

American Women Are Looking for More

(NAPSA)—The news is out! American women are searching for more: more time, more money and more freedom in their lives. Yet, according to Tupperware polls conducted across the United States, women everywhere have full schedules. In fact, 47 percent of the nation's women are employed full-time.

How do we balance the schedule of being full-time mothers *and* full-time career women? The quest for balance can be a long, hard road, but it doesn't have to be. "Women across the nation are making a difference in their lives and careers on their own terms." Gene Hall, Vice President of Sales for Tupperware North America said, "Women want more time, more balance and more control in their lives. A career in direct sales has these life enriching attributes."

Make Space for your Work. Designate an area in your home for your work duties. Because you will be working from your home, you will need a space large enough to accommodate your supplies and keep them right at your fingertips. Treat this space as you would your office. Keep it neat, orderly and manageable.

Invest in Proper Communication Tools. Invest in office machines such as computers and fax machines. Keep these machines in one area of your home office to save time. Communicating with your customers or colleagues will be easier if your tools are easily accessible. Be sure to invest in plenty of office supplies, too. Having what you need on hand will minimize your travel time between stores.

Keep Home and Work Separate. When you are working from home there can be a number of

distractions. It can be hard to keep your mind focused on work when there are dirty dishes in the sink and laundry in the hamper. The key is to separate these duties—designate a certain number of hours for housework and a certain number of hours for career work—and stick to your schedule.

Choose a Schedule that Works for You. One of the advantages of working from home is the flexible schedule that a home-based business offers. If, for instance, you have children, mid-day may be the best time for you to work efficiently. If your children are napping or at school, you will have quiet time to make phone calls or to do paper work.

Let People Know About your Career Choice. Many people may not understand that although you are home, you are still working. Visitors may drop by during the day and expect you to entertain or even ask you to watch their kids. Speak openly and frankly to your family and friends. Make certain that they recognize and respect your career choice.

Home-based businesses and careers offer the ideal working situation for many women in the U.S. According to the Tupperware polls, 53 percent of Midwestern women, 52 percent of Northeastern women, 49 percent of Southwesterners and 48 percent of Southern women would prefer to work part-time or vary their hours if given the choice.

A change in career is sometimes the best decision for people in a rut. Direct sales may be ideal, if not simply for the flexible hours and the ability to choose your work schedule and goals. In today's day and age it is very easy to maintain a career tailored to a particular lifestyle with attainable goals.