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Article

## Preparing to Start Your Own Business

Don't quit your job until you've laid the groundwork [Printable Version](#)  [Email to a Friend](#) 

### Kid Stuff

Keep in mind that child care will be an essential component of your new venture. Realizing that starting a business would take many long hours of hard work and concentration, Wisnik rented office space near her home and retained the trusted babysitter who had been taking care of her son since he was born. Her workweek went from 50 hours in the corporate world to 70 hours on her own. "Anyone who thinks she will start a business and take care of a child with no help is fooling herself," Wisnik says.

When starting a home-based business, have your child in care away from your residence so that you are not distracted. Or have a babysitter take your child out of the house during your busiest times of the day. If you rent an office away from home, this becomes less of an issue.

"If I try to work at home and my kids are in earshot, I just can't concentrate," says Sheila Fitzgerald, the vice-president of On-Hold Marketing and Communications, a Valley Stream, New York, company located about a mile from her house. She runs the business with her husband, Jim Mathis. Fitzgerald, who has two children, Mackenzie, three, and Kaila, six months, adds, "You need to have this physical separation from your kids so that you can thoroughly focus on your work, especially when you are first setting up a business."

Though reliable child care is essential, there also are ways to help introduce your kids to your business and give them a sense of how you make your money. For instance, Mesereau pays her children—Mariah, 9, and Michael, 11—\$5 an hour to help her complete large mailings. They label envelopes and run them through a postage meter. "My kids understand that it's my clients who help pay for their clothes and food," Mesereau says. "It allows them to appreciate what I do for a living."

### Details, Details

More tips to get you started:

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