Reaching Entrepreneurs Where they Live and Work: A Communication and Marketing Strategy for the Oklahoma Home-Based Business Association

Douglas J. Swanson, Ed.D APR

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A Communication and Marketing Strategy

For the Oklahoma Home-Based Business Association

Douglas J. Swanson

Communications Department

Cameron University


Please address questions or comments to the author at:

Cameron University, 2800 W. Gore Blvd., Lawton, OK 73505 (405) 581-2473 / e-Mail: dougs@cuok.cameron.edu

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Abstract

Reaching Entrepreneurs Where They Live -- and Work:
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Douglas J. Swanson

Oklahoma leads the nation in state government support for the development and growth of home-based businesses. The Oklahoma Home-Based Business Association, founded in 1990, is a non-profit entity which provides opportunities for home-based entrepreneurs to develop business skills, network with other professionals, and build trade ties at the state and local levels. The OHBBA got off to a strong start in its early years, but is now in need of an effective marketing campaign to allow it to reach out to tens of thousands of Oklahoma business people who are not affiliated with the group. In this document, the author reviews the literature to illustrate the history and recent resurgence of home-based entrepreneurship. He goes on to outline the challenges faced by the OHBBA and the social marketing campaign now being implemented to address some of those challenges. Specifically, the campaign hopes to reach the general public to (1) inform citizens as to the existence of home-based businesses and their large and positive impact on the Oklahoma economy; (2) inform Oklahomans of the existence of the OHBBA and its services benefiting home-based entrepreneurs, and, (3), present specific OHBBA benefits to current home-based entrepreneurs, in an effort to persuade them to consider Association membership. It is hoped that the effort will facilitate significant growth in the OHBBA membership ranks and provide additional support for the Association's 14 local chapters in Oklahoma.
COMMUNICATION AND MARKETING STRATEGY

OVERVIEW: HOME-BASED BUSINESS

If there were some very specific steps you could take to help generate 7,854 new jobs every day in this country at average earnings of $27,000 per year, would you be interested? Paul and Sarah Edwards

Over the past few years, we've witnessed the beginning of some dramatic changes in our economic system. Initiated by the re-structuring of our social relationships, and fueled by technological advancement, these changes are bringing about completely different ways of doing business than were common just a decade ago.

In the recent past, business "entrepreneurs" were most likely to be commercial sector-based employees who relied upon the corporate structure to help them advance themselves and their ideas--and reach success within the business organizational complex.

In contrast, today's "entrepreneur" is much more likely to be a self-employed individual who recognizes that economic success comes through the development of administrative skills, marketing savvy, and ability to adapt to ever-changing technologies. The entrepreneur of today realizes, also, that business success is only worthwhile when it's balanced by a full and productive personal life. Because so many people want this balance of satisfying personal life and a challenging profession to "enjoy, manage, and earn from" (Brown, 1992, p. 68), entrepreneurs of today are turning in greater numbers to home-based business, to build success for themselves apart from a corporate hierarchy.

Home-based business is not a new idea. In fact, it was the norm for centuries. The butcher, the baker, the candlestick maker--they all worked out of the same structure where they lived. It was the advent of the automobile that brought the end to this system, by sanctifying the establishment of "business communities" located miles away from home and hearth. It's just been within the past decade or so that a number of forces have combined to push us back toward home-based business as a norm rather than an exception.

The need for greater control over one's life is cited by many individuals who have made the decision to return home to continue their careers (Braus, 1993; Huber, 1993a; Cooper, 1992). The complex, stress-filled nature of today's corporate world has many people pining for a simpler way to make a living. Many employees, especially those single parents working to support themselves and pay for child care, find their paychecks in the corporate world simply don't allow them to have the kind of lifestyle they'd hoped for. In fact, an estimated forty percent of home businesses are started by women; 52% of those women are 40 or younger, with children at home (Wolpin, 1989).

Among the others who opt out of corporate America--for whatever reason--the vast majority who start home-based businesses either full- or part-time do find the control they seek. A Home Office Computing survey published in
September, 1993, finds 98 percent of home-based entrepreneurs are happier working from home. That same survey finds 96 percent are able to recommend home business to others, 85 percent report being more relaxed, 39 percent take more time off from work for personal needs, and 32 percent have a better marriage or sex life. Only 6 percent indicated they might return to the corporate world ("1993 Reader Survey", 1993).

The need for control of personal life is also evident among married couples working from home. Thompson writes that the growth of these "coprenalurial" operations results from a shift from corporate to entrepreneurial values, the growing popularity and feasibility of home-based occupations, a growing concern for family needs, and the desire of couples for maintaining greater control of personal economic and emotional health (Thompson, 1990, p. 46).

Of course, not all people who decide to forego the corporate world and venture into home business do so completely of their own free will. Many choose the home business route because there are fewer corporate options available to them. In the 1980s, more than 10 million factory workers lost their jobs (Edwards & Edwards, 1990, p. 13). Corporate downsizing continues to put thousands more out of work annually (Huber, 1993a; Washer, 1993). The limited ability of our economy to expand sufficiently to employ everyone (Marsh, 1993) and a slowing pace of new hiring in the federally-regulated workplace (Gendron, 1993) will result in fewer job vacancies in the years to come.

Those being put out of work, or kept from finding new work, include so-called "babyboomers" who "seek autonomy and promotion to higher levels of responsibility" (Edwards & Edwards, 1990, p. 14). Others are people in their 50s--too young for Social Security, yet too old to be hired in a business world dominated by the young and upwardly mobile. Many of those who find themselves expelled from the corporate organization are ideal candidates to ease their way into home-based business; they "try to pick up the pieces by becoming free-lancers of one sort or another, and in many cases their home becomes their workplace" (Frank, 1993, p. 16).

While modern society is bringing about the shift of people to home-based business, the growth of modern technology is keeping them there.

In the past ten years, the personal computer, modem, facsimile machine, photocopier and laser printer have made the jump from the corporate office to the home office--along with the cordless telephone, voice mail and "800" telephone number. As a result, most if not all the barriers to point-to-point data and voice communication have fallen. More advancement is yet to come, as we fine-tune an information structure which eases the work load and number of repetitive tasks, improves productivity, and frees us from geographic boundaries. "We can measure the economic value of all that will transpire on tomorrow's computer-and-network complexes as a fraction of the tangible goods to which they will lead," Dertouzos predicts (1991, p. 32). In this new information-based society, home-based business
entrepreneurs are on an equal footing with retail-based entrepreneurs; all are in a position to benefit from the business
resources now available (See also Cerf, 1991; Tesler, 1991).

Looking purely at the numbers, an estimated 39 million people are said to be working full- or part-time from
home today (Braus, 1993). In 1989 alone, Edwards and Edwards estimate that more than 5 million people "began
doing job-related work from home" (Edwards & Edwards, 1990, 17). This move to home-based business has created a
mini-economy which generates more than $382 billion in annual revenues, and creates tens of thousands of additional
jobs and "entrepreneurial positions" each day (Huber, 1993b, p. 77).

Of course, not everyone who has earnings from a home-based business works full-time from home. At least
11.7 million people are "moonlighters," working one or more jobs in the retail sector and working from home part-time
(Cooper, 1992, p. 46). Still more workers are engaged in "telecommuting," a process whereby retail-based workers
stay at home one or more days a week to complete their assigned tasks. Stang and Vancura reported in USA Today
(1993, November 19) that at least 7.6 million people in the U.S. workforce are engaged in telecommuting—an increase
of 1 million from 1992; Young claims these telecommuters are 15 to 20 percent more productive than they were before
making the switch (Young, 1993, p. 7). A City of Los Angeles pilot program involving 242 employee telecommuters is
being expanded because it cuts administrative costs by $140 million annually (Wood, 1993).

The Oklahoma Home-Based Business Association

Oklahoma is the leading state in the nation in the support of home-based business. After several years of
needs analysis and administrative development work, the Oklahoma Home-Based Business Association [OHBBA] was
formed in 1990. As the first statewide association of its kind in the nation, the OHBBA was chartered at Oklahoma
State University "to establish group services and benefits, to create opportunities in sales and trade market areas, to
act as an advocate, and to provide educational services and research which will enhance the economic viability and

A non-profit association, the OHBBA is sponsored by Oklahoma State University's Cooperative Extension
Service and the Oklahoma Association of Rural Electric Cooperatives. The OHBBA is overseen by a 24-member board
of directors, most of whom are home-based business owners. Members of the board select a president, president-
elect, treasurer, and eight district representatives to serve terms of varying length. An executive director is employed
to handle OHBBA day-to-day administrative duties. Additional advice and support comes from a 30-member home-
based business advisory board made up of people from a variety of different business and civic backgrounds. The
board meets regularly with representatives of the Cooperative Extension Service to advise as needed on home-based business concerns.

The OHBBA has experienced great success in its first three years. To date, approximately 400 members have affiliated with the Association; in addition, these members have formed 14 local chapters in Oklahoma. Individuals pay $35 annually for membership in the Association; of each membership fee, $5 is returned to the local chapter to help defray the costs of local activities and events. Most chapters meet monthly or bi-monthly for business-related presentations and networking activities. The OHBBA as a whole meets annually for a statewide convention, at which members have an opportunity to be involved in business presentations, networking opportunities and a luncheon.

At present, the Association is gaining about seven new memberships per month. Many of these new members hear about the Association through the bi-monthly newsletter, which is sent out to a mailing list of more than 530 addressees. Other services available through the Association include an annually-published Home-Based Business Directory, Group Purchasing Network and business resource file. The OHBBA is assisting individuals from other states who are in the process of establishing home business support organizations of their own (see Payne & Lebsack, 1992).

Despite the successes, however, most of Oklahoma's home-based entrepreneurs are still unserved by the state organization. There may in fact be as many as 57,000 non-OHBBA member home-based businesses in the Sooner State ("Growth Industry of the '90s", 1992). In order for the OHBBA to become an effective support facilitator for home-based businesses in Oklahoma, many more home-based entrepreneurs need to learn of the services made available through the Association--and have the opportunity to join its ranks.

**OHBBA Marketing Outreach**

In order to position the Association as the primary support system for home-based entrepreneurs in Oklahoma, the OHBBA needs to make a marketing outreach to the Oklahoma community through a "social marketing" campaign (Kotler & Zaltman, 1971) (See also Fine, 1987; Winett, 1988). This marketing outreach will be coordinated through the Association's Executive Director Agency [EDA].

As defined by Kotler and Zaltman, "social marketing" involves "the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communications and marketing research" (1971, p. 5). Such an endeavor allows the sponsoring organization
to be more effective in the community it serves, through greater service to its target audience and better use of its
organizational resources (Winett, 1986).

Social marketing involves the presentation of ideas before the public in a viable way, so that members of the
target audience are shown how to act favorably on their own behalf to become "satisfied and healthy consumers and
contribute to the quality of life" (Winett, 1986, p. 96).

Social marketing is effective in presenting new ideas to the public--and having the public act upon those ideas-
because it is carried out to being desirable, direct, and anticipated impacts on people's behavior (Rogers, 1986). In
this particular case, we would hope a social marketing campaign for the OHBBA would have the desired impact of
increasing the knowledge base among Oklahoma home-based entrepreneurs; the direct impact of allowing more
people to be aware of, and possibly join, the OHBBA; and the anticipated impact of additional long-term goodwill and
other benefits for the Association and its members.

Social marketing can also have undesirable, indirect, and unanticipated impacts. We would hope to mitigate
these possible unforeseen impacts through thorough analysis and planning, and comprehensive review of all aspects of
the campaign prior to its inception (see Rogers, 1986, p. 192).

A marketing outreach campaign for the OHBBA would include, but not be limited to, communication messages
created to:

- inform the general public of the existence of home-based businesses and their large
  and positive impact on the economy;
- inform the general public of the existence of the OHBBA and its services benefiting
  entrepreneurs in Oklahoma;
- present specific OHBBA benefits to current home-based entrepreneurs, in an effort to
  persuade them to consider Association membership.

These messages need to be targeted to an audience of Oklahoma adults aged 18 and older--the group from
which we would draw for new OHBBA members. We plan no "concentration" of outreach emphasis in any geographic
areas of the state; home-based business owners seem to be as prevalent in rural areas as in urban communities (See
survey data in Appendixes A, B, and C).
If the campaign reaches members of our target audience, it could help foster a greater understanding of home entrepreneurship and help lead to a more favorable economic climate for home-based businesses in Oklahoma. Over the long term, it is conceivable that this effort could bring about a number of other social benefits. Through encouraging the development of home-based businesses, the campaign would help stimulate economic development and build employment, by helping people remove themselves from unemployment rolls and invest in their own businesses. The campaign could have a long-term impact on energy savings, as fewer numbers of people would need to expend energy commuting from their homes to outside offices. An additional consequence would be the social benefits which result when families in need of financial help find that support—and consequent gains in personal self-esteem—through home-based entrepreneurship.

Such a campaign would benefit the OHBBA as an organization by helping to foster greater knowledge and understanding of the importance of home-based entrepreneurship in our society. It would develop a greater membership base of satisfied and productive business people who make use of OHBBA resources to contribute to their success. It would build funding levels within the OHBBA, to allow the organization to increase its impact on the civic and business community in Oklahoma now and in the future.

As this is an initial effort (no such marketing emphasis has been made in the past), the campaign will have no specific “time limit.” We are beginning the marketing outreach efforts even as this report is written—and we anticipate continuing them as long as the OHBBA is in operation.

Conceptual Model

It’s important that any marketing campaign be designed within the framework of a conceptual model. A model allows the campaign planner to visualize the problem at hand, organize data, suggest relationships between the theory and the actual experience, propose and implement physical steps, and analyze results (Severin & Tankard, 1979).

Behavioral Systems Approach.

In this particular case, the Behavioral Systems Approach has been chosen. Its concepts of system reciprocity and bidirectional influence seem most appropriate for a campaign which seeks to influence human behavior through the transmission of specific communication messages within a defined environment.

The Behavioral Systems model considers human behavior and the physical environment to be reciprocal systems—neither system can be studied independently because each interacts with the other in a myriad of ways. It is also assumed that, since these systems are related and constantly changing, there is bidirectional influence between
people and their environments (see Winett, 1986; Bandura, 1977). Special attention must be given to the various forms of message context—"physical, economic, and psychological constraints and barriers to behavior change, as well as cultural and situational facilitators of change" (Winett, 1986, p. 11). It is also necessary to recognize the interdependency of behaviors within the environment—and the effects those behaviors may have at various levels of the environment.

Since there can be no "formula" for development of this model, significant time and thought must go into the seven elements of the Behavioral Systems Approach. Each element must be considered independently—and also in conjunction with the others—as the model is used to guide the development of policies and programs to impact upon human attitudes and behaviors:

(1) Give consideration to varying human cognitive processes;
(2) Survey the demographic variables, including individual wants, needs, skills, knowledge and available resources;
(3) Be mindful of the many specific potential behaviors among people, competitive or opposing behaviors, and the obstacles involved;
(4) Take into account the influence of environmental settings on people's actions;
(5) Understand the full range of incentives and disincentives, tangible and intangible, which factor in to attitudes held and behavioral choices made by people;
(6) Fully analyze the total information environment, its channels, media and messages;
(7) Be prepared to account for the behavioral variances which occur as a consequence of institutional factors present in the environment to constrain human choice.

(See Winet, 1986, p. 207)

Put succinctly, the Behavioral Systems Approach is employed so that we can best conceptualize the human environment and the people within it—to choose communicative processes which are most likely to explain past behavior, control current behaviors, and predict future actions among individuals in our sphere of influence.

With our conceptual model firmly established, we may move forward to identify the needs of our target audience.
Needs Assessment

At the very core of the marketing concept is the requirement that the marketer be aware of consumers’ needs, desires, attitudes, and perceptions relative to the particular product offering (Fine, 1987, p. 85).

Between 1991 and 1992, The Oklahoma Home-Based Business Association conducted a home-based business needs assessment survey, to determine how members and potential members would best be served by the Association. The survey form (See Appendix A) was mailed out to more than 500 individuals, all of which had contacted Oklahoma State University for home-based business information or assistance—or were known by the OHBBA to be engaged in home-based business. Respondents were asked to provide information about themselves and their needs as business entrepreneurs (See data summaries in Appendixes B and C).

Most of the 248 survey respondents identified themselves as self-employed home-based entrepreneurs working 20 or more hours per week in their businesses. The majority had been in business less than three years at the time of the survey, and many of the respondents indicated that their home businesses provided only a portion of their family income.

Entrepreneurs from a wide variety of business categories responded to the survey. The majority of business owners reported being skilled professionals or consultants, although large percentages of business owners reported being involved in product manufacturing and sales.

The survey results indicate that home-based entrepreneurs in Oklahoma have the greatest need for information on marketing, advertising/publicity, legal aspects of business, and product pricing. Most felt that receiving the information in printed form would be most helpful, although about one-third of the respondents indicated an interest in videotaped information.

Respondents indicated an overwhelming preference for the OHBBA to be involved in regular in-depth workshops on business topics; most also said that monthly local chapter meetings were beneficial. A strong interest was expressed in OHBBA outreach services, including joint marketing, bulk purchasing, and financial assistance.

Although two out of three business owners reported that their businesses’ financial needs were not being met by commercial lending institutions, substantially fewer respondents indicated that they would seek specific loan amounts through OHBBA if assistance were offered.

The majority of respondents did indicate their businesses would benefit from group liability insurance or family medical coverage—if such coverage could be obtained through OHBBA.
What can be generalized from the OHBBA survey.

Although a limited effort in depth and scope, the OHBBA survey does allow us to make five generalizations about the entrepreneurs and potential entrepreneurs we wish to reach:

- Most are new to self-employment, having been in business three years or less;
- Most devote a great deal of time to their businesses—often 20 hours a week or more;
- Most have another source of income in the home;
- Most would seem to want their businesses to grow, since learning about advertising and marketing are top-ranked concerns;
- Most express an interest in attending OHBBA seminars and local chapter meetings.

There is a danger in assuming that the results from these surveys parallel what the general public would report. The results may, in fact, illustrate only what Rogers calls "the Matthew effect"—that outreach efforts of various media "usually have a greater effect on those individuals in the audience who are already better-informed, better-educated, and of higher socio-economic status" (Rogers, 1986, p. 169). We do not know for certain that these 248 respondents are representative of the population of home-based entrepreneurs in Oklahoma. In fact, we can probably surmise that the people who responded to the survey are among the most assertive and successful of home-based entrepreneurs, since they took the time to read and complete the questionnaires—and were willing to provide the personal information and comments called for.

Still, it would not necessarily be unwise to use the results from this survey in our effort to create a marketing outreach campaign. We know that the business failure rate is high—66% of new businesses fail in the first year, and most fail due to poor planning and management (Halloran, 1992). It would seem, then, that the OHBBA would be best served over the long term by attracting home businesses which are most likely to be creative and financial successes.

In any case, before a marketing outreach campaign can be drafted, it's imperative that we obtain feedback from the Oklahoma State University Cooperative Extension Service, from the Oklahoma Association of Rural Electric Cooperatives, from the OHBBA board of directors, and from the Association's local chapter officers. This feedback may be obtained informally through one-on-one contacts—or formally, through agenda item(s) established for discussion and board action. In any case, most of these individuals are home-based business owners—in addition to
their service positions for the OHBBA. They can provide important and valuable insight as we develop our marketing campaign. This feedback needs to be coordinated through the Executive Director Agency, since the EDA will be conducting the marketing outreach effort.

Marketing Campaign

A marketing campaign for the Oklahoma Home-Based Business Association faces a variety of fiscal, administrative, creative, and communicative challenges. Since OHBBA is a new and growing organization, funding is extremely limited. The resources of our sponsoring agencies are stretched thin—and there is not a great deal of money to dedicate to advertising and marketing efforts. For the most part, our campaign will have to center on free media publicity and interpersonal communication among members and friends of the Association.

The ability to administer the marketing effort is limited. The Board of Directors has 24 members—but has had difficulty in recent months even mustering a quorum to make decisions for the Association. It is extremely unlikely that the Board can be counted on for much guidance in a marketing effort. The OHBBA has contacted with an outside firm to serve as the Association's Executive Director Agency, but the demands are large and the staff available to manage those many day-to-day tasks is small. While the EDA will provide administrative and creative direction for the marketing campaign, this assistance will be only on a part-time basis. There is no individual currently available to be dedicated to full-time service to market the OHBBA to Oklahoma's home-based business owners. The design and development of the campaign messages, as well as their placement, will be carried out by the EDA with whatever input and assistance can be gained from the board and from community chapter officers.

The communicative task itself will pose some real challenges. Winett points out that, when consumers have (or think they have) sufficient information at their disposal about issues of interest to them, "many consumers will not be motivated to seek out third-party or government information" [italics added] (Winett, 1986, p. 195). Among Oklahomans in general, we would anticipate that many (if not most) are ignorant of the specific economic and social concerns of home-based entrepreneurship. Therefore, it's conceivable that it will be somewhat difficult to motivate them to actively seek out information about the OHBBA.

For many people, home-based business has a virtually non-existent business image. They simply do not have any understanding of home-based business and its importance in the economic and social systems. Our campaign must allow them to be educated to this important information. Others in our target audience may have an understanding of home-based business from a previous contact with a home-based entrepreneur—but their contact may not have been a fulfilling one. It's well known among home-based business people that the industry often suffers
from a "marginal business image"; that is, consumers perceive that the business operated from home "is not a real business" or is an "amateur operation" (Edwards & Edwards, 1990, p. 61).

Of course, some home businesses do have a "marginal" image because they are operated in a less-than-professional manner (although this can also be said for some retail-sector based operations). The issue, though, is one of perception of the professionalism and standards held by home-based entrepreneurs as a group; our campaign must do everything it can to advance the idea that the level of professionalism and concern for the consumer's need is not dependent upon the physical structure from which the business is operated.

Last but not least, we anticipate that many people who are currently home-based entrepreneurs may express a hesitancy to contact the Association and make it known that they work from home. Home-based entrepreneurs have been known to keep their costs down by not paying applicable local and state taxes. For many, there's also been a hesitancy to pay federal taxes—as the result of a perception that "taking a (federal tax) deduction for your home office was an audit flag—it called attention to your tax return and increased the possibility of your being audited" (Edwards & Edwards, 1990, p. 213). This fear of the Internal Revenue Service has been exacerbated by a 1993 U.S. Supreme Court ruling, in which the court "made it easier for the Internal Revenue Service to clamp down on home-based entrepreneurs and business people who claim the home office deduction" (DeMott, 1993, p. 66). (See also Adkison, 1992).

Still others may simply not want to run the risk of identifying themselves as home-based entrepreneurs. Running a business from a home in a residentially-zoned neighborhood is patently illegal in many communities—including Oklahoma City and Tulsa, the state's largest metropolitan areas (Hollingshead & Milton, 1992).

Working under the conditions of the Behavioral Systems framework, and starting with this knowledge of common perceptions about home-based business, we can anticipate that a social marketing campaign will need to proceed slowly and deliberately. It will need to concentrate on fulfilling consumers' external information search efforts primarily through disinterested third party dissemination. There could, however, be some ancillary attention given to direct inspection and seller-related sources.

"Disinterested third parties" are channels of communication, commonly periodicals or government agencies, which "have little or no incentive to distort facts or steer consumers toward certain products" (Winett, 1986, p. 197). In the case of this campaign, these primary channels of communication for our messages will include government and civic groups or agencies, educational institutions, non-profit organizations and the Oklahoma news media.
"Seller-related sources" are channels of communication which include but are not limited to advertisements and other persuasive communications which may mix "factual information with nonfactual persuasive appeals" (Winett, 1986, p. 198). The OHBBA's own publications and correspondence would fall into this category--and we do anticipate developing a stronger presence through one-to-one correspondence, newsletters and directories. Aside from those efforts, however, there is little funding available for advertising appeals. For that reason, we anticipate that seller-related sources will not be as significant emphasis in the campaign as will be disinterested parties.

"Direct Inspection" is exactly what its name implies--direct inspection by the consumer of the offering and its competing offerings in the marketplace (See Winett, 1986). In the case of the Oklahoma Home-Based Business Association, we can anticipate some "direct inspection" opportunities to arise through our local chapter meetings, state convention and other open-to-the-public gatherings. (And, too, direct inspection can occur when consumers who have been exposed to our campaign are subsequently exposed to a recognizable home-based business and its products or services.) But for the most part, since our campaign is more concept-oriented than product-oriented, it's anticipated that direct inspection will not play a key role in getting our marketing message to members of the target audience.

In each case, though, it's critical that the marketing outreach effort make information readily available and easy for the consumer to comprehend and remember. The information must be accurate yet limited; it must also be presented in a manner which is "novel," so as to have the best potential for catching the attention of the consumers in the audience who may not otherwise think they are in need of the information being offered.

### Publicity of OHBBA events.

One of the easiest ways to get the name of the Oklahoma Home-Based Business Association before the public on a regular basis is through seeking free media publicity of OHBBA events. Certainly there are a number of disadvantages to this method--most notably a loss of editorial control. But in any situation where an organization lacks funds to engage in some of the more assertive means of communication, free publicity in any measure is at least a good starting point. Our effort in this regard should include the following:

- News releases to area media (newspaper, radio, television and cable TV) two weeks in advance of each OHBBA state- or chapter meeting (See Appendix D).
Execution: Executive Director Agency for state-level meetings
EDA to assist local chapters in preparing their own releases

Cost: Minimal; chiefly an issue of time

Can begin: Immediately

One year goal: EDA and each chapter notifying media of each meeting

• News releases (or more informal notes of announcement) of pending meetings and activities to Chambers of Commerce, Service Corps of Retired Executives offices, and other civic and service agencies which are likely to come into contact with home-based or potential home-based entrepreneurs. These should also be mailed out at least two weeks in advance of each function.

Execution: EDA to assist local chapters in preparing their own releases

(this is primarily a local chapter activity)

Cost: Minimal; no special allocations needed

Can begin: Immediately

One year goal: Each local chapter developing better community relations

• Feature-length articles focusing on the OHBBA, important business issues for home-based entrepreneurs—or perhaps on selected successful members of the OHBBA or its local chapters. These articles can be developed and forwarded to selected print media at various times during the year, to be published as written or serve as a "teaser" for the media to initiate their own stories about home-based business.

Execution: EDA to begin collecting data for possible features

Cost: Minimal; no special allocations needed

Can begin: Early 1994

One year goal: Two to three feature articles completed and distributed
• Production and distribution of broadcast public service announcements. EDA will coordinate the production of PSAs to be used statewide to promote the OHBBA, and to inform members of the target audience of the availability of local chapter participation throughout Oklahoma. Radio spots will be produced by early 1994; television spots to follow later in the year. Production time and materials have been donated; spots will be distributed at OHBBA expense. Local chapters will be expected to make follow-up inquiries with broadcasters in their area to determine whether PSAs are being used (See Appendix E).

Execution: EDA to coordinate and produce
Cost: Minimal
Can begin: Late 1993, early 1994
One year goal: PSAs to be widely used around Oklahoma

• Initiation of a computer bulletin board service to link home-based entrepreneurs and others to communicate directly with one another about their needs and concerns. Such a service could also offer a calendar of OHBBA and local chapter activities.

Execution: EDA to consult with board and local chapters on feasibility
Cost: Unknown
Can begin: Gather information in 1994
One year goal: Determine whether/how OHBBA should develop BBS

**Special events coordination and publicity.**

Special events are important because they will allow members of the target audience to have that valuable "direct inspection" discussed earlier in this proposal. Special events will include the following:

• OHBBA's first membership drive, to be held in the Spring of 1994. The membership drive will be a first attempt to unite all the local chapters and the state organization in an effort to increase the number of OHBBA and local chapter memberships. The EDA has already begun planning this drive, which will feature an
Oklahoma celebrity as "honorary chairperson" in hope of attracting more attention to the issues to be raised. We will attempt to secure a proclamation by the Governor of "Home-Based Business Week" in Oklahoma. An extensive news media awareness campaign will be conducted, to attract media attention to the issue of home-based business and its contributions to Oklahoma’s social and business systems. Bumper stickers and other promotional items will be produced by the EDA and distributed to local chapters for use in their community awareness campaigns. Local chapters will vie for a cash prize to be given to the chapter which signs up the most new members. A secondary effort for the local chapters will be to sign up new sponsors, or renew existing sponsors for additional financial support. The campaign will end with the OHBBA Annual Meeting, at which the winning chapter will be revealed and final membership totals announced.

**Execution:**
EDA to coordinate
Board to assist as needed
Local chapters will be the driving force

**Cost:**
$1,000 or less of OHBBA funds
Local funds will vary (minimal)

**Can begin:**
(In progress)

**One year goal:** To conduct a successful membership drive; recruit at least 100 new OHBBA members

- **OH BBA Annual Meeting,** held each Spring in either Oklahoma City or Tulsa area to bring members and other interested parties together for one or two days of general sessions, luncheon, keynote address, workshops, product/service displays and networking. While the meeting is not itself a marketing outreach, it certainly serves that function—as it helps publicize to the state what our organization is and what its people do and stand for.

**Execution:**
Board and President to coordinate
EDA to assist as needed

**Cost:**
Budgeted (not directly correlated as a marketing expense)
Can begin: (In progress for 1994/Tulsa)

One year goal: To obtain greater news media interest in the meeting

- **OHBBA Annual Trade Show**, to bring members and other interested parties together for a day-long exhibition of home-based business products and services. May also include luncheon, keynote address, and/or workshop session(s). Like the existing annual meeting, the trade show in and of itself would not be a marketing outreach, but would serve toward that end by educating the public as to the variety of goods and services produced by Oklahoma's home-based entrepreneurs.

**Execution:** EDA to coordinate

**Cost:** $1,000 or less, estimated (not directly correlated as a marketing expense)

Can begin: (In progress for Fall, 1994)

One year goal: To hold first statewide trade show and obtain media coverage as a newsworthy event in Oklahoma.

*Programs and networking opportunities.*

A primary focus of this social marketing campaign is to increase attendance at local chapter meetings, and, through that increase, bring about an increase in OHBBA and local chapter membership. Publicity will get these people to attend the sessions; we must see that the sessions include fulfilling programs and activities to keep people coming back.

- Recruitment of speakers and development of informational meeting topics must be a priority. The EDA will work with the Board and local chapters to help chapters come up with entertaining speakers to host informative presentations on topics of interest at the local meetings. The EDA can provide some speakers on some occasions, and is helping to coordinate the construction of a resource file and video library which will assist in this effort. Other suggestions in this regard include fostering a heightened interest in dissemination of information to members (such as tip sheets or articles on home-based business), additional networking opportunities (display tables or business card exchanges at meetings), or encouraging local chapter members or sponsors to donate door prizes for end-of-meeting raffle drawings.
Membership/public communication.

- Initiation of local chapter newsletters. The Lawton chapter was the first in the state to begin publishing its own monthly newsletter. As a consequence, meeting attendance and reported member satisfaction with the chapter activities have both increased. The cost of a local newsletter is minimal, and can be covered through generation of advertising revenues. Chapter newsletters can be a most effective tool for promoting the Association and the value of membership. The EDA will work with local chapters over the course of the next year to encourage chapters to establish their own newsletters (See Appendix F).

Execution: EDA already providing assistance
Can begin: Immediately
Cost: Minimal ($50 or less per issue, including postage)
One year goal: All local chapters publishing or investigating doing so

- Expanded publication and dissemination of OHBBA's annual home-based business directory and bi-monthly newsletter. The annual directory and the newsletter (Newsletter sample is shown in Appendix G) are the two most widely-distributed promotional tools available to the Association. While their content is an effective representation of the image the OHBBA wants to project, their reach is far less extensive than it should be in a state of this size. The EDA will work with local chapters over the course of the next year to encourage chapters to assist in the dissemination of newsletters and to encourage more business owners to purchase the annual directory.

Execution: EDA already providing assistance
Can begin: Immediately
Cost: None

One year goal: More widespread distribution of these publications

- Expanded use of local chapter home-based business resource files. The OHBBA has embarked on an extensive project to initiate local community resource files for each chapter. These files were delivered in 1993 to the officers of each chapter, in hope they would build on the information contained and create a wide-ranging resource for business people in their areas of service. These files will help the OHBBA and its local chapters present an informed, professional image to current and potential future members. The cost of this effort is minimal. The EDA will continue work with local chapters over the course of the next year to help officers build the files and encourage local chapter members to make use of the information contained therein.

Execution: EDA already providing assistance
Can begin: Immediately
Cost: None

One year goal: Growing resource file content and use

Other areas.

As already stated, the primary goals of this marketing outreach campaign are (1) to inform the general public of the existence of home-based businesses and their large and positive impact on the economy; (2) to inform the general public of the existence of the OHBBA and its services benefiting entrepreneurs in Oklahoma, and, (3), to present specific OHBBA benefits to current home-based entrepreneurs, in an effort to persuade them to consider Association membership. Although we have established a "one year goal" for each aspect of the campaign, we anticipate carrying on the campaign itself indefinitely; the OHBBA has grown to a point where it cannot survive without an ongoing marketing effort.

If everyone involved in this campaign comes together as we anticipate, our preliminary planning suggests that the OHBBA should benefit significantly in these areas. Other benefits may result, as well. They could include:
• A growth in OHBBA funding through increased corporate sponsorships at the local and state levels;

• A growth in local and statewide political clout, as legislators recognize home-based business as active and growing economic force;

• A growth in regional and national prestige for the OHBBA and the state, as other states continue to look to OHBBA as the model for a successful home-based business association.

Evaluation and future planning.

The EDA will be responsible for managing the day-to-day responsibilities outlined in this campaign profile. The EDA keeps the OHBBA records and, therefore, tallies OHBBA membership levels, local chapter membership levels, written and telephone communications with the Association, and correspondence to OHBBA members and potential new members. The EDA is in a good position to evaluate where the organization stands as the result of its marketing effort, because a successful campaign will allow us to see increases in these areas. The EDA will be reporting, in writing, to the board on at least a semi-annual basis. These reports will include data on:

• Increases in OHBBA membership, local chapter membership, and/or increases in the number of chapters in Oklahoma;

• Increases in state and local meeting attendance;

• Increases in written and telephone correspondence with the EDA;

• Increases in reported one-to-one contact with potential members among existing OHBBA members (as reported to the EDA).

Having quantitative data in these areas will help us answer the questions board members will ask in regard to the success of the campaign. We anticipate those questions to include queries about the marketing tasks themselves (were they attempted?); the execution of the tasks (qualitatively and quantitatively, how well they were carried out?); the meeting of the goals (were they met? if not, why not?); and, the plans for future efforts (what happens now, based upon what we've learned?).
Of course, even though all the marketing and promotions strategies outlined in this proposal appear viable, it would be inadvisable at this point to predict absolute success for the OHBBA effort. Should our goals be met a year from now, it would be equally unwise to give absolute credit to the marketing campaign. We must remind ourselves that the Behavioral Systems Approach chosen as the framework for this campaign promises an infinite number of actions, reactions and potential effects as a consequence of the media stimuli and other variables within the human environment. There is no "stimulus-response" (See Severin & Tankard, 1979). The best we can hope for, is for the OHBBA's marketing outreach campaign to proceed toward its goals while creating as many desirable, direct and anticipated impacts as possible over the course of the next year—while creating few undesirable and unanticipated impacts (Rogers, 1986).

We seek to improve communication and boost the OHBBA's standing in local communities and across Oklahoma. Therefore, any marketing effort must be seen as "successful" if the OHBBA's position is advanced in any way toward its goals during the time frame the marketing effort is employed.
References


APPENDIX A
Home-Based Business Survey

Oklahoma Home-Based Business Association
OHBBA

The Oklahoma Home-Based Business Association has been organized as a multi-service organization to serve home-based business owners and potential owners. Please let us know your specific needs by filling out this short survey. Be sure to add your comments/suggestions and let us know how you might like to be involved.

Thank you.

OHBBA Board of Directors
Doris Bankes, President

Please Return To:
Sue Lorenz
8177 S. Harvard, #107
Tulsa, OK 74137
918-493-7487

Information About You

Circle correct number(s) and comment where appropriate.

1. What is your business status?
   Self Employed (business owner) ........................................... 1
   Employee ............................................................................. 2
   Considering a business ...................................................... 3

2. What is the average number of hours per week you work at your home-based business?
   10 or less ............................................................................. 1
   11-20 ................................................................................. 2
   21-30 .................................................................................. 3
   31-40 .................................................................................. 4
   Over 40................................................................................. 5

3. How many years have you operated a home-based business?
   1 year or less ...................................................................... 1
   1-3 years ............................................................................. 2
   4-10 years .......................................................................... 3
   More than 10 ...................................................................... 4

4. In addition to your home business are you employed outside your home?
   Yes, (specify number of hours) ........................................... 1
   No ....................................................................................... 2

5. What percent of your family income is earned from your Home-Based Business?
   100% .................................................................................. 1
   75% .................................................................................... 2
   50% .................................................................................... 3
   Less than 50% ...................................................................... 4
6. What type of business are you involved in? (Designate the broad category by circling one number to indicate your primary business and briefly explain or describe in the column to the right)

<table>
<thead>
<tr>
<th>Category</th>
<th>Type of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consulting Services</strong>, such as:</td>
<td></td>
</tr>
<tr>
<td>insurance/mutual funds, interior design,</td>
<td></td>
</tr>
<tr>
<td>accounting/tax services, career training, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Skilled Services</strong>, such as:</td>
<td></td>
</tr>
<tr>
<td>painting/wall papering, alterations/dressmaking,</td>
<td></td>
</tr>
<tr>
<td>cleaning services, computer related, lawn maintenance, repair, child/adult care, raising dogs/birds, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Educational Services</strong>, such as:</td>
<td></td>
</tr>
<tr>
<td>tutoring, music lessons, public speaker, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Product Manufacturing/Fine Arts</strong>, such as:</td>
<td></td>
</tr>
<tr>
<td>crafts, wood products, floral arrangements, toys, art objects, literature, illustrations, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Product Sales</strong>, such as:</td>
<td></td>
</tr>
<tr>
<td>retail food gifts, bird seed, sporting goods, cosmetics, home products, brushes, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Agriculture/Forestry/Fisheries</strong>, such as:</td>
<td></td>
</tr>
<tr>
<td>herbs, you-pick-it, Christmas trees, fish farms, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Tourism/Recreation</strong>, such as:</td>
<td></td>
</tr>
<tr>
<td>bed/breakfast, amusement center, etc.</td>
<td></td>
</tr>
</tbody>
</table>

Additional comments
___________________________
___________________________
___________________________

Information About Your Needs

Circle correct number(s) and comment where appropriate.

1. What information do you need to help you in your business?
   Financial record keeping............................................. 1
   Business plan development.......................................... 2
   Marketing yourself and your business............................ 3
   Time/space management............................................... 4
   Legal aspects of a home business.................................. 5
   Advertising/Publicity................................................ 6
   Family involvement and coping skills............................ 7
   Pricing......................................................................... 8
   Information specific to my business, such as.................... 9
   Other........................................................................... 10
2. What type of educational materials would be most useful?
   Publications (circulars, leaflets, fact sheets) focused on one topic ............... 1
   Home study lesson series ............................................................................. 2
   Videotapes ................................................................................................. 3
   Audiocassette tapes ................................................................................... 4
   Other (specify) ............................................................................................

3. What type of activities would you prefer to attend?
   Workshops on one topic (in-depth, 3-4 hours) .............................................. 1
   Seminars on three-five topics (full day) ......................................................... 2
   Conference with concurrent sessions, multi-topics (full day) ....................... 3
   Lesson series, 4-6 sessions quarterly or bimonthly over a year's time ........... 4
   Concentrated course (full week) ................................................................... 5
   Other (specify) ............................................................................................

4. When would be the best time for activities to be scheduled? Rank in order of preference.
   Weekdays (Tuesday, Wednesday, Thursday) ............................................... 1
   Evenings (Tuesday, Wednesday, Thursday) ................................................ 2
   Saturdays ..................................................................................................... 3
   Other (specify) ............................................................................................

5. If a local OHBBA group is planned, how often should the meetings be scheduled?
   Monthly ....................................................................................................... 1
   Bimonthly (every two months) .................................................................... 2
   Quarterly ...................................................................................................... 3

6. What activities should be planned for a local group? Rank in order of preference.
   Speaker(s) ................................................................................................... 1
   Business meeting ......................................................................................... 2
   Sponsored projects ....................................................................................... 3
   Networking ................................................................................................... 4
   Other (specify) ............................................................................................

7. Indicate OHBBA services you are interested in:
   Joint marketing efforts ................................................................................ 1
   Bulk purchasing ........................................................................................... 2
   Joint operating ventures ............................................................................. 3
   Financial loan assistance ............................................................................ 4
   Other (specify) ............................................................................................

8. Are your financing needs currently met by a commercial bank?
   Yes .............................................................................................................. 1
   No ............................................................................................................... 2

9. Would you seek small loan assistance through the OHBBA member services in the following amounts?
   $ 2,500 or less ........................................................................................... 1
   5,000 .......................................................................................................... 2
   15,000 ....................................................................................................... 3
   25,000 ....................................................................................................... 4
   50,000 ....................................................................................................... 5
   75,000 ....................................................................................................... 6
   Other (specify) ............................................................................................
10. How would this financing assist your business?
   Buy equipment .............................................. 1
   Buy furniture, fixtures ..................................... 2
   Buy raw materials ......................................... 3
   Pay overhead costs ........................................ 4
   Increase labor (employees) ............................... 5
   Finance accounts receivable .............................. 6
   Conduct research and development ..................... 7
   Other (specify) .............................................

11. What are your insurance needs?
   Health (individual) ....................................... 1
   Health (family) ............................................ 2
   Liability ................................................... 3
   Life ......................................................... 4
   Other (specify) ............................................. 5

12. Would you have a need for a total insurance/business (accounting) plan?
   Cafeteria plan insurance .................................. 1
   Business liability .......................................... 2
   Workman's Compensation .................................. 3
   Credit Union ............................................... 4
   Retirement .................................................. 5
   Other (specify) .............................................

Additional comments/suggestions


Name ......................................................... Phone ........................................
Address ..................................................... City .......................... State ...... Zip ....
Business name ............................................

THANK YOU
APPENDIX B
Home-Based Business Survey
Oklahoma Home-Based Business Association
OHBBA

MEMBERSHIP SURVEY SUMMARY
N = 177

Information About You

Circle correct number(s) and comment where appropriate.

1. What is your business status?
   Self Employed (business owner) .......................................................... 141
   Employee ............................................................................................ 16
   Considering a business ................................................................. 32

2. What is the average number of hours per week you work at your home-based business?
   10 or less ......................................................................................... 31
   11-20 ............................................................................................. 39
   21-30 ................................................................................................ 40
   31-40 (depends on the season or upcoming market) ....................... 18
   Over 40 (in season) ....................................................................... 43

3. How many years have you operated a home-based business?
   1 year or less ................................................................................... 52
   1-3 years .......................................................................................... 43
   4-10 years (part-time basis; previous business owner) ..................... 48
   More than 10 ................................................................................ 21

4. In addition to your home business are you employed outside your home?
   Yes, (specify number of hours) ________ (40 hrs=32) range 3-80 hrs. ....... 70
   No (retired) ................................................................................... 99

5. What percent of your family income is earned from your Home-Based Business?
   100% ............................................................................................... 23
   75% ................................................................................................. 10
   50% .................................................................................................. 8
   Less than 50% ............................................................................. 122

6. What type of business are you involved in? (Designate the broad category by circling one number to indicate your primary business and briefly explain or describe in the column to the right)

   Category
   Consulting Services, such as: .......................................................... 1
   insurance/mutual funds, interior design, accounting/tax services, career training, etc.

   Skilled Services, such as: ................................................................. 2
   painting/wall papering, alterations/dressmaking, cleaning services, computer related, lawn mainte-
nance, repair, child/adult care, raising dogs/birds, etc.

Educational Services, such as: tutoring, music lessons, public speaker, etc. .......................... 3

Product Manufacturing/Fine Arts, such as: crafts, wood products, floral arrangements, toys, art objects, literature, illustrations, etc. .......................... 4

Product Sales, such as: retail food gifts, bird seed, sporting goods, cosmetics, home products, brushes, etc. .......................... 5

Agriculture/Forestry/Fisheries, such as: herbs, you-pick-it, Christmas trees, fish farms, etc. .................. 6

Tourism/Recreation, such as: bed/breakfast, amusement center, etc. .......................... 7

Additional comments: #1 I offer a service to groups. I escort & coordinate cruises for one cruise line. #2 Insurance for self-employed or businesses with 10 or less employees-program which is unique builds cash value to help stabilize premiums & allow them to increase their deductible without great risk due to the cash value account.; Bed & Breakfast is in the planning.; Using flexogized plastic glass to make house number signs with florescent paint. Keyring pendants.; Part-time real-estate sales; Although my primary interest is in product mfg., my business also includes repair/restoration and in the future classes.; Interested in other areas as well, consulting & education; have complete line of all occasion cards-whls. sales; spouse full-time category 2; need a category for technical business, ie. technical writing; drafting & technical illustration. Retail miniature horse tack-mail order mostly-all over U.S. and Canada; both of us are woodcarvers. Sell our carvings, attend 4 to 6 3 day woodcarving shows each year, Tulsa, OKC, Longview, TX, Ark, KS, etc, teach some classes. Sell tools and supplies at shows, here at our studio, growing mail order; R & D of computer software; I teach painting, but I also publish instruction books and do magazine articles; I also write; PC to mainframe, sales, service, computer hardware and software, mainframe laser printers and anything else computer related; I am a manufacturer's representative for about 20 companies selling systems and components for conveying and air handling (except HVAC). All capital investment equipment; partnership which grows various varieties of pine trees, primarily for the purpose of "choose and cut" Christmas tree operation; oil painting and teach students in my studio. I sell mostly at craft shows; small crafts such as jewelry bags, aprons, Christimas socks, placemats, baby quilts and receiving blankets, small hand towels, large quilts, quillows; In addition to teaching various sewing skills (including serger use) I also receive pay for custom dressmaking; Many of the items I have can be used by businesses for free handout used for advertising and better items to be used as gifts at special times for employees and special customers; owned & operated my own flower shop for eleven years have had three years of college working on a degree in commercial art, made my own vases for flower shop use for five
years. Would like any information helpful in setting up my own home-based business in order to market these skills; pertaining to question 4 -our major source of income is from farming, another home-based business; I do not have a business in my home but I do have a small business of retail women's clothing; our jewelry is quality merchandise, we do custom work as well, we wholesale and retail, we are looking for wholesale accounts, also in need of suppliers of jewelry supplies.; Properties owned by seller--not real estate agent; singles newspaper, will start in June 1992; desktop pub. brochures, flyers, newsletters, books, manuals, letterhead, logos, etc. Consulting on hardware of software needs installation and training of hardware and software. Lastermaster & laster max dealer, publisher of "Oklahoma Forum" magazine; I want my company to provide for people who want to entertain, all of the arranging, sending invitations, decorations, etc...from start to finish;

Information About Your Needs

Circle correct number(s) and comment where appropriate.

1. What information do you need to help you in your business?
   Financial record keeping ....................................................... 65
   Business plan development .................................................... 68
   Marketing yourself and your business ..................................... 124
   Time/space management ....................................................... 44
   Legal aspects of a home business ........................................... 91
   Advertising/Publicity ......................................................... 97
   Family involvement and coping skills ..................................... 33
   Pricing .............................................................................. 84
   Information specific to my business, such as oil field; printing; same
   profession ........................................................................... 20

   Other: networking; taxes-what is needed quarterly & at year end; labor needs:
   contract employees pro/con, part-time/full-time.; Mechanical or Engr help with machinery;
   "Home-Based Business: Putting It All Together", Sewing for Profit, need an active partner.;
   Equine marketing places, group buying and supplies.; IRS deductions & home office
   requirement.; Anything to get me started, possibly how to patent something or copyright
   something.; Whls. buying-fabrics, sweatshirts, thread, forming an organization on cleaning-
   ex. laws, pricing, rules, supplies, development, incorporating, partnership or sole
   proprietor.; buying material, bulk buying, safety standards.; need to associate with others
   for encouragement and motivation. Business development, best sources of information for
   craft shows-schedules, organizations, etc. and all of the above, diversity and other outlets,
   how to get in touch with businesses that can use my items, vegetable production, flower
   production, anything.; Clothing manf., mail-order apparel, meeting and visiting with other
   plant maintenance businesses, computer/database, IRS taxes, best detergent available,
   other businesses of this type - to compare my services and prices, supplies, software, Laws
   on contract labor - how to's on apparel manf., organizing & setting up small production
   assembly - wages paid, health insurance, bulk buying, places to buy my materials at
   wholesale prices; book fairs

2. What type of educational materials would be most useful?
   Publications (circulrars, leaflets, fact sheets) focused on one topic ...................... 124
   Home study lesson series ......................................................... 36
   Videotapes ............................................................................. 54
   Audiocassette tapes .................................................................. 19
Suggestions or know-how: workshop; Seminars, no preference, more sessions during the year; rental or borrow videos?, anything that helps; Book, study book, basic tax book, special bulletins that effect 1 of the 7 areas of HBB. All would be useful

3. What type of activities would you prefer to attend?
   Workshops on one topic (in-depth, 3-4 hours) .................................................. 100
   Seminars on three-five topics (full day) .............................................................. 76
   Conference with concurrent sessions, multi-topics (full day) .................................. 28
   Lesson series, 4-6 sessions quarterly or bimonthly over a year’s time ...................... 29
   Concentrated course (full week) ............................................................................. 7
   Other (specify) ........................................................................................................

   Places to market products; direct meetings with purchasers of large companies, all of the above at different times; Video seminars on a loan basis, night classes; daytime only;

4. When would be the best time for activities to be scheduled? Rank in order of preference.
   Weekdays (Tuesday, Wednesday, Thursday) 1=63; 2=14; 3=30; 4=1 ................................
   Evenings (Tuesday, Wednesday, Thursday) 1=58; 2=55; 3=14 ....................................
   Saturdays 1=46; 2=35; 3=34; 4=1 ..........................................................................
   Other (specify) ........................................................................................................

   Sunday, Monday, Tuesday; Morning, any; only available time (evening) Monday, any; 5th Saturday, Sunday, Monday & Fridays;

5. If a local OHBBA group is planned, how often should the meetings be scheduled?
   Monthly ................................................................................................................. 71
   Bimonthly (every two months) ............................................................................. 52
   Quarterly ............................................................................................................... 50

6. What activities should be planned for a local group? Rank in order of preference.
   Speaker(s) 1=65; 2=32; 3=26; 4=10; 5=2 ................................................................
   Business meeting 1=22; 2=33; 3=27; 4=35; 5=2 .......................................................  
   Sponsored projects 1=28; 2=31; 3=25; 4=30 ................................................................
   Networking 1=53; 2=33; 3=29; 4=16, .................................................................
   Other (specify) ........................................................................................................

   Combination in balance to the group’s need; Promotions; Ideas; How to seminars for business management, talking about problems & solutions that face HBB owners; direct meetings with purchasers at large companies;

7. Indicate OHBBA services you are interested in:
   Joint marketing efforts ......................................................................................... 100
   Bulk purchasing ..................................................................................................... 100
   Joint operating ventures ...................................................................................... 42
   Financial loan assistance ...................................................................................... 58
   Other (specify) .................................................................................................... Insurance 2

   Financial loan assistance; Tax aids-federal & state tax prep., getting business information when needed, having somewhere to turn; We need places to buy at discounts & not 10%; Insurance and tax information; Advertising and marketing; education

8. Are your financing needs currently met by a commercial bank?
   Yes ......................................................................................................................... 49
   No (reinvestment from profits) ............................................................................ 111
9. Would you seek small loan assistance through the OHBBA member services in the following amounts?
   $2,500 or less .................................................. 42
   5,000 ............................................................... 37
   15,000 ............................................................. 11
   25,000 ............................................................. 14
   50,000 ............................................................. 5
   75,000 ............................................................. 6
   Other (specify) would make a definite difference in business I decide on & being able to hire others to help; not now, unsure of need at this time; Don't plan to seek loan; Should a large, new facility need more than an average plant set-in planters, silk plants. We do not want to have a loan unless it is necessary, Consider a line of credit, Possibly, but not in the near future, no, Amount unknown at this time; not at this time; N/A
   No ........................................................................ 4
   Unknown .................................................................. 2

10. How would this financing assist your business?
    Buy equipment ......................................................... 71
    Buy furniture, fixtures ............................................. 16
    Buy raw materials .................................................. 46
    Pay overhead costs .................................................. 20
    Increase labor (employees) ....................................... 25
    Finance accounts receivable ...................................... 14
    Conduct research and development ......................... 21
    Other (specify) ......................................................... Advertising 2

    Publish books & materials currently being prepared, Inventory, Cash to buy & development merchandise, Cost to print catalogs, N/A currently; Marketing, Working capital, operating expense, Don't know at this time; Shipping, Mkt cost-mail outs, Advertisement; Whis purchase of goods; N/A

11. What are your insurance needs?
    Health (individual) ............................................... 32
    Health (family) ..................................................... 67
    Liability ................................................................ 85
    Life ..................................................................... 29
    Other (specify) Home & office, workers comp, house & auto esp. since they are used for the business

    Disability, Bond, Freight & transportation costs, Dental, eye care, disability, short-term disability income, Protections of merchandise/natural disaster/theft. We have health insurance through husband's business, would consider a better & more reasonable policy through OHBBA, Disability, None, Auto, Gen business, Government requirements, Employees health,

12. Would you have a need for a total insurance/business (accounting) plan?
    Cafeteria plan insurance ......................................... 27
    Business liability .................................................... 62
    Workman's Compensation ......................................... 31
    Credit Union ......................................................... 29
    Retirement ............................................................ 32
    Other (specify) Product liability, maximum umbrella coverage, Workman's comp is cheaper than state fund, Only if I happen to grow with increased sales & become a larger business, I have military insurance, Liability, Interested in all above, .......................................... 1
Additional comments/suggestions

Workshops—one topic, Insurance needs, Loans, Those covered in item #1; Coop Ins. Plan(?);
Be very cautious if you endorse a group health insurance. Is it a true major-medical or
in-hospital surgical policy with little or no out-patient benefits? Can it be cancelled
individually (optionally renewable) by form number (conditional) or only if everyone is
cancelled by cancelling "master" policy? August, 1990 Consumer Reports has an excellent
article (about 18 pages). Cafeteria plans usually operate very well the first year or two,
esp. if there is good employee turnover. First year commissions help the seller of the
cafeteria plan. When the money coming in is mainly very nominal "renewals" and fees,
then the plan may have problems with reduced services or increased fees. High turnover
generates first year commissions. Some businesses are seasonal or part-time and may not
be able to generate the funds to pay insurance costs each month. I am very pleased with
all the information OHBBA is providing to prospective OHBB owners; Is individual
counseling available? I've been to SCORE rep ( & a couple of others) but all I get is
blanket encouragement—actually I need direction—not just "Boy that's a neat idea"
comments. Actually I need re-direction & don't know how to do it; I would like to find
out how to purchase my materials at whs prices. I am also interested in learning how to
market my products in established businesses. I would be interested in attending the
Dallas Market. We're currently working on a SBA with our bank and a consultant Kay
Wade with Indian Meridian, but I would like to speak with someone else to see if what
I'm being told is correct and does it take very long to get this process? You publish a
very good bulletin—keep it up; I have no health or life insurance needs at this time and
will not have any employees initially; I need clients: tax, computer consulting, business
consulting; need to talk to someone who can look at what I have and what I want to do
them help me to plan how to do it. I can't seem to make the 1st right step and I got all
the time and will power, but can't seem to find the right plan. It would be nice to have a
partner to help make decisions to go to Trade shows, etc with; I would appreciate
information that will help me decide whether to concentrate my efforts on vegetable
gardening and/or production of fresh and dried flowers and related crafts. Marketing
tips and financial/production information on greenhouse growing and field growing
would be helpful. I am not located in an area suitable for a U-Pick-Em enterprise. Also I
would like to know the specifics of a property tax deduction due to agriculture
exemptions; what does it take to earn a Master Gardener certification, do you plan to set
up a marketing group similar to the Missouri Hands system? Thank you for any
information you can provide.; Please keep in touch with me. I feel so isolated. College
courses that would be relevant to any of these HBB would also be helpful to us-
commuting is a real problem. We need a satellite similar to UCAT in McAlester
(extension of OSU) many of us can finish college degrees—higher education is the only
way out of this depressing poverty in this county. That and more money for basic need
services to let people know that there is a way out of poverty. HBB is one of the best
ways in the 90's to begin.; I would like to see a convention for all members and outside
buyers to get together; little or no business (commerical) experience, but willing to help
the association in any manner possible. retired military.; I am available for public
relations/publicity when seminars are conducted in this area., Love the Newsletter! the tax
info/has already helped me w/ those I buy from! On to a great New Year!; I'm very
interested in the beginning of a local chapter which I would like to be involved. I have
many ideas which would be helpful; I attend school full time this next semester and work
on my business evenings, my time is very limited, but I am interested in what you have to
offer. very pleased w/ organization, leaders and info available. We realize we both
should have enrolled in self-sufficiency studies and would like to at this next time and
rest of series for both to be included- Thank you.; I really appreciate this organization
and the help it's already been ( in encouragement alone is nothing else!) in giving me some
direction. I am hoping my husband will also become interested in starting an actual
business (he does painting; carpet, linoleum, tile laying; formica, carpentry, etc.) Thank
you for this opportunity to tell you our needs; local chapter-Broken Arrow; interested in
### OKLAHOMA HOME-BASED BUSINESS ASSOCIATION

#### MEMBERSHIP SURVEY

N = 71

<table>
<thead>
<tr>
<th>BUSINESS STATUS</th>
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<tr>
<td>SELF-EMPLOYED</td>
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<tr>
<td>CONSIDERING</td>
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#### WORK HOURS

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<td>31 - 40</td>
<td>13%</td>
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<tr>
<td>OVER 40</td>
<td>32%</td>
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OKLAHOMA HOME-BASED BUSINESS ASSOCIATION

MEMBERSHIP SURVEY
N = 71

LOAN ASSISTANCE AMOUNTS

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</tr>
<tr>
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<td>11%</td>
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<tr>
<td>$75,000</td>
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OKLAHOMA HOME-BASED BUSINESS ASSOCIATION

MEMBERSHIP SURVEY
N = 71

BUSINESS TYPE

<table>
<thead>
<tr>
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<th>Percentage</th>
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<tr>
<td>Consulting</td>
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<tr>
<td>Skilled Services</td>
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<tr>
<td>Educational Services</td>
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<td>Product Manufacturing/Fine Arts</td>
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<td>Agriculture/Forestry/Fisheries</td>
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<tr>
<td>Tourism/Recreation</td>
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</table>
OKLAHOMA HOME-BASED BUSINESS ASSOCIATION

MEMBERSHIP SURVEY
N = 71

YEARS IN BUSINESS

> 1 49%
1 - 3 25%
4 - 10 15%
< 10 6%

PERCENT OF FAMILY INCOME

100% 17%
75% 1%
50% 11%
> 50% 59%
APPENDIX D
SUBJECT: LAWTON HOME-BASED BUSINESS ASSOCIATION MEETING SCHEDULED

CONTACT: Terri Swanson - (405) 357-8583

DATE: June 2, 1993

BUSINESS RECORD-KEEPING IDEAS TO BE OFFERED

(LAWTON) -- A Tuesday night meeting for area home-based business people will focus on effective business record-keeping practices.

The Lawton Chapter of the Oklahoma Home-Based Business Association will meet Tuesday, June 8, at 7 PM at the Lawton Public Library, downtown.

The meeting will feature a discussion of effective business record-keeping systems, as presented by specialist Jody Dillard. There will be a display of a variety of different systems, with a discussion of their applications for different types of businesses.

There will be a question-and-answer session included.

The meeting is free and open to the public.

Anyone wanting more information is encouraged to call Terri Swanson at 357-8583, or Trease Layton at the Comanche County Extension office at 355-1176.

###
APPENDIX E
Public Service Announcement
:30
Oklahoma Home-Based Business Association

Are you looking for a special "something"... and you don't know where to find it? Maybe it's tie-dyed t-shirts... or embroidery... someone to clean out your chimney... or make gourmet cookies for your dog -! Well, these special products and services... and hundreds of others... can be found in the Oklahoma directory of home-based businesses. That's right, no matter what special service or product you're looking for, it's likely someone makes it at home... and sells it in your community. Find out more... call your county extension office today for your copy of the Oklahoma Home-Based Business Directory.

###
APPENDIX F
Renewing Attitude and Initiative in 1994
Will We Succeed - or Will We Fail? You Decide!

At this time of year, most of us usually make a New Year’s resolution or two. Generally, the resolutions have to do with losing weight, exercising more, stopping smoking, or correcting some other personal habit.

This year, I’d like us all to do something different, from which we will all benefit greatly.

I’d like you to join me in resolving to do everything within your power to make your home-based business — and our home-based business association — successful in 1994.

Too often, home-based businesses are seen by the general public as “amateur operations.” People talk about “so-and-so’s little business” or about how someone they know is “just doing a little work from home.” We’ve all heard these hurtful comments. There’s a widespread impression that home-based businesses are less professional than those in the retail sector. Unfortunately, there’s no secret as to why people talk about home businesses this way!

As yourself these questions:
- Did I jump out of bed this morning, excited about going out and finding new customers?
- Did I review my business plan today?
- Did I hand someone a business card today? (Will I follow up immediately afterward, to do business with this person?)
- When was the last time (or any time) I sent a news release to the newspaper, explaining something exciting that’s happening with my business?
- Do I belong to an organization that can help me with my business, such as the Oklahoma Home-Based Business Association?
- Did I tell someone today about the Home-Based Business Association and its benefits?
- Have I ever spent just $10 to advertise my business in the Lawton Home-Based Business newsletter?
- Have I ever volunteered to help out my Home-Based Business Association by suggesting a program, donating information for the resource file, distributing flyers or going to a state board meeting?

Certainly it takes more than these seven initiatives to assure the success of your business and our association. But if you’re not doing these things, can your business really be successful? And will our organization survive if you do not help to keep it alive?!

The biggest hindrance to business success among home-based entrepreneurs is our unwillingness to take the initiative and make ourselves successful. You need customers? Go find them! Need products and services? Make them! Need a market? Create it! Need information on making decisions? The Home-Based Business Association offers it to you, free for the asking.

IN THIS ISSUE...

► Renewing Attitude and Initiative in 1994: Will We Succeed - or Will We Fail? You Decide!
► Deep in the Heart of Taxes: It’s Time to Start to Work on Your 1993 Tax Forms
► Letter From our President
► More Tips and Advice From the Experts
► Our Feature Business for January
► Next LHBBA Meeting - January 11th
► 1993-94 Directory of Oklahoma Home-Based Businesses Now Available
APPENDIX G
First national HBB meeting comes to Oklahoma in '94

It is to begin with OHBBA's own annual meeting, reception, and guest speaker. Then, for 2 1/2 days HBB folk from all over the country will convene for the first national conference ever. As the Bulletin went to press, two weekends were being considered: April 30-May 3 or a week later, depending on Tulsa hotel availability.

It will be a good opportunity for Oklahoma members to show off their businesses, too, because plans are under way to offer table display space AND sales. Good media attention is expected.

Among speakers being lined up are nationally-known home business writers and lecturers, including Paul and Sarah Edwards and Barbara Brabc.

Dr. Marilyn Burns has been working on the conference which will provide her counterparts in other states the chance to study how such an Association as OHBBA can be started and maintained. Oklahoma's many sponsors/support, besides the OSU home-based business specialists, in the Rural Electric Cooperatives, Vo-Techs, County Extensions, Dept. of Commerce, Small Business Development Centers, etc., have made the difference. And the people in those entities continue to work together on the board or committees to help OHBBA meet challenges.

So, plan to be there next spring. The date and place will be announced very soon.

Four October conferences set guest speakers and agendas

The "Oklahoma Business Conference" -- new this year as combination of previous individual conferences -- places and dates are:

McAlester • Oct. 13-14 (Wed. & Thurs.)
Lawton • Oct. 14 (Thurs.)
Muskogee • Oct. 28-29 (Thurs. & Fri.)
Enid • Oct. 30 (Sat.)

Subject matter is similar in all four, with content important to home-based, small business and start-up owners. Some session leaders and the keynote speakers are different for each conference. All will include exhibits, with Lawton's called a "computer trade show."

Among subjects to be covered are: dealing with your banker, business planning, franchising do's & don'ts, all about financial statements, government contracting, cash flow management, technology transfer, advertising, export marketing, computer use, and more.

McAlester's begins with a reception on Wednesday at the Holiday Inn Holidome, where the trade show will be. Thursday's small business symposium at the Kiamichi Vo-Tech campus concentrates on management, financing and regulatory issues affecting the "operation and success or decline of Southeast Oklahoma small businesses."

Lawton is bringing in Eskimo Joe's owner, Stan Clark, to give the morning keynote, after a welcome from Lt. Gov. Jack Mildren. The luncheon speakers will be Congressman Dave McCurdy and Greg Main, of DOC, with "video success stories. Meeting place is Great Plains Vo-Tech.

Muskogee's "Business Showcase '93" features Dr. Vince Orza, Garfield's Restaurants, as morning speaker, and Doug Fox, TSF Communications, at lunch. Emphasis of conference is on expanding attendees' business opportunities with local and regional businesses through networking with exhibitors and seminar leaders. Muskogee Civic Center.

Enid has a nationally-known motivational speaker, Jack Jackson, as keynote on "Overcoming Difficulties in the Changing 90's." Workshop speakers include Shirley Bellmon, the OTC's Phil Offill, and Dixie Waddle on "Growing a Business in Rural Oklahoma."

For Oklahoma Business Conference phone contacts and costs, see pg. 7. $