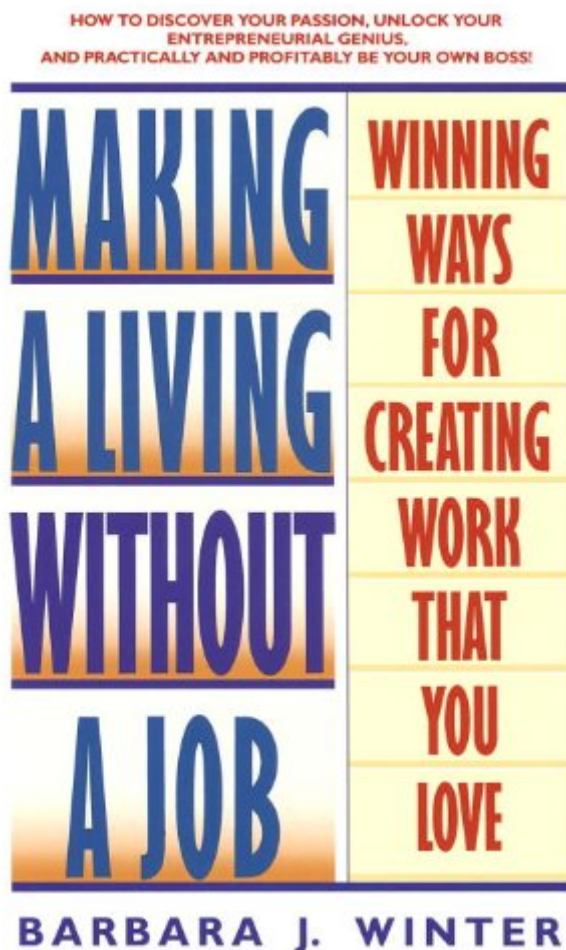




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Making A Living Without A Job: Winning Ways For Creating Work That You Love



Synopsis

A guide to making money sans job offers insight-provoking interactive tests, self-evaluations, charts, and checklists, as well as numerous anecdotes about people who are successfully self-employed.

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Customer Reviews

The author has made a niche for herself in the self-employment arena by providing helpful encouragement and useful ideas to those who are in the early stages of exploring self-employment options and ideas. She overstates her role, however, on page 248 where she says, "Your future can be joyfully jobless, if that's your dream. Unlike me, you don't have to go down that path alone. All of us who are living that dream are here to cheer you on." I don't know why the author went down that path alone; even during the timeframe she apparently refers to (early- to mid- 70s) I found no shortage of helpful and encouraging information about self-employment and successfully implemented some of them. The author herself cites at least one reference that was very helpful to her at the time (SUPERGIRLS: THE AUTOBIOGRAPHY OF AN OUTRAGEOUS BUSINESS). That notwithstanding, if you are exploring the idea of leaving your job and making a living some other

way, most likely through self-bossing, then this book is worth your time, particularly if the prospect of making such a change in your life scares you. In fact, it is in regard to that almost inevitable fear that the author has done such a stellar job in establishing and selling herself as an expert coach. Among the aspects of the book I found most useful were: the author's taxonomy of several types of businesses that one can develop and developing multiple profit centers, including gaining a new perspective on your current job as one of your profit centers. While mail-order business is covered as an option, I found nothing in the book about doing business on the Internet. It is disappointing and disturbing that a book now in its 17th printing (since 1993) has not been updated to incorporate and present something about the most ground-shaking revolution ever to hit the arena of home-based self-employment. Nevertheless, most if not all of what applies to mail order, applies at least as well to on-line selling, so there is some transferability in the information presented. If you are not sure whether to leave your job and want to explore in some depth what your strengths and limitations are, this book will not get you very far: for that I heartily recommend the classic **WHAT COLOR IS YOUR PARACHUTE?** by Nelson Bolles.

This is a remarkably interesting book about how to approach self-employment. It is not a cookbook or listing of readymade businesses, but rather a guidebook about the entire process of moving into self-employment. Published in 1993, some of the information is a bit dated, but since the primary thrust of the book is not to provide the reader with specific current opportunities, the book holds up very well over time. There are many examples of people building different types of businesses, and advice from some well-known success stories. The book is broken into five parts, each with two or three chapters. Each chapter starts with a relevant quote, and treats a specific area of focus, such as; Doing First Things First, Uncovering Your Assets, Creating Multiple Profit Centers, Marketing On A Shoestring, etc. While there is plenty of advice on creating and starting a business (or multiple businesses), the thing that I think is most important in this book is how the author deals with the psychological issues. Most books on starting your own business will mention the emotional and mental obstacles involved, but seldom give the reader much in the way of concrete methods for dealing with them. This book gives you the tools for dealing with the most difficult part of running your own business - your own habits and attitudes. Winter spends a great deal of time covering the psychological groundwork necessary to succeed at being your own boss. She does this in a clear manner, with examples from the real world. There is also a booklist in the back with resources for different areas, such as Personal Growth, Marketing, Entrepreneurial Inspiration, and so on. I found this book one of the most useful in working on my attitude about being self-employed. It is a

positive, uplifting read without being unrealistic and full of fluff. This may well be one of the best books around for preparing a person to start their own business. While there is not a laundry list of business ideas nor a lot of technical detail like legal issues and such, I think that creating the kind of mindset that allows one to succeed is the first and most important step in reaching that success, regardless of the venture. This book will be a very great help in establishing the kind of mindset that will allow one to succeed. I think the author's approach will also allow this book to be of use for decades to come, regardless of how technologies and markets change. This information is basic to all business ventures.

I first encountered "Making a Living Without a Job:..." by Barbara Winter about 9 years ago. I had bought it for my husband, who was in between jobs, and ended up reading it myself. By the time I was done, I had determined to leave a 20 year career in computers and go to massage school. I now own my own health center in New York state. One year I gave 10 of these books to people who were 'stuck' in their jobs/careers but who were afraid to change. As a result 14 people ended up changing their jobs/careers because the people to whom I gave the book also passed it on. I find, as a massage therapist, that much of the stress people have is due to a poor fit in their career. What might have been right at one time in their life, no longer is good for them. I recommend this book to someone at least once each week and have now decided to have it in stock. I recently gave copies to two friends who might need to leave high executive positions in an international corporation. ANYONE at any LEVEL in ANY JOB can find the step-by-step analysis in this book the most helpful thing EVER in helping them to find the job that will really be fulfilling for them! Connie Wehmeyer

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