

# Leslie Truex

Author ~ Speaker ~ Coach



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## **Interview One Sheet**

<http://www.workathomesuccess.com/interviewonesheet.pdf>

## **Photo**

[http://www.workathomesuccess.com/images/truex\\_leslie.jpg](http://www.workathomesuccess.com/images/truex_leslie.jpg)

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## Background

Leslie Truex, also known as The Pajama Mama, truly knows how to combine comfort with making a living. For over a decade she has been working at home, often in her pajamas, and helping others do the same.

Before finding success working at home, she ran into many of the same problems other work-at-home wannabes encounter. She fell for a variety of scams and schemes. She invested in a business opportunity that went belly-up weeks after she joined. She attempted several other business ventures and found she couldn't motivate herself to leave her comfort zone and make the businesses work.

But Leslie persevered and eventually found herself working at home not just in one job, but several. She has telecommuted as a school program coordinator, social worker, sales woman, and real estate agent. In recent years, she has worked as a freelance researcher and writer for several Internet companies, as well as a freelance web site manager.

In 1998, Leslie started sharing her real life experiences and tips to other work-at-home wannabes through her website Work-At-Home Success. Today the website has over 100,000 visitors a month, and has been recognized by telework and small business associations as a quality resource for work-at-home information. She has been interviewed by The Daily Buzz, CNN.com, Women's Day Magazine, Redbook, Today's Parent and in a host of other media outlets. She is a guest writer for Lenovo's Big Insights and Guidance site. Her articles appear all over the Internet and many more resources quote or mention Leslie's website in their articles. Leslie is also a guest expert in the topics of *Telecommuting*, *Home Business*, and *How to Get What You Want in Life* at About.com's AllExperts.

Leslie remains committed to providing information and resources to anyone who wants to work at home. "I believe any one can work at home, but its not something that will come easy. Sometimes I think people suspect that I and other work-at-home experts are hiding the list of work-at-home typing jobs. The truth is, there is no sign-up-work-at-home-doing-menial-work program. Anyone looking for fast or easy is not likely to find success at home. Working at home isn't necessarily hard, but it is work."

Her current home-based income comes from a part-time telecommuting position as an adoption social worker, running the WorkAtHomeSuccess.com website and several other online ventures. Her book, *The Work-At-Home Success Bible* was published in 2009 by Adams Media.

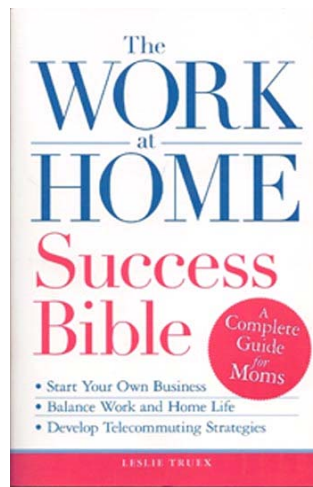
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## The Work-At-Home Success Bible



The Work-At-Home Success Bible (Adams Media 2009) is the book I wish I'd been able to read when I first wanted to work-at-home.

Beyond a telling readers how to set up a business, the book provides insights, tips, and a plan of action so that they can actually achieve their work-at-home goal. It covers:

- The reality of living and working at home.
  - How to get spousal and kids' support of a work-at-home dream.
  - How to afford to work-at-home.
  - The best options for working at home.
  - How to create or find a legitimate work-at-home job.
  - What home business option (scratch, biz op, franchise, etc) is best.
  - How to make money online.
  - How to make it all legal and organized.
  - How to create a plan that works.
- Plus hundreds of telecommuting resources and home business tools.

I can't do the work for the reader, but if they learn about working at home, heed the book's warnings and advice, and take action, there is no reason why they can't be a work-at-home success.

ISBN-13: 978-1-59869-916-6

ISBN-10: 1-59869-916-4

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## Leslie Truex's Websites

**Work-At-Home Success** <http://workathomesuccess.com>

Debuting January 1998, Work-At-Home Success was one of the first websites to provide free information on all aspects of working at home including starting a business, telecommuting, and avoiding scams, and was the first websites to offer legitimate telecommuting job posts. Delivered each Friday, the Work-At-Home Success Jobs & News is the site's free online newsletter that offers articles about working at home and marketing, recent work-at-home job posts, scam alerts and more.

**Work-At-Home Success Bible** <http://www.workathomesuccessbible.com>

The companion site for the Work-At-Home Success Bible book.

**Leslie Truex** <http://www.leslietruex.com>

Information about Leslie's upcoming events, book tours, and speaking services.

**Better Living on the Web** <http://www.betterlivingontheweb.com>

Online tips and tools to make work and home easier.

**Pajama Mama Living** <http://www.pajamamamaliving.com>

Leslie's personal blog sharing insights and anecdotes on life as a pajama mama.

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## Leslie Truex and Work-At-Home Success In the News

### Interviews:

- The Daily Buzz
- NBC 29 News Charlottesville, VA
- CNN
- Redbook
- Women's World
- Today's Parent
- am New York
- First Thing in the Morning with Ron Walton WFNR
- Press Democrat Books Blog with Sara Peyton and Chris Smith column
- Silicon 2.0!
- Tech Living.
- Internet Career Resources.
- Hartford-Courant
- Virginia Pilot
- AT&T's Onward Small Biz

### Websites that mention or refer to Work-At-Home Success:

- Canada Telework Association
- Wyoming Women's Business Center
- Nevada Small Business Development Center
- Utah State Library Divison
- Reno Area SCORE
- Indianapolis Regional Small Business Development Center
- All That Women Want
- See Jane Jump

### Books/Articles that mention Work-At-Home Success or Leslie Truex:

- Work-At-Home Success is listed as a resource in "I Love My Life!" by Kristie Tamsevicius
- Work-At-Home Successes Scam Alert page is listed as a resource in PCMag.com
- Work-At-Home Success is listed as a resource in an article at Information Week
- Work-At-Home Success is listed as a resource at Eye On Business and Finance
- Work-At-Home Success is listed as a resource at McGraw Hill Learning Tools: Sociology

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## Story Angles and Talking Points

### Story Angles

- How working at home can help families survive difficult times.
- How working at home can save families thousands of dollars.
- Why so many people fail to find legitimate telecommuting jobs and instead become victims of scams.
- How businesses and employees can benefit from telecommuting.
- Why a home business may be a crucial element for financial security.
- How women can use skills and interests they already have to make money at home.

### Talking Points

- How were you able to achieve work-at-home success?
- Why did you decide to leave your job to work from home?
- Who is working at home suited to?
- Can working at home really help people find balance or do they spend too much time working or watching TV?
- Are moms the only group of people looking to work at home?
- How does one get their spouse to support their desire to work at home?
- What are the best jobs for working at home?
- What are the best home businesses for working at home?
- What are the most common scams and how can people avoid them?
- What are the biggest challenges to working from home?
- What steps would someone take to start a business or find a job to do from home?
- How does one start a business or telecommuting job without risking their regular job and income?
- How does someone find the money to get started?
- How much does it cost to work at home?
- What are some of the key benefits to working from home?
- What skills and characteristics are needed to successfully work at home?
- Do people need the formality of a business and marketing plan when starting a home business?
- What should be included in a business plan?
- What are some of the biggest mistakes entrepreneurs make that can ruin their business or telecommuting career?

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## Work At Home Statistics

### Telecommuting

- The number of Americans who worked from home or remotely at least one day per month for their employer increased from approximately 12.4 million in 2006 to 17.2 million in 2008. A 39% 2 year increase and 74% increase since 2005. (WorldatWork Telework Trendlines 2009)
- In 2008, nearly nine out of 10 (87 percent) said they telecommuted from home, up from roughly three out of four in 2006. (WorldatWork Telework Trendlines 2009)
- 42% of U.S. employers say they have allowed staff to work remotely this year—up from just 30% in 2007
- (WorldatWork 2008 survey of 2,288 U.S. employers)
- 40% of U.S. employees hold jobs that that could be done at home (50 million). (Matthews & Williams 2005—Telework Adoption and Energy Use in Buildings and Transport Sectors in the United States and Japan)
- 40% of federal employees are considered eligible for telework and about 17% do so. In the private sector, 36% of employees work for companies that allow telework and 14% percent do so. (2008 CDW Telework Study)
- 29% of employers have begun offering telecommuting as a way to improve staff retention rates in the last 12 months. (2008 Robert Half International Survey)

### Home Business

- The Bureau of Labor Statistics reports there are 18 million home-based businesses.
- Home businesses generate approximately \$427 billion a year in revenue (Bureau of Labor Statistics)
- Number of U.S. Income-generating home based businesses in 2005 - 13.8 million  
Source: IDC, "U.S. Home Office 2004-2008 Forecast," March 2004
- Number of U.S. Home businesses generating primary income in 2005 - 9.7 million  
Source: IDC, "U.S. Home Office 2004-2008 Forecast," March 2004
- Number of U.S. Home Businesses generating part-time income in 2005 - 4.2 million  
Source: IDC, "U.S. Home Office 2004-2008 Forecast," March 2004
- The typical homebased business has been in operation for 10.7 years. Source: IDC, "SOHO Market Overview 2003: Small Businesses With Fewer Than 10 Employees and Home-Based Businesses"
- 5% of businesses with \$1 million in receipts are home-based
- 52% of small businesses are home based
- 25% of home businesses provide 100% of owner's personal income
- 14% of mothers are self-employed up from 2% a decade ago. (Harris Interactive Survey)

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