

## Stay Informed on Current Trends for your Home Business

By Denise McGill

To say the least, home based business owners must be savvy in many areas of business. It often means you are the decision maker, bookkeeper, salesperson, office administrator and marketing manager. However...with having to wear so many hats, how does one person keep up with the latest trends in their industry and stay competitive?

Whether you set aside time before you get rolling in the morning or after your hectic day is done, be sure to take advantage of valuable, resources available to you. This list provides free or low-cost resources to keep your home business competitive, innovative and fresh.

- **Competitor websites** – study them. What is their angle, do they have special offers, what is appealing or confusing about the site, what other services might they offer, who are their customers, is their pricing competitive? Study them for ideas and market trends, but be sure not to plagiarize. Look for websites that also offer free reports or tips you can download.
- **Industry memberships** – enroll yourself. Many memberships offer valuable services such as a monthly newsletter and secured access to their website for members only. There you will find tips, success stories, latest industry trends, news, interviews, seminars and upcoming events.
- **Ezine newsletters** – free and informative. Most websites offer a weekly or monthly ezine newsletter in exchange for your email address. Filled with marketing tips, online courses, and industry news.
- **On-line Forums** – informative, interactive networking. With forums, feel free to ask questions or network with members. Simply search the internet for forums matching your industry niche. Small Business Ideas.com focuses on small businesses in general and offers several forums ranging from Search Engine Optimization to small business finance.
- **Trade Magazines** – essential subscriptions. Trade magazines scour the industry for trends, news, key players, upcoming events, etc.
- **Ebooks** – affordable and can be downloaded instantly. Ebooks typically cost between \$15 and \$25 and provide insightful information to your industry niche.
- **Webinars** – an instructive seminar accessed from the comfort of your home. If you cannot take time away from your home business to attend a seminar, then a webinar is the perfect choice. Simply register online for the webinar, access the class and get the same information actual attendees receive.

Delivered straight to your home or computer screen, these free or low-cost resources are available to all home based business owners. Stay in touch with industry trends, network with peers and gain indispensable knowledge. Your business is sure to prosper and grow.

### ABOUT THE AUTHOR:

Denise McGill is a freelance copywriter specializing in catalog product description, copy makeovers, landing pages, promotional materials, sales letters, articles and more. Visit her website at <http://www.mcgillcopywriting.com> for more information.