THE BIG DILEMMA
Full-time or Part-time

Part Four
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Contents

Introduction
Two Factors
Business Model
Introduction

Perhaps you’re not ready to make that transition from your current full-time position to a new full-time career in Collaborative Marketing; and that’s fine because I have great news – YOU DON’T HAVE TO!

Unlike most new businesses, network marketing is one that can be initiated on a part-time basis while you continue working your full-time job.

Whether you’re looking to just earn extra income, be your own boss someday, want a different lifestyle, or are just testing the waters for your future home-based business, going part-time and utilizing my Collaborative Marketing Framework has never been easier or made more sense.

**ATTITUDE and COMMITMENT are the two crucial ingredients you’ll need to succeed**

But once again, **ATTITUDE and COMMITMENT** are the two crucial ingredients you’ll need to succeed even as a part-time business owner. Just imagine, once you finish your “day job”, you’ll need to change hats and go from being an EMPLOYEE by day to being a BUSINESS OWNER by night.
Two Factors

Two major factors that will determine your success or failure with a part-time home based business will be **TIME MANAGEMENT** and **GOAL SETTING**. The key with a part time business is leveraging and managing your time more effectively and efficiently to achieve your financial goals.

First, figure out what time-management system works best for you, and use it. Don’t leave your business growth up to chance. If you’re going to succeed as a part-time business owner, you need to plan and be proactive. And make sure you have both a daily and weekly plan set up and written down. Know how many hours this week you intend to devote to your business, and then stick to your commitment! Perhaps you’ll need to get up earlier each morning or stay up a little later, or maybe you’ll need to do both! Whatever it takes, be **COMMITTED TO JUST DO IT**!

Don’t be afraid to use your lunch time or other scheduled breaks to build your business. Meet prospects for lunch, write follow-up notes, or study our company materials — do whatever it takes to help you take your venture to the next level.

**Above all, Stay positive!**

And above all, **STAY POSITIVE**! Negative thoughts will always find a way to creep in when there are long days and extra work on the horizon. Remember: That negative thinking will waste time and blind you to the business-building opportunities around you. Focus
on your goals, not your setbacks, or your longer hours.

And, as a part timer, keep a daily record of how you’re using your time each day. This will show you where you can improve on your time-management because with your new part-time business, your time will become limited and more valuable. But that’s no excuse for failure.

Working a 9-to-5, the long commute and dealing with non-stop distractions at work can leave you drained at the end of the day; not to mention it leaves you with limited time to devote to your new part time business. But never let that hold you back from what’s coming – a BETTER FUTURE for you and your family.

Set your PART-TIME business goals today and outline the steps you need to take to achieve them. For example:

- I will devote _________ hours per week to my new Home Business by spending one hour each evening instead of watching television.
- I will contact ___________ prospects per week and increase my contact base.
- I will ___________ [fill in the blank]
My new business model is **PERFECT** for the **PART-TIME** entrepreneur who wants to transition into a **FULL-TIME** future as a Home Business Owner someday, but just isn’t ready to take the plunge yet. Or even if you plan on just doing this part-time forever; the rewards and extra income will be **AMAZING**!

So make the **PART-TIME** commitment to do whatever it takes to succeed and start yourself down that path that will improve your lifestyle and give you the financial freedom you’ve always dreamed of. Begin working part-time today for a better tomorrow, and you **WILL BE** successful! Just be **COMMMITTED** to it and it **WILL HAPPEN**!