

WORK-LIFE BALANCE - 8 Tips to Make Money this Year

Use these tools to launch (or build) your own small business



By: Taylor Bennett

Happy New Year! Good news. This year, we've acquired some creative, and innovative frugal tips from Allison O'Kelly, CEO of executive recruiting site [Mom's Corps](#). These 8 strategies can help web-savvy moms boost their finances with a secondary income, and secondary incomes sometimes have a way of turning into primary incomes. Good luck, budding mompreneurs!

Buy into a Franchise

A recession is a great time to buy into a franchise. Fees start as low as \$11K for some of the companies listed in the top 20 of Entrepreneur's "2008 Franchise 500 Rankings."

Entrepreneur Magazine says, in previous recessions, franchises have done well – even thrived – as displaced employees seek more autonomy and personal satisfaction. Here are some franchise systems to look into. Papa Johns, Domino's, and Pet Butler (cutting fees and associated costs by as much as 2/3rds.) Snap-On-Tools (offering financing directly through the franchise.)

Become an Entrepreneur

Women are doing it for themselves. They own over 10 million firms, accounting for 40% of all privately held firms. Go to [WBENC.org](#), (Center for Women's Business Research) to find resources, research and tips to help determine initial investment.

Blog About What you Know Best

Starting a blog requires some computer know-how, but it can generate a significant ROI. You could purchase a domain as low as \$9.99, and publishing software like WordPress is free. Here are staple ways to generate income.

- Pay-per-click ads, such as Google
- AdSense, donations (PayPal),
- Paid advertising via text link and banners ads,
- Amazon.com, CommissionJunction.com and Linkshare.

Became a Mass Retailer on eBay

eBay users exchanged over \$52 billion worth of merchandise last year alone, and nearly 1 million users rely on eBay for all or part of their income. The best retailers sell unusual, hard-to-find objects at a discount. Keep overhead costs low by starting with items in your own home or closet (the avg. household has 52 items worth \$3,100) then look for regional items specific to Atlanta in high-end consignment shops and mark up. Once established, create an eBay business with a sales tax number or business license in order to buy items at wholesale prices.

Host an In-Home Party

Become an in-home consultant and earn commissions for direct sales brands, such as Avon, Arbonne, Carlisle, Pampered Chef, or Southern Living at Home; Southern Living at Home's start up kit is just \$200 and allows consultants to earn 25% of total sales per party.

Give Your Opinion and Get Paid

Participate in online surveys, focus groups, phone surveys, and product trials to earn anywhere from \$5 to \$150 per hour. Try <http://makemoneywithsurveys.net>, a site approved by NBC's *Today Show*.

Find an hourly Job for the Holidays

Seasonal jobs typically offer a significant amount of flexibility as hours fluctuate. It is also a great way to learn new skills and make additional spending money. Try SnagAJob.com, which offers a number of seasonal hourly jobs to tie you over through the holidays and start the New Year off debt-free.

Save Money this Season to Make Money

Save \$500 this season and place it in an online savings account (ING Direct) or contribute it to your IRA as a gift to yourself. It will provide you with a significant return in time.

***Mom Corps** provides companies direct access to professional moms who have opted out of the traditional workplace, and enables professionals to work in their respective fields, while simultaneously meeting familial needs and responsibilities. [Click here to learn more.](#)*