Some can do it better, and some can do it for a lot less money. If you hope to compete with them and build your

business, you have to provide that extra something that keeps your clients coming back to you even when they know someone else can do the work for less money. What is that "extra something?" It's care and attention.

Your clients hire you to do a job, it's true. But many people could do the job. When you take care of your clients by giving them extra attention, you become indispensable. For example, a client recently hired me to write the speaker notes for a sales presentation she was scheduled to give at a conference. She sent me all the relevant emails, and in one of them, I discovered a request from the conference organizers for a speaker's biography to go with the presentation. I wrote the biography based on other information I knew about the speaker, and sent it to my client with a note that said, "Just thought I'd move forward on this in case you weren't aware of it. It's due next week." She had not known about it, and my extra effort to take care of her not only landed me more work, but also cemented her loyalty to me. Here are some ways to give that extra care and attention:

- Send clients birthday or holiday greeting cards.
- Work hard to understand their goals and responsibilities, not just what you need to do the job.
- Consider cutting your rate on repeat work, or offer to do a small job at no cost.
- Remember Jerry Maguire? "Help me help you!" Think of yourself not just as a person hired to do a job, but as someone who can make your client's life easier. How can you help in ways other than the job for which you've been hired?

to charge was probably a minor one. You might have simply taken what the employer offered, or you might have given a rate based on your salary at your regular job. But if you're hoping to build your freelancing into a full-time business, you have to give the issue more thought, and you have to treat it like a business question.

Consider this quick analogy. My 13-year-old son makes a few bucks by selling soda, water bottles, and candy to players and parents at the local little league park. On game nights and on Saturdays, he loads a cooler with ice and his product, loads it into a wagon, and pulls it over to the park. A 20 oz. bottle of soda costs him \$1, so guess what his starting point is when he decides what to charge? That's right. He knows he won't sell it for less than \$1. He charges \$1.25 because that's what people are used to paying in vending machines and because he's built a 25% profit into his pricing structure. A Snickers candy bar costs him \$.65 and he sells it for \$.85 And so on. How much he charges was not guesswork. It was based on careful consideration of a number of variables.

You need to do the same if you're going to be a successful full time freelancer. Just like the kid at the ball park, you need to cover your expenses and build some profit into your price. Here is a three-step process to help you think through how much to charge.

1. Write out your expenses. Look at a typical month and figure out personal expenses. The goal here is to figure out how much you spend each month in non-disposable income. That's money you have to spend, not money spent just for fun. Include things like



mortgage, debt payments, groceries, utilities, and so on, and come up with a round number. Now add business expenses to the figure. How much do you have to spend to do the work you do? It might include hosting fees, software subscriptions, supply purchases, etc. Add them all together and you have a single figure for total expenses. For illustration, let's say that my expenses as a technical writer amount to \$4,000 per month.

- 2. Divide expenses by 110. The result is your minimum, or break-even rate. There are 160 work hours in an ideal full-time work month. However, not every hour you spend will be billable to a client—you can't charge them for time you spend finding new clients, for example. The figure of 110 hours assumes you spend about 12 hours per week in non-billable work, which is a conservative figure. You plan to make money, not lose it, so you must at least cover your expenses. If you charge less than this rate, you're losing money. Using the illustration number above, \$4,000 divided by 110 = \$36, my break-even rate.
- 3. Adjust the rate. Nobody wants to just break even. You're in it to make money, hopefully lots of it, so now you have to adjust your rate upward. In simple terms, you want to charge as much as you can without losing business, or for the capitalism purists, you want to charge whatever the market will let you. To know how much the market will let you charge, you have to do some research and consider several variables.
- Spend some time learning the going rates for the work you do in the market where you live. Salary.com is a good place to start. Take the annual salary ranges you find there and divide by 2,000, which is the commonly accepted number of hours in a work year. The result is the average hourly rate. If possible, talk to someone near your location who is doing the same kind of work. If you charge much more than the going rates in your area, you won't be able to compete.
- You may already be thinking, "My area? I'm a telecommuting freelancer...the world is my area!" You're right, of course. You could have clients in almost any location, so doing research on the going rates in your local area is only the begin-

ning. You'll also want to know a national average for your work, as well as the rates range in the area where your client is located. If she can hire someone in her area for \$50 an hour, you can't compete if you're charging \$65.

• Realize that contractor or freelancer rates typically go up in proportion to the freelancer's experience. If you have ten years of experience as a graphics designer, for example, you can probably produce good work faster than someone with just a little experience. Because you're offering more value, you're justified in charging more. On the other hand, if you're just starting out, you'll want to make sure your rates are near the low end of the acceptable range for the work you're doing.

A note of caution about rates: You will probably be tempted to offer a lower hourly rate than your calculations and research above produce. That's a dangerous pathway to start down because once you do, it's hard to change direction and bump up your rate. Remember that the key to success is having stable, return clients. What if you low-ball a client (by offering to do a job for less than your break-even rate) just to get the job, but then that client becomes one of your regulars? You'll be locked into a rate that makes you lose money. Your rate also says something about the quality of your service. Clients know approximately how much they expect to pay, and if you're the cheapest service provider in your field, clients might wonder what's wrong with you or your product. Go ahead! Charge what you're worth. Some will balk at the price, but clients worth keeping understand that they have to pay for quality professional work.

Learn More and Build Your Business

The couple of pages we've given here about how to build a full-time freelance business are of course just the bare essentials. To be a successful full-time freelancer is no small feat, and there is a lot more to learn. We believe this information will get you started, but you're going to run into questions that this section cannot address.

For answers to those questions and more, we recommend Cyan and Collis Ta'eed's ebook, <u>How to Be a Rockstar Freelancer</u>. The authors run a blog strictly devoted to educating the freelancer at FreelanceSwitch.

Wrapping Up





This guide has focused on helping you find genuine telecommuting jobs that can supplement your income by at least a couple hundred dollars per month.

Unfortunately, our journey through telecommuting ends here. But there's even more exciting stuff going on at IveTriedThat.com. We have a two-pronged focus there: exposing scams and hollering about the genuine ways to make money from home using the Internet. We sign up for the things you're curious about and share the results so you don't have to spend your hard-earned money on programs that might not be legitimate.

Thank you one last time for your download.

Be sure to keep in touch.