

cont. from page 1

Home Businesses

flooring installers, cleaning services, photographers, professional writing services, accountants and others.

Thinking about quitting your job and joining the legions of Northsiders operating a business in their home? These Northside entrepreneurs have some pearls of wisdom to share.

Know Yourself

Jim Franck plunged into self-employment 13 years ago when a merger made his corporate marketing job dissatisfying. Over the years, he has engaged in different marketing specialties, and now Franck & Associates jumpstarts client website traffic with targeted Internet marketing strategies.

His advice: "If you're thinking about self-employment, know that it's not always easy. You have to do a self-assessment. Do you have the discipline to work every day? Do you have a viable skill or product? Is there a market for what you do? Can you handle working long hours? Can you face a huge amount of rejection? You can make a lot of presentations and proposals and not get a sale."

Make a Plan, but Expect Changes

Jerry and Robyn Kempfer launched a photography studio in 1996 and built their Northside home to accommodate this business, now called Northern Light Portrait Studio. The pair established two more businesses, Day Maid Cleaning Services and Capital City Cookies. The businesses have their own seasonal sales trends and so complement each other to provide stable income. They also mean 12- to 16-hour days.

"We both enjoy the independence that self employment offers but we are also used to the pressure that comes with it. Being able to change a business strategy is a must in the world of small business," said Jerry Kempfer. "Now the economy is a huge weight on our business, and we have had to restructure our pricing to better fit the current economic climate."

Leverage Your Relationships

Jeffrey Affeldt began his entrepreneurial venture five months ago after losing his communication design job in a massive layoff. Because he had long wanted to be independent, he chose to start Arcus Communication Design rather than seek another job.

He now strengthens client brands with fresh graphic design and marketing content for websites and paper-based materials.

A firm believer in the value of personal connections, Affeldt's contacts to freelancers and former work colleagues have already generated leads and business from as far away as Scotland. Thanks to the Internet and the nature of his work, his firm is not hindered by geographic limitations. Instead, the world is his market, "but I like working best with local people from the Northside," he said. In fact, he is the creative source behind the "Buy Northside — Northside Pride" logo.

Understand Your Value

Terrie Anderson, who started her educational product development firm Terrie Anderson LLC five years ago, initially struggled with pricing her services to manufacturers of educational toys.

"It takes self-confidence and a passion for the importance of your work to be able to value your skills and experience enough to set fair prices for it," she said. "But I have learned that if you set high standards and consistently meet them, if you become the expert at what you do and your customers know that can rely on you to do your best, they are willing to pay you well."

Be Open to New Ideas

Lynette Jandl approaches her business differently than many sole proprietors. She champions network marketing as a way to create revenues beyond one's own personal efforts.

Jandl began a residential cleaning business 43 years ago while still in high school. Eleven years ago she was introduced to the health supplement Tahitian Noni Juice, and, enamored when long-standing asthma problems vanished, began her second business as an Independent Product Consultant for Noni products. At first skeptical of this business model, she is now a true believer. By engaging successfully in network marketing, she now has the largest Noni network in Madison of the hundreds in the city.

Word-of-mouth advertising generates all of Jandl's cleaning services business. However, she advocates network marketing as a way to build and democratize wealth. Her networks generate revenue even when she is not directly selling. Her advice is to find good mentors whose experience can help teach you. "With cooperation, everyone thrives," she said.

RESOURCES FOR HOME-BASED BUSINESSES

The Northside home-based business owners profiled in the accompanying article provided these resources for starting and sustaining an entrepreneurial venture.

Local Resources

Dane County Time Bank – Use your time dollars to find a business coach, business plan writer or other professional to help you with your business.

Small Business Development Center at the University of Wisconsin (<http://exed.wisc.edu/sbdc/>) – courses for start-ups and established firms.

Favorite Websites

www.legalzoom.com Lots of free legal information for starting a business
www.startupnation.com Articles, advice, services and more
www.marketsplash.com Low-cost business cards & other promotional items
www.bnet.com Articles on sales, marketing, strategy

Organizations

www.sba.gov Small Business Administration site
www.greatermadisonchamber.com Madison-area Chamber of Commerce
www.nbamadison.com Northside Business Association
www.linkedin.com/e/vgh/1970218/ Madison Northside SOHO Group
(for small office & home office Northsiders)

Final Words

Freedom and control over time are common themes that all of these Northsiders identified as the benefits of home-based business ownership.

The Kempfers stated, "It is daunting at times and is rarely relaxing being self employed, but when it's time to retire, we can look back and know that we did it all, the way we wanted to. In short, we love the choice we made."

Anderson added, "I believe the freedom to choose the clients I respect and will enjoy working with, the way I tackle a project, and the standards to which I'll hold it are job benefits that outweigh a regular paycheck and job security for me."

Northside Home Based Businesses Unite!

If you work out of a small office or home office on the Northside and would like to connect with other "SOHO" owners to exchange ideas and resources, and maybe consider forming an ongoing informal support network, then check out the new Madison Northside SOHO Group at www.linkedin.com/e/vgh/1970218



**BUY
NORTHSIDE
WEEK** June 12 thru 28

Support our Northside businesses!
Check out page 5 for Buy Northside participating businesses!

FRUGAL MUSE BOOKS
new and used books, music, videos

voted **Best
of Madison
2004-2008**

- Madison Magazine
- The Isthmus

www.frugalmuse.com

North Gate
1193 N. Sherman Ave. • 242-0000

High Point Center
7475 Mineral Point Rd • 833-8668



Hours
(both locations)
Mon.-Sat. 10am-8pm
Sun. 10am-5pm

Northside Community Council

**Rhythm & Boom
Events**



Noon
**Bike Parade &
Pinata Party**

1:30-6:30 PM

Bingo

At Bingo Tent
(Near colorful shelter house)

**FRITZ'S
Tree Service**

- ▶ Removal, Pruning & Storm Damage
- ▶ Emergency Services
- ▶ Stump Grinding

Snow Removal

Fully Insured
Free Estimates
In Dane County

*Guaranteed Quality Services
Commercial & Residential*

Scott Fritz
(608) 335-9186

