

Back to School:  
Crash Course in Starting  
Your Own Business

[AriseWorkFromHome.com](http://AriseWorkFromHome.com)

# Syllabus

1. **Homeroom:** Why Own a Home-Based Business?
2. **Psychology Class:** Are You Wired to Work From Home?
3. **Chemistry Class:** The Attraction of Being a Small Business Owner and Partnering with Arise
4. **Economics Class:** A Home-Based Business that Makes Cents
5. **Social Studies Class:** Taking Back Your Home and Social Life
6. **History Class:** Study the Past to Predict Your Future
7. **Science Class:** The Science Behind Starting and Registering Your Company
8. **Art Class:** Designing the Ideal Home Office Environment
9. **Supply List:** Equipping Your Home Office
10. **Graduation**





# 1 HOMEROOM: WHY OWN A HOME-BASED BUSINESS?

## Class Overview:

If you've considered starting your own business but the idea seemed complicated or terrifying, remember that not all start-ups are the same. Owning a business doesn't have to mean searching for venture capital funding, or spending 70 hours a week trying to get your company off the ground – on the contrary, these are the minority. In fact, 69 percent of businesses now start in the home. Let's examine why millions of people are starting their home-based business, and creating a lifestyle that fits their needs or desires.

## Lesson Plan:

There are countless reasons why so many people are choosing to make their house more than just a home. Many people have just been burning the candle at both ends for too long, and are burned out from their corporate job. Others have little choice beyond owning a home-based business because they only put down roots for a few years at a time before they are deployed or transferred. Arguably, moms who want to balance career with raising their family make up a significant portion of home-based business owners.

Regardless of your particular motivation, the reality is there are many benefits to owning a home-based business. In fact, a recent survey by Microsoft says the top 10 benefits of working from home from the employee viewpoint are:

1. Work/home balance (60%)
2. Save gas (55%)
3. Avoid traffic (47%)
4. More productive (45%)
5. Less distractions (44%)
6. Eliminate long commute (44%)
7. Quieter atmosphere (43%)



# 1 HOMEROOM: WHY OWN A HOME-BASED BUSINESS?

8. Less stressful environment (38%)
9. More time with family (29%)
10. Environmentally friendly (23%)

Beyond the many benefits of working from home, being your own boss at your home office adds even more icing to the cake. As a home-based business owner, you have control over your schedule, your freedom, and your future. Work when you want to, from where you want to while enjoying being the sole decision-maker over your career.

Lastly, all that freedom and control not only saves you from high stress levels, but it can also put more Benjamins in your wallet. Owning a home-based business requires less spending on gas, wardrobe, dry cleaning, eating out, etc. And you'd be surprised how much home businesses can save you on taxes. The IRS offers a general home office deduction, or you can figure out the itemized deduction yourself.

The bottom line is, when it comes to working, there is no place like home. The advantages of a home-based business are obvious – independence, convenience, financial gain, low overhead and low risk, decreased commute time, more control over hours, low business expenses, and more time with family.

## Homework:

Conduct additional research about the benefits of being a home-based business owner. Read about tax benefits, resources for small businesses, and why so many people are choosing to start their own home-based business.

Now you're ready to move on to your next class: Psychology Class: Are you Wired for Home-Based Business Ownership?



## 2 PSYCHOLOGY CLASS - ARE YOU WIRED TO WORK AT HOME?

### Class Overview:

To be a successful home-based business owner, you'll need to honestly evaluate your personality and behavioral traits to determine if you are best-suited to run a home-based business. While you don't have to possess all of the characteristics we will discuss in this course, if none of these traits describe you then home-based business ownership may not be for you.

### Lesson Plan:

The following are many of the personality and behavioral traits of successful home-based entrepreneurs:

1. **Self-starter.** Because you'll be your own boss, there won't be anyone there to tell you what to do or when to do it. Getting the job done is left entirely in your hands.
2. **Disciplined.** Are you easily distracted? Or, are you able to concentrate on the job at hand and block out distraction? Some of the biggest challenges with working from home are other things competing for your attention – kids, pets, housework, TV, etc.
3. **Excellent time manager.** Home-based business owners need to be comfortable setting their own schedule, and managing their time effectively. If you're accustomed to a traditional 9 to 5 job, operating in a situation without set hours or anyone imposing a schedule can be a challenging transition.
4. **Confident.** Believing in oneself is a must-have characteristic for successful entrepreneurs. This doesn't mean you can never have moments of doubt, but at your core you have to believe in what you're setting out to do.
5. **Organized multi-tasker.** Unlike working in a traditional corporation that has resources and staff to handle bookkeeping, scheduling, invoicing,



## 2 PSYCHOLOGY CLASS - ARE YOU WIRED TO WORK AT HOME?

and more, as a home-based business owner many of these tasks will be handled by you. Good organizational skills are necessary to keep track of customers, schedules, and administrative needs.



6. **Great goal-setter.** Setting goals can provide you milestones to aim for and tangible rewards for reaching them. Having objectives, big or small, in mind will help keep you productive and motivated.

7. **Able to draw the line.** Although some newly-launched home-based businesses will require more hours initially to get it off the ground, it's important to be able to call an end to your day. It is tempting to continue working long after your work day should be finished, but it's vital to set time aside for your family and yourself. Look for at-home businesses that offer more work/life balance if this is a concern for you.

### Homework:

Sit down and review the common characteristics and/or traits of a successful home-based business owner. Make note of which ones you possess, those you don't, and those you think you can improve. After you've completed your list, ask yourself these important questions:

- Will I enjoy the freedom that comes with running my own business?
- Do I want to be my own boss?
- Do I enjoy the idea of having control over my future?
- Do I have what it takes to be a home-based business owner?

If your answer was "yes" to these questions, you're ready to move on to your next class: Chemistry Class: The Attraction of Business Ownership in the Arise Network



### 3 CHEMISTRY CLASS: THE ATTRACTION OF BEING A SMALL BUSINESS OWNER AND PARTNERING WITH ARISE



#### Class Overview:

Owning a small business has never been as easy and attainable as it is today, however, starting and running a brand new company is a daunting proposition. A great alternative to a brick and mortar business is to start a home-based business with smaller investments in time and money and flexible scheduling and company structure. The thousands of small business owners who run call center companies, and use the Arise platform, enjoy unlimited revenue potential within an industry that is \$18 billion and growing – there's no better fit than joining the Arise Network.

#### Lesson Plan:

Arise partners with small, primarily home-based businesses run by people like you, to provide technology and business infrastructure allowing your company to provide call center services to large Fortune 500 companies. The call center industry is projected to grow as more and more U.S. corporations are relocating their call center operations to America. In fact, a recent survey of global contact center industry leaders found that just over half of the world's call centers are now located in the U.S.

Arise allows small businesses to provide call center services without the large investment in call center telephony infrastructure. Arise has been featured as an industry leader on national news outlets, such as Good Morning America, Fox News and CNN.

As a call center company using the Arise platform, your company can service as many hours as you want. Your company can begin earning revenue immediately through an already established client base of Fortune 500 brands. You gain access to robust tools, cutting-edge technologies, and you determine your own schedule to support clients on the days and the hours that work best for you.

### 3 CHEMISTRY CLASS: THE ATTRACTION OF BEING A SMALL BUSINESS OWNER AND PARTNERING WITH ARISE

Best of all, being a home-based business owner means you call the shots. You get to make all the decisions. You are in control. You manage your company, your employees, and your life. Not the other way around. For more than two decades, Arise has helped support small business owners, and individuals who work for them, to be as successful as they can be by making it easier to start earning money, at home and on their own terms.

#### Homework:

Download a report on the virtual call center industry, and learn more about why the market is growing. Then, visit the Arise website to gain additional insight into the company, and what it's like to be an Independent Business Owner in the Arise network.

Once you've completed these assignments, you can move on to your next class – Economics Class: A Home-Based Business that Makes Cents

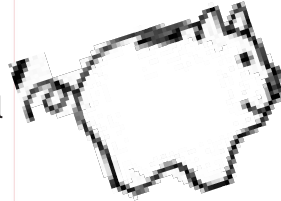




## 4 ECONOMICS CLASS: A HOME-BASED BUSINESS THAT MAKES CENTS

### Class Overview:

Simply starting a home-based business can save you money by foregoing many of the expenses associated with commuting to a traditional 9 to 5 job. And, unlike most franchise or start-up businesses that can involve initial investments of thousands or millions of dollars, starting a mini- call center using Arise technology is an extremely economical business opportunity with start-up costs averaging in the hundreds, not thousands. Becoming a home-based business owner is simpler than you may imagine, and can deliver financial advantages beyond just flexibility and freedom.



### Lesson Plan:

**More Money in Your Pocket.** Eliminating your commute not only alleviates stress and time, but an office down the hallway can put more money in your pocket. One of the biggest expenses you can nearly eliminate as a result of working from home is gas and auto costs. In fact, the average cost of gas saved by those who work from home is \$1,120 a year. And, consider the ancillary costs that go along with a daily commute to an office, such as tolls, parking, repairs due to the added wear and tear on your vehicle – it all adds up.

Other savings you can enjoy from turning in the office job include dry cleaning, suits, eating out, and even childcare. Some work-from-home businesses allow you to work out a routine where you spend work hours while they are at school, napping, or otherwise occupied – saving you tons of money and also giving you quality time with your kids.

**A Low-Cost Investment with High Rewards.** Using the Arise platform is an extremely economical business opportunity with start-up costs averaging as little as \$347, detailed in the below:



## 4 ECONOMICS CLASS: A HOME-BASED BUSINESS THAT MAKES CENTS

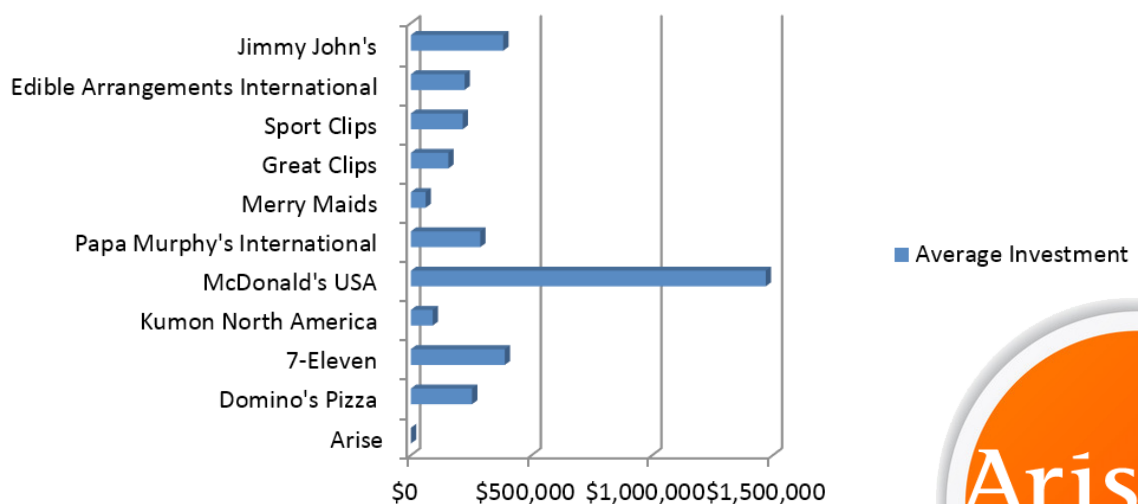
1. Background Check: \$7.95
2. Incorporation of Company: \$100 - \$350 (varies by state)\*
3. High - speed Internet: \$60\*
4. Phone Equipment - Keypad & VoIP/ Gaming Headset: \$35 - \$100\*
5. Dedicated Service Phone Line: \$18\*
6. Initial Client Program Certification Course: \$50 - \$250

**TOTAL COSTS: \$271 - \$786**

*\*These are approximate amounts and may vary depending on several factors, including your location*

In fact, the low start-up costs associated with starting your own mini-call center using the Arise platform makes it one of the most cost-effective business opportunities available today. Consider the average investment for some of the most common franchise or start-up businesses in the U.S., according to Forbes.com "The Top 20 Franchises to Start":

### Average Investment



## 4 ECONOMICS CLASS: A HOME-BASED BUSINESS THAT MAKES CENTS

Not only is starting your own call center company using the Arise platform a low-cost investment, but the potential gains are substantial – both monetarily and in your well-being. You gain more freedom and flexibility alongside the potential for financial success. In fact, when you register your home-based call center company to use the Arise platform, you determine your earning potential based on how many people you hire, the frequency you and your agents work, and the results your company produces. You decide how large or small you want your company to be, and whether you make thousands or hundreds of thousands of dollars per year.

### Homework:

Do your due diligence and research the various options when it comes to owning a business, and consider the pros and cons of each opportunity. Ask yourself important questions like, will it provide the flexibility I am looking for? Will it require a large investment, both financially and in time? Does it provide support that allows me to quickly get up and running?

When you finish, move on to Social Studies Class: Taking Back Your Social & Home Life.

## 5 SOCIAL STUDIES CLASS: TAKING BACK YOUR SOCIAL & HOME LIFE

### Class Overview:

Many people choose to start their own business with the sole purpose of making money. Others become home-based business owners in order to create the life they want, or that they need, to bring more harmony to their work and personal lives. For those who simply want to build a business that affords them more free time for personal and family purposes while still providing financial success and stability, it's crucial to pursue a business opportunity that doesn't turn them into workaholics.

### Lesson Plan:

Many people start a work-from-home business to have better balance between work and their personal life, and technology has made it possible to do just that. Communication tools connect people remotely, regardless of their locations and has helped fuel the work-from-home trend. But, the same technology that makes home-based businesses possible is also a culprit to blame for poor work-life balance because it gives people constant connectivity. As a result, more Americans are finding it tough to truly leave the office behind.

In fact, a 2014 White House report revealed that 46 percent of working Americans said their job demands interfered with their family life "sometimes or often," an increase from 41 percent in 2002. Given the ability to work around the clock, from anywhere, is it even possible to achieve true work/life balance?

The answer is yes. The key is to pursue a home-based business that delivers the ability to set your own schedule, with a clear beginning and end to work so you won't have to spend as much time answering emails after hours or scheduling meetings at inconvenient times.



## 5 SOCIAL STUDIES CLASS: TAKING BACK YOUR SOCIAL AND HOME LIFE

Sound too good to be true? It's not. Work-from-home opportunities are available that let you schedule work time, so you can have fun time without work interruptions. For example, if your mini-call center uses the Arise platform, you and your workers have the ability to schedule your days when you want, in ½ hour increments, allowing you to truly disconnect from work. In order to truly manage a rewarding career with the desire to spend quality time with friends, family and for yourself, you need to work smarter, not harder.

### Homework:

Read these additional resources about the work/life balance challenges faced by most workers today, and for tips on how to better manage them.

Study: 1 in 3 Says Work-Life Balance Getting Tougher

Five Charts that Show Work-Life Balance is Dead

5 Tips for Better Work-Life Balance

It's time to move on to History Class to study the past, so you can predict your future!



## 6 HISTORY CLASS: STUDY THE PAST TO PREDICT YOUR FUTURE

### Class Overview:

It's a smart approach to look at how certain industries or business models have performed in the past, during economic ups and downs, to gain a clear picture of what businesses will perform well. And, looking at past case studies of business owners who have taken the path before you, also provides some much-needed insight into future possibilities for your home-based business.

### Lesson Plan:

When it comes to studying successful business models or sectors that have historically performed well, you can't argue with the success of small business owners and the projected growth of the call center industry. More than 12 percent of the households in the U.S. currently operate a home-based business, and it's continuing to expand. Roughly 350,000 more businesses are expected to start up each year over the next few years. Although difficult to track, home-based businesses are expected to succeed for a three-year period at a rate far higher than non-home-based businesses.

A subsection of the small business community is growing at a particularly impressive rate in recent years. As it stands today, women entrepreneurs are the fastest growing segment in the small business community, with just under 9.1 million women-owned businesses in the U.S., employing 7.8 million people nationwide according to a recent study by American Express OPEN.

Although the call center industry as a whole is experiencing solid growth due in part to the increasing need for a great customer service experience and more companies bringing their operations back to the U.S., the virtual call center sector is growing even more rapidly. In fact, it's currently an explosive \$6.1 billion industry. According to a recent study by Stanford University, the benefits of virtual call centers are more than evident, and include:

## 6 HISTORY CLASS: STUDY THE PAST TO PREDICT YOUR FUTURE

- **Easy setup:** Removes traditional call center set-up, ongoing maintenance and dedicated IT staff
- **Enhanced seasonal business:** Omits the need for maintaining a larger facility year-round
- **Reduced employee turnover:** Agent attrition drops by an average 50 percent among virtual call centers due to higher employee satisfaction. Combine the impressive track record of most home-based businesses with a high-growth business sector such as, call center operations and support, and the odds are nicely stacked in your favor.

### Case in Point

We know that starting a small call center business that uses the Arise platform helps people make money from home, on their own terms, and gain the freedom and control to change their lives. But, don't take our word for it.

Hear from some of the tens of thousands of successful entrepreneurs who registered to use the Arise platform. Watch their videos and read their stories!

### Homework:

You're in luck! No homework for this class! You're ready to take on Science Class: The Science Behind Starting and Registering Your Own Business.



## 7 SCIENCE CLASS: THE SCIENCE BEHIND STARTING AND REGISTERING YOUR OWN BUSINESS

### Class Overview:

For some, the idea of forming their own company sounds as complicated as a science experiment. However, with so many people choosing home-based business ownership in today's world, the ability to do so has become easier with support tools, websites, and more to help the process along. And, registering your company with Arise is equally as simple and stress-free.

### Lesson Plan:

Your first step in building your empire is to start your own company. There are many types of corporations and legal business entities, so research is key along with obtaining advice from a qualified professional to address any specific legal or tax questions you may have. To help you get started, below are several links that provide tips on which type of corporate entity may work for you and resources to help get your business started.

Limited Liability Company

S-Corporation

Thinking About Starting a Business?

Once you establish your own company you can register to use the Arise platform and begin growing your enterprise, choosing your opportunities, and building your own schedule, all from the comfort of your home. You can also recruit additional agents to join your call center company to handle customer support and service on various client programs – these clients are some of the most recognized brands in the world.

All it takes is completing the simple, convenient 7-step Registration Process:

1. Create a profile to begin the registration process at [www.partnersetup.arise.com](http://www.partnersetup.arise.com).



## 7 SCIENCE CLASS: THE SCIENCE BEHIND STARTING & REGISTERING YOUR OWN BUSINESS

2. Complete a background check. Requirements regarding the impact of background checks may vary from project to project. Arise has made arrangements with a third party background check provider to allow registrants to do this check for \$7.95.
3. Sign a non-disclosure agreement
4. Enter your company's EIN or that of the company you will be working for
5. Review the client opportunities available and select the one that works for you and your company
6. Enroll in a certification course that works with your schedule
7. Your company executes a Master Statement of Work with Arise and a Statement of Work for each client program your company chooses to service.

After you've completed the registration process, you are on your way to running your own call center company. You now have access to all of the various client projects that your company can begin servicing. Then you select the project your business wants to service, and you (or your agents) choose and complete the certification course that best fits your schedule.



That's it. Way easier than science! Now, you can begin servicing and earning revenue for your business!

## 7 SCIENCE CLASS: THE SCIENCE BEHIND STARTING AND REGISTERING YOUR OWN BUSINESS

### Homework:

Read through all the materials found within the resources above, and then take the steps to the lifestyle you want to live. Start your business and register with the Arise Network! Then, move on to Art Class to learn how to design the ideal home office environment for your business.



[AriseWorkFromHome.com](http://AriseWorkFromHome.com)



## 8 ART CLASS: DESIGNING THE IDEAL HOME OFFICE ENVIRONMENT

### Class Overview:

For many who work for a living, their office is their home away from home. But when your office is your home, it's even more important to create an office space that is comfortable, equipped, and dedicated to delivering services to your valued customers. A home office space should reflect a work environment that you will enjoy and thrive within.

### Lesson Plan:

When it comes to achieving home office bliss, here are a few best practices:

**Establish Boundaries to Eradicate Distractions:** This is probably the area where most home-based, especially work-at-home moms, struggle. Most find themselves switching back and forth all day from mom to business-woman, like Clark Kent and Superman. The problem is, confusion sets in as to what role you should be playing and/or want to play. To play a game with your baby or attend to a work deadline? By establishing boundaries such as, a no-kid-zone work space and specific office hours, you will have more freedom to concentrate on whatever task is at hand – work or play. Fortunately for business owners within the Arise Network, scheduling and sticking to regular hours is super simple since you have the ability to schedule your shifts in ½ hour increments.

**If Motivation is a Challenge, Get Dressed for Work:** Some people who work at home view their ability to wear pajamas to their “office” as one of the many benefits of their home office. However, if you struggle with getting motivated to start your work day, getting dressed for work changes your mindset and helps delineate working hours from home and life.

**Sometimes Your Best Office Environment is Outside the Office:** Working from home, even with your children home, can get lonely. Sometimes it feels like you are working in a vacuum, despite having online and phone

## 8 ART CLASS: DESIGNING THE IDEAL HOME OFFICE ENVIRONMENT

connections with others all day. However, you can't overlook the need for real relationships and in-person time outside the office. Join a professional association, attend networking events, or conferences where you can meet clients, colleagues and others who can speak more than "bah bah."

**Make it Personal and Inspiring:** Who says a home office needs to look like those you find in an office building? Don't be afraid to personalize your office with things you love or that inspire you. Add little touches like a candle, flowers, or display framed photos of you and your kids if that is what motivates you. Or, if you have big aspirations for your business, create an inspiration board or find encouraging quotes or business mantras. Most importantly, your office needs to feel comfortable – from your office chair to the mood you've created.

**Light it up:** Poor lighting can not only dampen your mood, but can make you sleepy, unproductive and give you a headache from squinting! Make sure you invest in a good lamp that not only lights up your office well, but that matches the décor and personality of your space. If you are able to use natural light, by all means do. Having lots of lighting will help brighten your work days!

### Homework:

Start thinking about where your ideal office space will reside within your home. Begin setting expectations with your family, especially your children, about respecting your office space and the rules they should follow. Then, take a look at your school Supply List to help you equip your home office with the tools and supplies you need.

## 9 SUPPLY LIST: EQUIPPING YOUR HOME OFFICE

### Class Overview:

A home office space should include all the office supplies that you'll need to work efficiently and successfully.

### Lesson Plan:

If you've never set up a home office before, here are some rules of thumb when it comes to equipping your work space and creating your workplace oasis:

#### Basic Supply List

1. A quiet room or personal area with enough space for all your supplies
2. Laptop or desktop computer
3. A desk and comfortable adjustable desk chair
4. Pens, pencils, and any other necessary writing tools
5. Legal pads or notebooks; paper
6. Printer and paper
7. Filing cabinet with file folders

#### Specialty Supply List

If your company will be using Arise technology, it will require some specialty tools of the trade, including:

1. High-speed Internet
2. A traditional telephone line or VoIP/Digital Phone Service/Cable  
Telephony with a corded phone
3. A telephone headset with keypad
4. A VoIP headset for certification courses



## 9 SUPPLY LIST: EQUIPPING YOUR HOME OFFICE

### Homework:

View this interactive 3D Video that details what a typical work-from-home office setup should include when you are engaged with Arise. Also, read this guide for more information about phone and computer requirements for using the Arise platform.



## 10 GRADUATION

Congratulations! You've completed Back to School: Crash Course in Starting Your Own Business. Now it's time to graduate to business ownership! Take the step today to the lifestyle you want to live. Whether that's spending more time with family, reducing stress, traveling, or building an empire – with a home-based business, you get to decide.

Consider registering to use the Arise platform. Start Your Profile today!



Victory

Victory

[AriseWorkFromHome.com](http://AriseWorkFromHome.com)

