

Leslie Truex
AKA The Pajama Mama



Media Kit

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Background:

Leslie Truex 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. Leslie's 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 AllExerts.

Leslie remains committed to providing as much 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, her work-at-home information websites, and her home business. Recently she has added public speaking and upcoming author to her list of credits. Her book, *The Career Woman's Guide to Working At Home* was recently sold to Adams Media.

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Leslie Truex's Websites

Work-At-Home Success <http://www.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, current world news on telecommuting and home business, recent work-at-home job posts, and scam alerts.

Moms At Home Success <http://www.momsathomesuccess.com>

Currently undergoing a total makeover, Moms At Home Success was designed to teach moms how to afford to stay and make money from home. It offers a host of resources for saving money as well as ways to earn income...all for free.

Jobs At Home Success <http://www.jobsathomesuccess.com>

Once the site that sold Leslie's ebook *Jobs At Home: The Complete Guide to Finding or Creating A Work-At-Home Job*, the site is currently being rebuilt and will provide free information and resources on telecommuting.

The Pajama Mama <http://www.the-pajama-mama.com>

Discover the life of a work-at-home mom through Leslie's blog *The Pajama Mama*. Here Leslie shares current trends in working at home, posts new jobs, provides personal stories and experiences about the life of a home based worker and much more.

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

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 Lillie Ammann's "How to Get Started in a Home-Based Business," part of the Dream Jobs to Go series from Intellectua.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

Interviews:

- Interview in Silicon 2.0!
- Interview in Tech Living.
- Interview in Internet Career Resources.
- Interview in Hartford-Courant
- Interview in Virginia Pilot

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
- Park Forest Public Library
- Indianapolis Regional Small Business Development Center
- Best of Cyber Top 10 Home Office
- All That Women Want
- See Jane Jump
- Business Answers UK

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Story Angles and Talking Points

Story Angles

- 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 in financial security.
- Why working at home is ideal for women of all ages and stages.

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

- Employers offering telecommuting increased 22% in 2004 (Lori Rosen, CCH workplace analyst, HR Networking: Work-Life Benefits)
- The number of employees who telecommuted at least 1 day per month increased from 23.5 million to 24.1 million in 2004. (ITAC)
- Medium sized businesses (100 to 199 employees) showed the greatest increase in telecommuters - 57%. (ITAC)
- Bureau of Labor and Statistics – In 2001 19.8 million people did some sort of work from home in their primary job.
- ITAC found 28 million people teleworked in 2001 including from home, satellite or mobile office.
- By 2003, there will be an estimated 137 teleworkers worldwide. (Gartner Group)
- From 1999 to 2000, for example, teleworkers said their productive time increased about 30 minutes, to a little more than 7 1/2 hours in an 8 hour day, while office productivity remained unchanged at 6 hours a day.
- Employees who telework can save their employers \$10,000 each in reduced absenteeism and job retention costs.

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)
- 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)
- 47 million direct sales representatives worldwide grossed sales of \$88 billion in 2003 (DSA)
- According to the National Foundation of Women Business Owners (NFWBO), in 1997 home-based, women-owned businesses in the U.S. number 3.5 million and provide full or part-time employment for an estimated 14 million people.

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