

HOME BUSINESS

Home-Based Business & Opportunity Magazine

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SPECIAL Home-Based SUCCESS Issue!

HARD-TIMES

MILLIONAIRES



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Mobile Entrepreneur



Consultants



E-Commerce

Success Profiles... **13 Entrepreneurs Who Built 7-Figure Businesses in a**

RECESSION!



BE A CONSULTANT: When Times Get Tough, Do What Millions of Professionals Do. -Pg. 24

Hard-Time Millionaires

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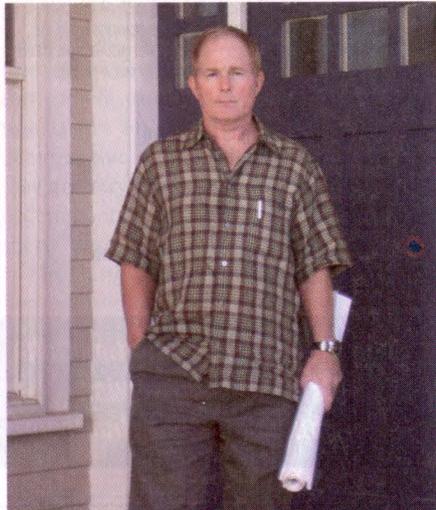
ing mothers, can enjoy the comfort and freedom to travel and socialize just about anywhere with their babies.

For more information about the Iceland's products, visit www.bebeaulait.com.

MOBILE BUSINESSES**HARD TIME MILLIONAIRE #10:**

Tom Hastings, President, Hastings Companies

Developing Real Estate with Respect for the Past and a Vision for the Future



Tom Hastings, developer and owner of Hastings Companies, builds million-dollar town homes, establishes mature adult communities, creates mixed-use and industrial projects, and restores and saves an area's notable aged buildings.

Building new homes while remodeling and preserving the original integrity of historic homes would be a difficult task for any real estate developer; but to achieve this in the New England states where every town has its own strict building codes and guidelines is even more amazing. Tom Hastings, developer and owner of Hastings Companies, has over the past thirty-five years met this challenge, whether building million-dollar town homes, establishing mature adult com-

“Remember, no matter what the economic times, people always look for quality products and services, always. It's just a question of watching your dollars while marketing for those people who are still buying.”

—Tom Hastings, President, Hastings Companies

munities, creating mixed-use and industrial projects, or restoring and saving an area's notable aged buildings. Hastings also generously gives back to the communities near his projects, donating money to build sports fields and parks and improving roads and other public use places.

Majoring in political science in college, Hastings says helped him obtain approvals for his construction projects. “My education and living here in Massachusetts helped me understand the people's mindset and their goals in preserving their history and heritage.”

One of his biggest business achievements was building Leisure woods, a self-contained retirement community in Massachusetts that received state and national awards from industry associations and magazines for its environmental design and community enrichment. “My concept design for providing the many amenities for this 55+ year's project became the model for similar developments throughout New England,” he says.

Hastings says his real home office is his vehicle. He uses a phone to keep in touch with contractors and his assistant; two laptop computers for all his business's work; and a wireless transmitter and networked home so he can work from any room in his house.

To survive in a recession, Hastings says business owners should realize each slow period is temporary and caused by different circumstances. “Assess each recession and adapt your business activities accordingly,” he says. “Remember, no matter what the economic times, people always look for quality products and services, always. It's just a question of watching your dollars while marketing for those people who are still buying.”

Expanding one's business too fast can also lead to failure, says Hastings. “Business owners not only have to increase their profits and manage expansion, but to especially recognize early when they have to supply adequate capital to fund their business's growth.”

For more information about Hastings' Companies, visit www.hastingscompanies.com.

CONSULTING BUSINESSES**HARD TIME MILLIONAIRES #11 AND #12:**

Sandi Webster and Peggy McHale, Principals, Consultants 2 Go

Partnering to Provide Clients with Breakthrough Marketing Strategies

Peggy McHale and Sandi Webster, former employees of American Express, did not plan to start a business together, but when the company restructured due to the September 11th aftermath, they used a severance package to start Consultants 2 Go (C2G). Their company provides marketing and consulting services to primarily large companies in financial, insurance, and other industries.

“Do more banging on more bushes. Competition is tougher, but if you are out canvassing for business, clients will have the impression your business is in better (financial) shape than others who are cutting back.”

—Peggy McHale, Principal, Consultants 2 Go

Getting their first client was their biggest challenge. “Nobody wants to be the first, no matter how much experience you have had in corporate America,” says McHale. Launching after the 9-11 tragedy and in a sluggish economy also made it for a rough start, but McHale and Webster told all their business associates what they were offering, and acquired their first two clients through their personal networks. “Now we had verifiable references that potential clients could check.”

McHale and Webster started C2G in their home offices where most of their work is

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Millionaire Business Building Ideas

FULFILL NEEDS: Pay attention to what people need, and recognize what drives them to buy (a product or service). — Tom Hastings, Hastings Companies

BE DEDICATED: “Be prepared to work hard, devote considerable time, and make some sacrifices in order to build a profitable business.” — Lane Nemeth, Petlane

FIND A NICHE: “Look for unmet needs within a niche market. There are still plenty of untapped ideas out there.” — Merrily Orsini, corecubed.com

SHOW APPRECIATION: “Value the people who are helping build your business and equity.” — Bret Bonnet & Michael Wenger, QualityLogoProducts.com

Hard-Time Millionaires*Continued from page 80*

still performed, except when meeting clients on site or with their staff. McHale, a mother of two teenagers, says she has less stress working from home as she can arrange her schedule around her families' activities and work later in the evenings if necessary.

The partners use their web site to stay in contact with clients and for promotion. "Potential clients can read about our experience and our services, plus the beauty of the Internet is that it can make a small company look bigger," they say.

In a recession, McHale advises, "Do more banging on more bushes. Competition is tougher, but if you are out canvassing for business, clients will have the impression your business is in better (financial) shape than others who are cutting back. Look, too, for opportunities should larger competitors reduce staff or services."

McHale and Webster had an "Aha!" millionaire business-building moment when they received an unexpected business achievement award, and when Sandi was a "Make Mine a Million" award recipient. "We saw the value in applying for business recognition and even being nominated with all the (free) publicity we received," says McHale. "Awards also provided us with recognition and credibility to compete against larger firms."

McHale says having been there on September 11th made her look at life's risks differently. "It gave me the inspiration to go for it (starting a business)..." "Follow your entrepreneurial dreams... if we have gotten this far, so can other people," say McHale and Webster. For more information about Consultants2Go, visit www.consultants2go.com/.



Peggy McHale and Sandi Webster, of Consultants 2 Go, provide marketing and consulting services to primarily large companies in financial, insurance, and other industries.

PRODUCT SALES**HARD TIME MILLIONAIRE #13:**

Lane Nemeth, CEO, Petlane, and Founder of Discovery Toys
Educating People in Pet Care with Fun Home "Pawties"

Lane Nemeth, founder of Discovery Toys, did not plan to start a second successful direct sales company; that is until her daughter brought home an adorable puppy while on college break. Not having had a puppy in years, Nemeth went shopping with her daughter to buy the things it needed but was disappointed with the poor quality of pet items available and that few store personnel knew anything about basic puppy care.

Nemeth considered starting a pet products business but rejected the idea of becoming a vendor until she woke up one night and thought, "Why not sell quality pet items through direct sales, which I know and love? I could also educate pet owners and give the opportunity for my home-based consultants to earn a living," says Nemeth.

For a year before starting her new company, Petlane, Nemeth studied every aspect of the pet product industry including pets' needs and training. "Many animals go to shelters because of behavior problems of which many can be readily solved," she says. "Our home parties or 'pawties,' provide pet owners with solutions and a chance to learn from our consults about pets' behavior, safety, toys, and other related issues."

Since its start, Petlane has been growing about 30 percent a year, and Nemeth has received awards for her achievements from business organizations and has been featured by major media. She says her best business achievements are that she taught people how children play; and now she teaches people the right way to care for their pets. Nemeth is also proud to offer a low-cost business opportunity with potential to make money, no matter what the economic climate.

To survive bad times, Nemeth says to monitor your finances, and be courageous and persistent. "It is so easy to quit any day of the week when you are in business, especially



With her companies, Lane Nemeth has taught people how children play; and now she teaches people the right way to care for their pets.

during slow times," she says. "But if you take the word 'FEAR' and write it down as I did and then literally throw it as far away as you can and do not let it overrule you for one even one minute, you will succeed!" For more information about Lane Nemeth's company, visit www.Petlane.com.

“If you take the word 'FEAR' and write it down as I did and then literally throw it as far away as you can and do not let it overrule you for one even one minute, you will succeed!”

—Lane Nemeth, CEO, Petlane, & Founder of Discovery Toys

GET STARTED NOW

Why wait to get started on your million-dollar home business proposal? While others are holding back, waiting for financial experts to wave the economic "all-clear" flag, you could be writing your business plan, preparing your finances, and marketing to target customers before potential competitors ever start their entrepreneurial "engines." Remember Peggy McHale's and Sandi Webster's of Consultants2Go advice, "Down economies often provide opportunities...this may be your best time to take advantage of it."

Priscilla Y. Huff, (www.PYHuff.com) is the author of *Make Your Business Survive and Thrive! 100+ Proven Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise.*



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