

A PUBLICATION OF ARISE VIRTUAL SOLUTIONS

IS BEING A LIFESTYLE ENTREPRENEUR RIGHT FOR YOU?



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Arise 



TABLE OF CONTENTS:

Introduction.....	4
Who is Likely to Be a Lifestyle Entrepreneur?.....	5
Lifestyle Entrepreneurship vs. Typical Entrepreneurship.....	6
Entrepreneurs in the 21 st Century.....	7
Arise & Lifestyle Entrepreneurship.....	8
Getting Started in the Arise Network.....	10

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You are encouraged to consult with your own professional legal and tax advisors concerning your specific circumstances.



Chapter 1

Introduction

Roughly 18 million people have chosen to become a lifestyle entrepreneur- what is it and why is this one of the fastest-growing trends today?

Essentially, a lifestyle entrepreneur is someone who builds a business around their lifestyle - rather than a lifestyle around their business. In general, a lifestyle entrepreneur is an individual that creates a business with the purpose of altering their personal lifestyle- and not just for the sole purpose of making a profit.

While we all have to eat and pay our bills, lifestyle entrepreneurs prioritize their quality of life by choosing lifestyle first, before thinking of the profits or growth of their business. There are many reasons why people are choosing lifestyle entrepreneurship, but all lifestyle entrepreneurs share a common trait – they realize there is an alternative to the traditional 9 to 5 office job.



Chapter 2

Who is Likely to Be a Lifestyle Entrepreneur?

Stay at Home Moms (and Dads!)

Many women – although not all - are also mothers – and lifestyle entrepreneurship is a great option for stay-at-home moms that are just starting a family. But it's certainly not just for Moms.

People Seeking Work Life Balance

Those in their 20s and 30s are also good candidates, because they tend to desire the flexibility to break up work. Lifestyle entrepreneurship allows people the freedom to enjoy the beach, go for a work-out, or get errands done at times that the store isn't busy.



Corporate Burn-Outs

Lifestyle entrepreneurship is an amazing way improve the quality of life – as opposed to the drudgery of climbing the corporate ladder and suffering in a grey cube farm from 8 – 6, because let's face it, the 9 to 5 doesn't truly exist!



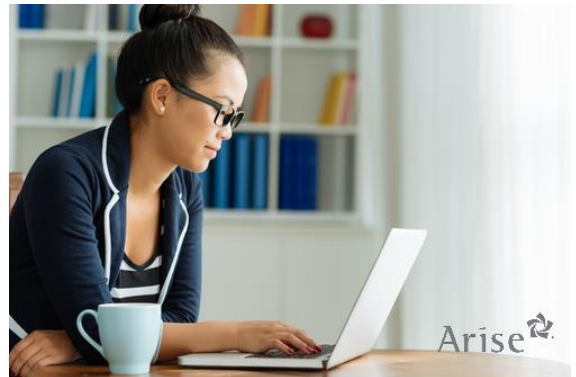
Chapter 3

Lifestyle Entrepreneurship vs. Typical Entrepreneurship

There are several distinctions between a lifestyle entrepreneur and a typical entrepreneur.

- The main difference is the degree of focus on money, or sales growth and expansion. Lifestyle entrepreneurs are not running their business primarily to get rich, or to create a massive business empire.
- Typically, the main motivation of lifestyle entrepreneurs is a fierce desire for independence – the desire individuals have to work for themselves, and to run a business that fits their lifestyle and personal situation.

It's believed the term "Lifestyle Entrepreneur" was coined by Lewis Howes, a former pro athlete, author, and, of course, a lifestyle entrepreneur. In 2008, Howes was playing professional football when an injury led him to having surgery on his wrist. With no back-up plan, savings, or college degree to support him, he ended up on his sister's couch for a year.



At the time, the country was in recession and that made it difficult for even highly experienced people to find jobs. Howes took matters into his own hands, and decided to start a business that was designed around his life- not the other way around. He became an expert on networking and created several sports networking and social marketing companies. He's now widely regarded as the face of lifestyle entrepreneurship.



Chapter 4

Entrepreneurs in the 21st Century

Even before the recent recession, market research indicated that as many as 90 percent of the roughly 20 million American small business owners were motivated more by lifestyle than growth and money. That equates to roughly 18 *million* people who are considered lifestyle entrepreneurs. Today, the number is imagined to be even higher, given younger entrepreneurs tend to be more passionate, idealistic and not driven by money. Even Mark Zuckerberg of Facebook has been said to have made his start as a lifestyle entrepreneur.





Chapter 5

Arise & Lifestyle Entrepreneurship

Arise partners with small business owners who are looking to build a business around their lifestyle. These work-at-home business owners are people who need to have flexible schedules and the freedom to choose the location and hours of their work.

Arise has a network of tens of thousands of independent, small business owners who enjoy the flexibility of earning a living while working-from-home, being their own boss, and access to a built-in client base of many Fortune 500 companies. As part of the Arise network, small businesses provide call center services on programs for Arise clients in a variety of sectors, including retail, telecom, travel and technology within a 100% virtual infrastructure supplied by Arise.

Lifestyle entrepreneurship and small business ownership is booming, and Arise is helping lead the way!



Chapter 6

Getting Started in the Arise Network

To start making the transition from your corporate job to lifestyle entrepreneurship and partnering with Arise, the Admissions process must first be completed. This process can be done in as little as three to five days.

- Visit www.ariseworkfromhome.com
 - Select the orange “Be Your Own Boss. Start Now!” button to register on our secure form
 - Fill out the profile
- Take the Voice Assessment
 - 10-minute assessment
 - Assesses voice clarity and grammar
- Complete the background check
 - Required by Arise clients

Once the above steps are complete, you will have the opportunity to enroll in the self-paced Arise basic certification course, Client Support Professional 101 (CSP 101).



Getting Started in the Arise Network

CSP 101 is a 90-minute long assessment that provides you with information about Arise's systems and support options. One great aspect of CSP 101 is that it doesn't have to be taken all in one sitting!



By the end of CSP 101, you'll be able to better understand the following:

- how the Arise network works
- how to navigate Arise's systems and infrastructure; and
- the various support resources available to companies that partner with Arise.



Getting Started in the Arise Network

Once you complete CSP 101, you can then choose the client program you want to service. Whether it be Carnival, Orkin, AAA, or other Fortune 500 companies, you will be able to complete a certification course where you will learn in detail about the client program, client systems, and client requirements.

Once you successfully certify, you'll sign an agreement with Arise that details the specifics of the project that your company has agreed to undertake and you're officially able to begin servicing the chosen program. This means generating revenue for your company and for yourself! You are well on your way to escaping corporate America and making time for the important things!



On behalf of Arise, we hope you found this eBook informational and we hope to hear your success stories soon!



Independent Business Owner finding work-life balance with the Arise network.



Life is about making an impact,
not making an income.

—Kevin Kruse





Create a Profile Today

Visit www.ariseworkfromhome.com for more information on the Arise network and to get your business started by creating YOUR profile today!

If you should have any questions once you've created a profile, we're always happy to help via our Live Chat, available from 10am-4pm EST, or by sending an email to admissions@admissions.arise.com.

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