

# LEGITIMATE OPPORTUNITIES TO WORK FROM HOME



Webinar  
Series

To open up new employment options

This webinar series was created to build your skills, knowledge and confidence related to legitimate opportunities to work from home so that you can share this knowledge with your clients.

Proudly funded and supported by CERIC and The Employment and Education Centre.

# Legitimate Opportunities to Work from Home

## Contents

<b>WEBINAR #1: UNCOVERING THE SCAMS AND KEEPING YOUR CLIENTS SAFE</b> .....	<b>2</b>
Identify scams .....	3
Three Step system to stay safe and share with clients .....	15
Where and how to report WFH scams .....	25
<b>WEBINAR #2: LEGITIMATE OPPORTUNITIES, PART 1</b> .....	<b>30</b>
Telephone based work.....	32
Transcription Services.....	36
Translation services.....	39
Virtual Assistants.....	41
Crowdsourcing .....	43
<b>WEBINAR #3: LEGITIMATE OPPORTUNITIES, PART 2</b> .....	<b>45</b>
Careers in e-learning .....	47
Consulting and contracting .....	50
Content Creation.....	53
Job Boards .....	55
Gaming.....	56
Online Surveys and Mystery Shopping .....	57
The Keys to Success .....	58
<b>WEBINAR #4: MARKETING AND DELIVERING THE WORKSHOP</b> .....	<b>60</b>
Background .....	61
The Target Market .....	62
Marketing Workflow .....	63
Delivering the workshop.....	64
What Works .....	65
Continuous Improvement: Evaluate results and make adjustments.....	69

## WEBINAR #1: UNCOVERING THE SCAMS AND KEEPING YOUR CLIENTS SAFE

### WEBINAR LEARNING GOAL:

*When directed to a website the learner will be able to identify WFH scams, respond appropriately and report them to the appropriate agency in Canada.*

### LEARNING OBJECTIVES:

- ✓ Learner can identify WFH scams and explain their answers
- ✓ Learners can use a three step process to determine legitimacy of a WFH opportunity and teach the process to others
- ✓ Learners know where and how to report WFH scams in Canada and can teach this process to others

## Identify scams

One of the barriers to people exploring and securing work from home opportunities is the fear of scams. This is a legitimate concern and one that needs to be validated and addressed. Instead of focusing on the incredible array of scams that exist, we will focus on what should be a red flag when exploring opportunities to work from home.

### Definition of a scam

Scam [skam] *noun, verb, scammed, scam·ming. noun*

1. a confidence game or other fraudulent scheme, especially for making a quick profit; swindle.

### verb (used with object)

2. to cheat or defraud with a scam.

### Origin:

1960–65; orig. carnival argot; of obscure origin

<http://dictionary.reference.com/browse/scam?s=t>

### How about this definition?

Scam: "A fraudulent scheme performed by a dishonest individual, group, or company in an attempt obtains money or something else of value. Scams traditionally resided in confidence tricks, where an individual would misrepresent themselves as someone with skill or authority, i.e. a doctor, lawyer, investor. After the internet became widely used, new forms of scams emerged such as lottery scams; scam baiting, email spoofing, phishing, or request for helps. These are considered to be email fraud. Also see phishing, scheme."

Read more: <http://www.businessdictionary.com/definition/scam.html#ixzz2QHBvez9I>

Got your thoughts...



HAVE YOU ENCOUNTERED A SCAM? WHY ARE INTERNET SCAMS SO SCARY?

As a WFH Champion, you need to be familiar with the various scams that exist. Your clients and colleagues will ask you questions around them. I recommend that you become informed and one of the best ways to do this is to follow your own curiosity and type the following into a search engine (Google is my preference) and see what comes up:

Work from home scams

Remote employment scams

Competition Bureau in Canada

Anti-fraud Centre in Canada

With this research under your belt you should begin to develop a feel for the scams. This is an important step in you developing your own confidence in the legitimacy of the opportunities to work from home. Your confidence in the information that you are providing is very important. It is best done by direct experience and as we move through this webinar series the overall objective is to develop your skills, knowledge and confidence in the work from home opportunities.

### ***The secret of the scammers***

Why do scams work?

Scams work for two reasons:

- 1) The opportunity looks real.
- 2) They push your buttons so that you respond automatically.

Scammers are crafty, creative and very sophisticated when it comes to the scam. What they present us with looks real.

The next several pages represent some examples of scams. This information is presented to you. To teach our clients we will use a different set of examples that take them through the use of a three step process. The three step process builds their scam detector skills.

***Let's see some examples:***

**Example: The business opportunity of a lifetime!**

In the last few days you requested information regarding our Company. So we would like to inform you of our **New Year Promotion** we have made available until February 15, 2013 only.

No other company can come close to matching our **Business Deal** for you!

**Our \*Special New Year Promotion\***

**Gold Package (2 Locations & 2 Terminals) \$9,495.00**

- Includes two *high traffic* locations, all equipment and set up.
- *Immediate* income with potential to earn *\$1000's* per week.
- 17% ROI Performance and Re-sell Guarantee per year.
- 24/7 Monitoring, Direct Payment into your Bank Account 2x monthly.
- Locations are *Canada's High Traffic* store brands.
- 24/7 Reporting and monthly Account Statements.
- Includes *all* of the features of our regular Packages (*see Business Plan*).

Please call us if you would like a BUSINESS PLAN. We are the **REAL DEAL!**

- \* We Place Debit Credit Card Machines into **High Traffic Stores**.
- \* We provide all of the locations for you at Canada's most recognized brands.
- \* There is no selling or store locating required by you! We offer a **Passive Business Program!**
- \* **You earn Money Every time the Terminals are used for CASH BACK & PURCHASES.**
- \* We truly offer a great **Business Opportunity** with a *strong proven record*.

***This is the type of Business you have been waiting for!***

We have received over 40 responses in the last week. *You will need to contact us if you wish any further follow up. We apologize for the inconvenience.*

For further information, request references, speak with other owners, see Terminals in locations

Updated as of Dec 1, 2014

Example: A mystery shopping scam



McDERMICK CANADA  
P.O. Box 5788  
London, ON N6A 4Z2



TEL: 1-866-469-7277  
TEL: 1-855-204-4442  
FAX: 1-914-233-5941

(Equal Opportunity Employer)

DATE: November 23, 2012

Position: Customer Service Evaluator  
Rep ID#: CAN 857852QW

Attn.: [REDACTED]

This is to inform you that based on a previous survey by our affiliate Consumer survey specialist, you indicated to be interested in an additional income on part-time bases. You are hereby selected to participate in a paid Consumer Research Program in your area of residence as a MYSTERY SHOPPER. As one of the Research Personnel selected under this program, you will be a Consumer Service Evaluator of the selected merchant outlets and service providers. This research program is fully paid and could potentially become a permanent position for a selected few who are able to distinguish themselves in the course of this program. Your starting salary will be \$500 and will increase to \$520 per week after 3 months of working with us. This is a self-training program designed to equip you with the right tools necessary to carry out your assignments which will be completed in two different locations.

**Assignment (1):** You will pose as a potential customer shopping and spending one hundred dollars (\$100) on any product of your choice from one of these retail outlets; WALMART, COSTCO, HOMEDEPOT, SEARS, JC PENNY and BEST BUY. You must complete "Section A" of the Customer Service Evaluation Tool (CSET) relating to the products or items purchased. The purpose of this assignment is to identify and compare popular products and prices within the mentioned retail outlets in the first quarter of 2012. All items purchased with the \$100 are yours to keep.

**Assignment (2):** You will be trained in a financial transaction by evaluating various banks and other money transferring agencies like Western union to your receiving agent as instructed in "Section B" of the (CSET). Western union agents are required by law to ask for specific forms of identification before transferring funds over \$1000.00. The purpose of this assignment is to investigate if agents follow the guidelines as stipulated by law concerning the transfer of funds over \$1000.00. Secondly, to investigate the complaints by customers of the unprofessional interrogations of Western Union agents when they send or receive funds over two thousand (\$2000.00) Dollars since 911. Upon completion of the assignment, you must complete "Section B" of the Customer Service Evaluation Tool to reflect this task and fax immediately to 1-914-233-5941

Keep in mind that the representatives of these establishments do not know you are there to assess their services. **Therefore, as a representative of this firm, we ask that you perform your duties with utmost professionalism, discretion and confidentiality.** Even though this is only a training exercise for you, it should be considered a job interview. An offer of a permanent position will be based on the time it takes you to complete your assignment and when the completed Customer service evaluation Tool (CSET) is received by fax.

Your task is to evaluate the competence of these outlets and their customer service efficiency. Consequently your views and comments are very important to our data collection. The enclosed check is from one of our financial sponsors and is intended to facilitate your assignment. For your security, the check MUST BE DEPOSITED INTO your bank account

Please contact your Assignment Co-ordinator, Julie Philips or David Anderson at 1-866-469-7277 OR 1-855-204-4442 after you have completed your assignment. It is important you maintain a fair and unbiased opinion when completing the customer service evaluation tool (CSET)

NOTE: Applicants must be 18yrs or above. Completed CSET forms and receipts **must** be faxed immediately to 1-914-233-5941 upon completion of each assignment for verification.

Below is a breakdown of how the enclosed check is to be disbursed.

YOUR ASSIGNMENT AND PAYMENT ARE AS FOLLOWS	
PROBATIONARY TRAINING PAY	\$ 500.00
FUNDS NEEDED FOR SHOPPING	\$ 100.00
FUNDS FOR TRANSACTION AT WESTERN UNION	\$2,950.00
SERVICE CHARGE (WESTERN UNION)	\$ 87.05
<b>TOTAL</b>	<b>\$3,637.05</b>

Attention: Turn to the back of the page

Versi

This webinar series is a collaboration of Canadian Education and Research Institute For Counselling (CERIC) and The Employment and Education Centre (EEC). Materials reserved for the use of those trained in Legitimate Opportunities to Work from Home.

A DIVISION OF MYSTERY SHOPPER INC. FAX: 1-914-233-5941  
 (AN EQUAL OPPORTUNITY EMPLOYER)

**SECTION A**

**CUSTOMER SERVICE EVALUATION TOOL**

Please fill out the form with your comments and fax to 1-914-233-5941

Rep ID.....  
 Name.....  
 City.....  
 State.....  
 Home / Work Phone..... Mobile.....

Date and Time of shopping.....  
 Do you wish to become permanent or part time agent?  
 .....

Product or Item (s) purchased.....  
 Brand, Make or model of products.....  
 Use of product and why did you choose this particular Item(s)?.....

Answer Y for YES and N for NO

QUESTION	Y YES	N NO	Rate from a scale of 1 to 7 1=Lowest 7=Highest
Was the store clean and neat?			
Was the Lobby / Waiting area clean?			
Were you greeted in a friendly manner?			
Were the employees professionally dressed?			
Were the Merchandise displayed properly?			
Did employees have knowledge of Merchandise?			
Were you assisted in finding what you wanted?			
Was the return policy visible in the store and on your receipt?			

Based on your assessment and experience, how would you rate this establishment?.....

Excellent	Very Good	Good	Fair	Poor	Very Poor
-----------	-----------	------	------	------	-----------

**SECTION B**

TRANSFER THE SUM OF \$2,950.00 TO THE MYSTERY SHOPPERS BELOW:

**WESTERN UNION**

Name of the Mystery Shopper for Western Union: **NESTOR SAYE**  
 Location: SPAIN MADRID  
 TEN(10) digits Western Union MTCN #.....

The TEN(10) Digits Western Union MTCN Numbers will be on your Money Transfer Receipt after you have sent the Money

**Please answer the following questions to the best of your ability:**

How many pieces of identification card (s) did you show to the Service representative?.....  
 What type of identification card(s) did you present to the agent?.....  
 Were your identification cards photocopied by the agents?.....  
 If yes, Was the photocopy done within your view?.....  
 Were you assisted?  
 Would you recommend their Services to others?

Based on your assessment and experience, how would you rate that establishment?

Excellent	Very Good	Good	Fair	Poor	Very Poor
-----------	-----------	------	------	------	-----------

In the space provided below please give a brief summary of your experience.

.....  
 .....  
 .....  
 .....  
 .....

Signature of reporting Representative..... ID#.....

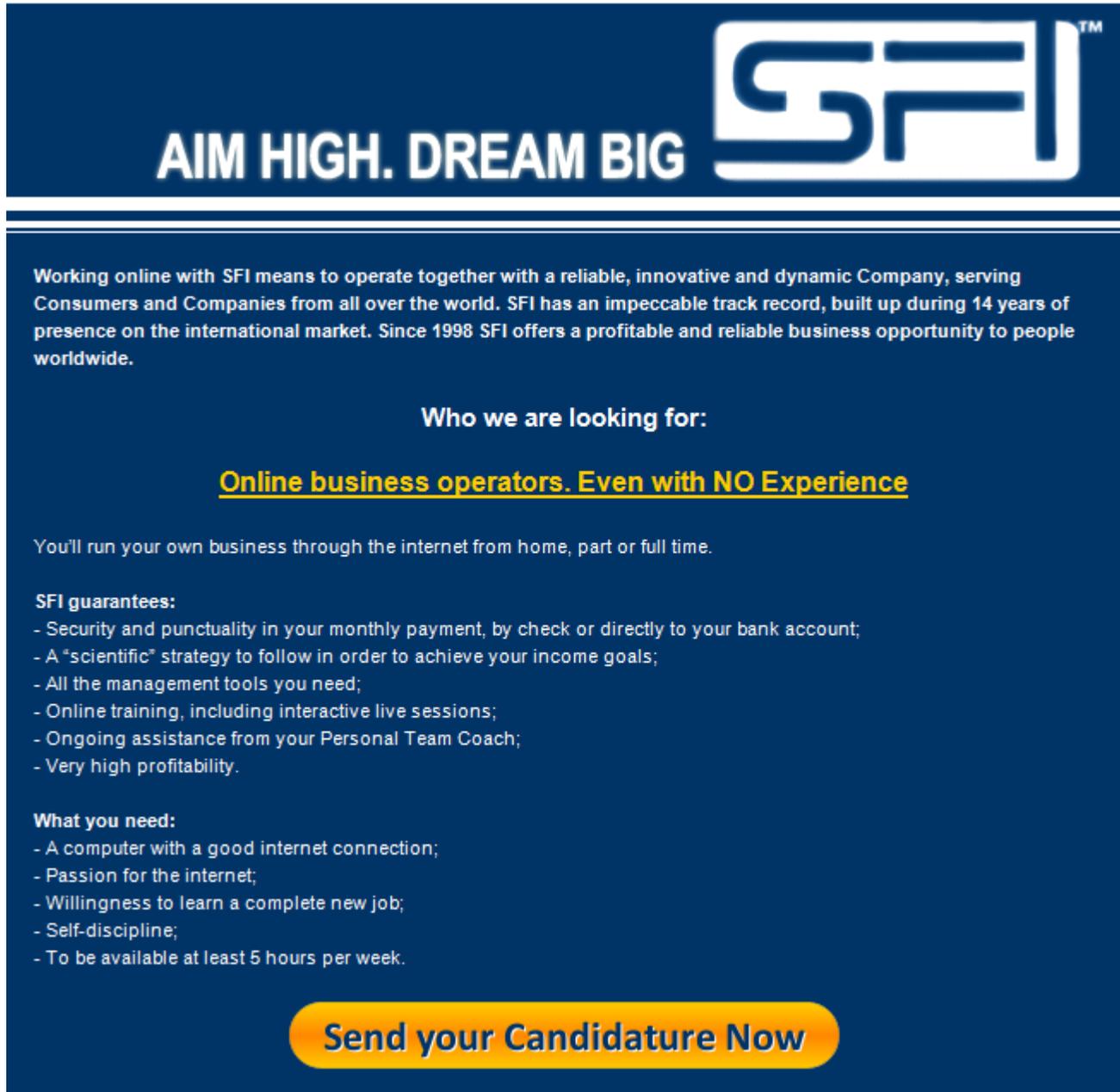
NAME.....

DATE.....



**Example: What can you find out about this company?**

NOTE: we do not research or validate any Multi-Level Marketing or home based business opportunities.



**AIM HIGH. DREAM BIG** 

Working online with SFI means to operate together with a reliable, innovative and dynamic Company, serving Consumers and Companies from all over the world. SFI has an impeccable track record, built up during 14 years of presence on the international market. Since 1998 SFI offers a profitable and reliable business opportunity to people worldwide.

**Who we are looking for:**

**Online business operators. Even with NO Experience**

You'll run your own business through the internet from home, part or full time.

**SFI guarantees:**

- Security and punctuality in your monthly payment, by check or directly to your bank account;
- A "scientific" strategy to follow in order to achieve your income goals;
- All the management tools you need;
- Online training, including interactive live sessions;
- Ongoing assistance from your Personal Team Coach;
- Very high profitability.

**What you need:**

- A computer with a good internet connection;
- Passion for the internet;
- Willingness to learn a complete new job;
- Self-discipline;
- To be available at least 5 hours per week.

**Send your Candidature Now**

**Example: Offer of employment letter.**

*This letter was received after a resume was submitted – can you find the errors?*

Thank you for your interest in XXXX. After reviewing your resume, we've determined that your qualifications are a good match for our current employment opportunity. We are happy to offer you a position as a full-time **Social Media Manager**. Below are the duties, requirements, available shifts and wages for the position we have available. If you are interested, select the link below to begin. We look forward to hearing from you soon.

**SOCIAL MEDIA MANAGER DUTIES:**

As a Social Media Manager your duties will include sending and responding to email, and updating various company Facebook, Twitter and Instagram accounts. Your main objective is to promote XXX in a creative and positive manner. XXX provides you with all the materials you need to perform your daily tasks online. To start, you will part-take in a 15-30 minute training program that occurs via telephone. This training session will give you all the information you need to start working with XXX. This role is responsible for leading XXX social media strategies to increase market share and grow the brand. The ideal candidate will be well versed in social media.

**CORE RESPONSIBILITIES:**

- Execution of XXX social media status updates.
- Community management of various social channels (including but not specific to Facebook and Twitter).
- Generate relevant content for specific customer audiences using the appropriate tone when engaging with those communities both onsite and on external social media platforms.
- Report customer feedback/questions to appropriate business areas.
- Support overall social media goals, objectives and strategies in all activities.
- Regular updates to the content calendar.
- Monitor specific audience related topics using BuzzMetrics and other tools to report findings for appropriate stakeholders.
- Maintain timely industry knowledge to ensure that tools and channels are being used correctly.

**KEY DETAILS:**

Before you begin work, you will check your email for the 'Daily Objective'. Often, you will simply copy and paste a phrase or sentence to update various social media accounts. Other days, you may be required to use your own creativity to promote our brand. Your duties will also include updating job sites, as well as mainstream media such as Facebook, Twitter, Instagram etc.

\*You will be held accountable for all status updates; as inappropriate posts will end in law suite.

\*You are entitled to 2 weeks of un-paid vacation time. However, you must notify the Human Resource Department two months prior to your scheduled vacation date.

**REQUIREMENTS:**

Access to the internet / A valid bank account / Valid Photo ID

**WAGES:** \$16.50/HR

**PLEASE NOTE:**

If you accept this offer, you are entering into a one year term with XXX. A two month probationary period applies. If this offer is accepted, a one-time fee of \$29.99CA is charged to cover your parking pass, online access keys and various tools needed to operate as a XXX. Please be assured that this position is an offer for employment and not affiliated with any multi-level marketing scheme.

## **Handy Hints to Protect Yourself from Scams**

Reproduced with permission from *The Little Black Book of Scams: Your guide to protection against fraud*, first published by the Competition Bureau Canada 2012. This publication is available online at [www.competitionbureau.gc.ca](http://www.competitionbureau.gc.ca)

### **Protect Your Identity**

- Only give out your personal details and information where it is absolutely necessary and when you trust the person you are speaking to or dealing with.
- Destroy personal information: don't just throw it out. You should cut up or shred old bills, statements or cards—for example, credit cards and ATM cards.
- Treat your personal details like you would treat money: don't leave them lying around for others to take.

### **Money Matters**

- Never send money to anyone that you don't know and trust.
- Do not send any money or pay any fee to claim a prize or lottery winnings.
- "Jobs" asking you to simply use your own bank account to transfer money for somebody could be a front for money-laundering activity. Money laundering is a serious criminal offence.
- Avoid transferring or wiring any refunds or overpayments back to anyone you do not know.

### **The Face-to-Face Approach**

- If someone comes to your door, ask to see some identification. You do not have to let them in, and they must leave if you ask them to.
- Before you decide to pay any money, if you are interested in what a door-to-door salesperson has to offer, take the time to find out about their business and their offer.
- Contact the Competition Bureau, provincial and territorial consumer affairs offices or the Better Business Bureau of your province or territory if you are unsure about a seller that comes to your door. See "[Getting Help and Reporting a Scam](#)" for contact information.

### **Telephone Business**

- If you receive a phone call from someone you do not know, always ask for the name of the person you are speaking to and who they represent. Verify this information by calling the company yourself.
- Do not give out your personal, credit card or online account details over the phone unless you made the call and the phone number came from a trusted source.
- It is best not to respond to text messages or missed calls that come from numbers you do not recognize. Be especially wary of phone numbers beginning with 1-900. These may be charged at a higher rate than other numbers and can be very expensive.

### Email Offers

- Never reply to a spam email, even to unsubscribe—often, this just serves to "verify" your address to scammers. The best course of action is to delete any suspicious emails without opening them.
- Turn off the "viewing pane" as just viewing the email may send a verification notice to the sender that yours is a valid email address.
- Legitimate banks and financial institutions will never ask you for your account details in an email or ask you to click on a link in an email to access your account.
- Never call a telephone number or trust other contact details that you see in a spam email.

### Internet Business

- Install software that protects your computer from viruses and unwanted programs and make sure it is kept current. If you are unsure, seek the help of a computer professional.
- If you want to access a website, use a bookmarked link to the website or type the address of the website into the browser yourself. Never follow a link in an email.
- Check website addresses carefully. Scammers often set up fake websites with addresses very similar to legitimate websites.
- Beware of websites offering "free" downloads (such as music, adult content, games and movies). Downloading these products may install harmful programs onto your computer without you knowing.
- Avoid clicking on pop-up ads—this could lead to harmful programs being installed on your computer.
- Never enter your personal, credit card or online account information on a website that you are not sure is genuine.
- Never send your personal, credit card or online banking details through an email.
- Avoid using public computers (at libraries or Internet cafes) to do your Internet banking or online shopping.
- When using public computers, clear the history and cache of the computer when you finish your session.
- Be careful when using software on your computer that auto-completes online forms. This can give Internet scammers easy access to your personal and credit card details.
- Choose passwords that would be difficult for anyone else to guess—for example, passwords that include letters and numbers. You should also regularly change passwords.
- When buying anything online, print out copies of all transactions and only pay via a secure site. If using an Internet auction site, note the ID numbers involved and read all the security advice on the site first.

**So why aren't we directly teaching our clients about the specific scams?**

Our goal is to empower our clients to see and identify the scams for themselves. We want to increase our client's *digital literacy*, their ability to read, navigate and think critically about the information they encounter on the internet. To do this we must resist the temptation to jump in and demonstrate our own knowledge. Instead we need to teach the things to be aware of and allow the clients to discern the validity for themselves.

Knowledge Check:

List some of the types of scams / fraud that exist related to opportunities to work from home:

X @ Example: Envelope Stuffing Scams

X @ \_\_\_\_\_  
X @ \_\_\_\_\_  
X @ \_\_\_\_\_  
X @ \_\_\_\_\_  
X @ \_\_\_\_\_

---

10 Signs that a job is a scam -  
<http://mashable.com/2013/10/05/10-signs-a-job-is-a-scam/>

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Jot your thoughts...



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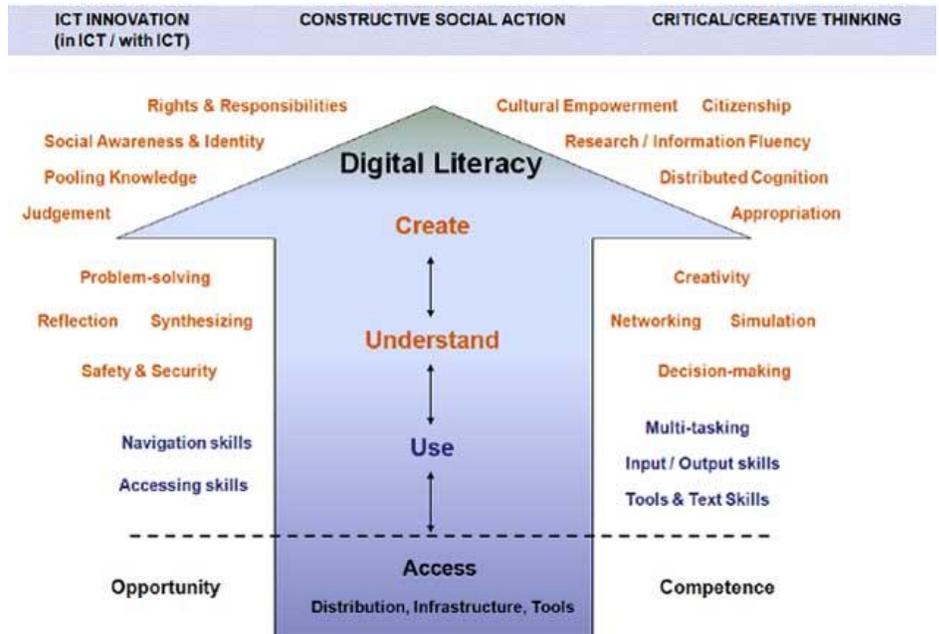
*WHAT PROCESS DO YOU USE, RIGHT NOW, TO DETERMINE IF SOMETHING IS TRUE ON THE INTERNET?*

## Digital Literacy

### Digital Literacy

“For me digital literacy involves reading widely, keeping informed, knowing when and how to be critical and when to embrace new information, new ideas. It also means how to approach new technologies – hardware and software – skeptically, fearlessly, and with enthusiasm. It means being limber in how one thinks, agile in using technology, expecting as normal seismic shifts in new information and communication tools.”

David J. Rosen, Ed.D.  
<http://teachmag.com/archives/5009>



Want to know more about digital literacy?

Visit Media Smarts, Canada's Centre for digital and media literacy.

<http://mediasmarts.ca/digital-media-literacy-fundamentals/digital-literacy-fundamentals>

## Three Step system to stay safe and share with clients



Step 1) Research...to discover the opportunities

Step 2) Investigate...to learn the facts

Step 3) Validate...from different sources

### Step 1) Research...to discover the opportunities

Job boards like Indeed.com, Simplyhired.ca, or Flexjobs.com are all excellent sources for researching opportunities.

Using this KIMOODLE example we will demonstrate what a scam looks like, how deceptive they can be, and how important it is to use the three step process to ensure safety while exploring opportunities.

(Note: The slides that follow are the slides that are included in the PowerPoint for the workshops you deliver.)

- DURING RESEARCH THIS OPPORTUNITY PRESENTED ITSELF...

The screenshot shows the Indeed search results for 'work from home' jobs in Montreal, QC. The search results are sorted by relevance. A red arrow points to a job listing for 'Home Worker | Admin' at Kimoodle Employment. The listing includes the following details:

- Job Title:** Home Worker | Admin - new
- Company:** Kimoodle Employment - Brampton, ON
- Description:** Kimoodle is now hiring service agents to work from home. Kimoodle is looking for applicants who can work from home, type at least 60 wpm and have good...
- Posted:** Indeed apply - 5 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)

Other job listings visible include:

- Senior Technical Consultant, Professional Services** (Sponsored Jobs) at Silanis Technology - Montréal, QC.
- Sales Representative – Erikson Pro (Central Canada) - Great...** at JAM Industries Ltd. - Montréal, QC.
- Home At Last (HAL) Attendant - new** at Victorian Order of Nurses - Elgin, ON.
- Home At Last (HAL) Attendant - new** at VON Canada - Elgin, ON.

On the right side of the page, there are several advertisements for 'Work at Home' opportunities, including 'Easy Money at Home', 'Legitimate Work At Home Jobs', and 'Work from Home for Cash'.

- WHEN YOU CLICK ON THE LINK THIS IS THE INFORMATION ABOUT THIS OPPORTUNITY.

---

### Home Worker | Admin

Kimoodle Employment - Brampton, ON

Kimoodle is now hiring service agents to work from home. Kimoodle is looking for applicants who can work from home, type at least 60 wpm and have good understanding of how to navigate the internet. **Base pay starts at \$16.50/hr. Guaranteed min 30 hours a week.**

Apply now at [www.Kimoodle.com](http://www.Kimoodle.com)

Hiring 54 agents to start immediately. Deadline: September 1st 2012

Must be 18 years or older  
Must have access to the internet

[Indeed](#) - 5 days ago - [save job](#) - [block](#)

#### » Apply Now

Please review all application instructions before applying.



WOW!!!

## Step 2) Investigate...to learn the facts

Moving to step 2 we begin to investigate the opportunity. Our goal is to learn the facts. So we start by checking out the website.



**Now Hiring.**  
 Work From Home | Start Work in 24 Hours | Top Employer

If you can browse the internet, read and type you can make a living working from home with Kimoodle Home Employment. Submit an application and start working as early as tomorrow morning.

**Requirements:**  
 Must speak fluent English  
 Must be 16 years or older  
 Must have a Canadian bank account  
 Must have a reliable internet connection

**Job Description:**  
 \$16.50-\$24.00/Hr  
 Guaranteed min 30 hours a week  
 100% Computer based



Home  
About Us  
Contact Us



First Name

Last Name

Email Address

Most Recent Job

Preferred Shift

What do you notice?

Circle the inconsistencies...

Kimoodle © Toronto, Ontario

Investigation continued...

What do you notice about this slide?



About Kimoodle

Kimoodle was founded in 2009 by a group of unemployed university students who were tired of working for low wages in an undesirable atmosphere with zero flexibility.

Kimoodle has since secured over 30 work contracts with large corporations who wish to outsource work to people who can effectively work from home.

The application process is simple and the opportunities offered are flexible. If you can point, click and type we can get you started as early as tomorrow morning.

Kimoodle is owned and operated in Toronto, Ontario.



Interested in learning more about us?

Contact Us



Home  
About Us  
Contact Us



First Name

Last Name

Email Address

Most Recent Job

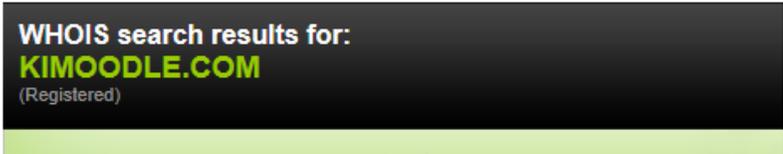
Preferred Shift

Jot your thoughts...



BEFORE WE GO ANY FURTHER WHAT ARE THE READINGS ON YOUR SCAM DETECTOR?

### The WHOIS DATABASE



Registrant:  
null  
28 Dorset Drive  
Brampton, Ontario L6T2Y2  
CA

Domain name: KIMOODLE.COM

Administrative Contact:  
Wilson, Kim wilsonreneekimberly@gmail.com  
28 Dorset Drive  
Brampton, Ontario L6T2Y2  
CA  
+1.1647878466

Technical Contact:  
Admin, Domain DomainSupport@homestead-inc.com  
2632 Marine Way  
Mountain View, CA 94043  
US  
[+1.8004283170](tel:+18004283170)

Registration Service Provider:  
Intuit Websites, hostmaster@homesteadsupport.com  
[1-800-428-3170](tel:+18004283170)  
<http://www.intuit.com>  
Registrar of Record: TUCOWS, INC.  
Record last updated on 25-Jul-2012.  
Record expires on 25-Jul-2013.  
Record created on 25-Jul-2012.

considered a secondary source and allows you to double check the information you may have found. It can also provide you with different contact information. In this case

The WHOIS database and how does it help?

All websites need to be registered with the WHOIS database. This allows you to find out who has registered a domain name, when it expires and who the technical contact is.

Anyone can search the WHOIS database. If you do an internet search for 'WHOIS' database you will find a number to different sites that allow you to access and search it.

How does this help? This would be

#### Contact Kimoodle

At Kimoodle, our attentive staff is available Monday through Saturday to answer all of your questions and make sure you are 100% informed.

Kimoodle

Toll Free | [1 \(866\) 710-9986](tel:18667109986)



Hours

Monday	9 AM - 5 PM
Tuesday	9 AM - 5 PM
Wednesday	9 AM - 5 PM
Thursday	9 AM - 5 PM
Friday	9 AM - 7 PM
Saturday	10 AM - 7 PM
Sunday	Closed

a different email address than then one on the Kimoodle website.

### Step 3) Validate...from different sources

With our Kimoodle example, we have several options available to us. On this page we see a toll-free phone number that we can call, we can fill in the online form and see what happens, we can also send an email to the address that was listed in the WHOIS database.

8.1.2014

#### Welcome to Kimoodle | Employment Opportunity #297

kimoodle@gmail.com on behalf of Kimoodle Employment <Jobs@Kimoodle.com>

 This message has extra line breaks.

Sent: Mon 13/08/2012 1:46 PM

To: Anne-Marie Rolfe

Hi Anne-Marie,

Thank you for your interest in Kimoodle Employment. We look forward to reviewing your credentials and building a profitable business relationship with you. We offer our employees flexibility, job security and competitive wages. Please follow the simple steps below to start work as early as tomorrow morning.

1. Submit a resume to [jobs@kimoodle.com](mailto:jobs@kimoodle.com)
2. To complete your employment application visit the link below and select a sponsor to visit. Please browse through the participants website for a minimum of 1 minute.

\*Do not click more than one sponsor or click the same sponsor twice, this will effect your employment probability.

Please check your email within 1 hour of viewing a sponsor for your job description, employment contract and start date.

At Kimoodle, we work hard to keep wages high and employment steady.

[Click here to view a sponsor and complete the employment application process.](#)

Thank you for choosing Kimoodle Employment.

**Katherine Williams | Junior Recruiter**

Kimoodle Employment  
[www.Kimoodle.com](http://www.Kimoodle.com)

As part of the learning, we filled in the form to see what would come back.

Read it carefully and job down notes for your Scam Detector.

When we followed the directions in the email, here is what came up. Can you identify the scam?

 **Kimoodle** Home Employment



### Kimoodle | Work From Home

Good life insurance, auto insurance and home insurance are hard to find. Getting the best insurance depends on a variety of factors but finding a good insurance policy online doesn't have to be hard. Weather it's car insurance, life insurance or home insurance the best insurance policy can be found with the help of a registered insurance agent. Call Wiesner Insurance for a quote.



[Car Insurance](#) | [Life Insurance](#) | [Home Insurance](#)

#### Find Jobs in Your Area

Thousands of Jobs at Indeed.ca A Better Way to Search for Jobs.  
[ca.indeed.com/Jobs](http://ca.indeed.com/Jobs)

#### Want to Work at Home?

Healthy Snack Vending is Hot. Run your own business from home.  
[CanadianHealthyVending.com](http://CanadianHealthyVending.com)

#### Owner Operator Jobs

Home to the Best Owner Operators. Our Contractors Drive Our Success.  
[www.DriveMercer.com](http://www.DriveMercer.com)

#### IVR solutions

Easy to implement hosted IVR solutions; no hardware needed  
[www.aizan.com](http://www.aizan.com)

#### Employment Contract

Workplace Employee Contract, Completely Customizable, No Cost!  
[www.hrdownloads.com](http://www.hrdownloads.com)

#### Work From Home Jobs

\$10 Per Survey - Take Part In Paid Online Surveys. Register Here  
[www.ca.surveycompare.net](http://www.ca.surveycompare.net)

#### Job Employment Agencies

Submit Your Resume to Recruiters for a Great Career in HR & More!  
[www.BitInequalRecruiters.com](http://www.BitInequalRecruiters.com)

#### Profit from Home

Work from home and profit from currency trading, Full Training  
[www.xForex.com](http://www.xForex.com)

#### Top VoIP Call Center Apps

Need VoIP Call Center Software? Get Our Free 2012 Guide. Download Now.  
[Business-Software.com/Call-Center](http://Business-Software.com/Call-Center)

AdChoices ▶

AdChoices ▶

AdChoices ▶

- Insurance Broker
- Car Insurance Quotes
- Auto Insurance Quotes
- Life Insurance Quotes
- Cheap Auto Insurance
- Homeowner Insurance
- Low Cost Insurance
- Cheap Life Insurance

Got your thoughts...



WHAT DID YOU LEARN FROM THIS EXAMPLE?

### A legitimate opportunity

Now that you have taken the learners through the process of what a scam can look like and how to use the three step process to build scam detection skills, it's time to contrast that with a legitimate opportunity.

We will demonstrate the three same step processes, only this time, the opportunity is legitimate. The compare and contrast method clearly demonstrates the differences between legitimate and scam. It is also important to let your clients know that finding these opportunities is a process. They will need persistence and a willingness to learn.

Again, the following pages are the actual slides that are included in your train the trainer package.

Our first step is to research...we head back to the Indeed.com job board and search on work from home.

#### [Home Support Supervisor, Revera Home Health](#) - new

Revera Inc. - Greater Sudbury, ON - +1 location

Promote excellent client care through observation of direct client care at the service address.

Tactically recruit and hire direct care staff...

Revera Inc. - 2 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)

#### [Home At Last \(HAL\) Attendant](#) - new

Victorian Order of Nurses - Elgin, ON

Ability to **work** effectively in a multidisciplinary team, take direction well and **work** independently.

The HAL Attendant provides personal support and homemaking...

Victorian Order of Nurses - 3 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)

#### [Home At Last \(HAL\) Attendant](#) - new

VON Canada - Elgin, ON

Ability to **work** effectively in a multidisciplinary team, take direction well and **work** independently.

The HAL Attendant provides personal support and homemaking...

VON Canada - 3 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)

#### [Customer Service Representative Job](#)

VWR - Mississauga, ON

Provide customer support via the telephone and/or Internet (e.g. instant message, email). Handle customer inquiries and resolve simple and basic support issues,...

VWR International - 9 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)

#### [Computer operator](#)

GreenOwl Mobile - Mississauga, ON

Will train and can **work from home**. **Work** Setting: Help desk, Research and development institution , Telecommunications industry, Consulting firm....

[Indeed apply](#) Easily apply to this job

Canadian Job Bank - 10 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)

#### [Inbound Customer Service Rep Needed](#)

Flawless communication Solutions Inc - Toronto, ON

We are an inbound Virtual contact, taking calls for Canada largest telecommunication company

Rogers. 9:00 am to 1:00 pm (EST). 7:00 pm to 11:00 pm (EST)....

AllTorontoJobs.com - 9 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)

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Compare and contrast the two examples...

Customer Service Representative Job

Apply now »

Date: Aug 2, 2012

Location: Mississauga, Ontario, Canada

Customer Service Representative

Title: Customer Service Representative Customer Service Representative State/Territory/Province: Canada - Ontario

Location: Operations - Canada Department/Function: Canada - Customer Care

Location City: Mississauga Last updated: 8/2/12 4:47 PM

Description

VWR International, LLC, is a global distributor of laboratory supplies and services whose reach and range focus on customer value. Headquartered in Radnor, Pa., with worldwide sales in excess of \$4.1 billion in 2011, VWR delivers a world of supplies and services that accelerate science through the distribution of a highly diversified product line to most of the world's top pharmaceutical and biotech companies, as well as industrial, educational and governmental organizations. With more than 150 years of industry experience, VWR offers a well-established distribution network that reaches thousands of specialized labs and facilities across the globe. VWR has over 8,000 associates, in more than 25 countries working to streamline the way researchers stock and maintain their labs. With a client base spanning North America, Europe and Asia, VWR is firmly positioned to maintain a strong global presence. In addition, VWR further supports its customers by providing on-site services, storeroom management, product procurement, supply chain systems integration and technical services.

In addition to being an established company, VWR offers its associates competitive salaries as well as a wide range of benefits designed to help them stay healthy, plan for the future, prepare for the unexpected and balance the demands of work and home.

At VWR, our associates are the framework of who we are and how we succeed. We value their accomplishments and offer long-lasting opportunities for growth and success. As a result, a substantial percentage of our associates have 10-, 20- and 30-year histories with VWR. Their loyalty reflects our ongoing commitment to offering great compensation, an engaging culture, and real opportunities for growth and success. VWR is a great place to work and we look forward to adding more outstanding members to our team.

Job Description

Primary contact for customer inquiries via telephone, fax, and email. The Customer Service Representative is responsible for order entry and pricing quotes. Respond to and resolves post order inquiries and issues such as order status questions, return of goods, and pricing credits. Communicates with suppliers to expedite products, quote product availability and collect product specifications for customer inquiries. This is a contract position.

JOB REQUIREMENTS

- \* Provide customer support via the telephone and/or Internet (e.g. instant message, email).
- \* Handle customer inquiries and resolve simple and basic support issues, such as address changes, processing orders, warranty, or billing/payment.
- \* Perform other administrative duties as requested.
- \* Work under general supervision with latitude for independent judgment.
- \* May consult with senior peers on certain projects. Moderate skills with high level of proficiency. Typically require four to five years of experience.
- \* Resolves customer service-related issues and complaints.
- \* Interfaces between customers and other functions within the organization to provide service to new and existing customers.
- \* Maintain call tracking and customer account records and supporting documentation.
- \* Customer service is the primary function, but may include minimal selling or promotion of products or services. Calls are predominantly routine, but may require deviation from standard screens, scripts, and procedures.
- \* Uses computerized system for tracking, information gathering, and/or troubleshooting. Requires general knowledge of the organization, products, and/or services.
- \* May assess needs and suggest/promote alternative products or services.
- \* Requires ability to navigate a computerized data entry system or other relevant applications.

- Teaching point: It is really important to pause and ask your learners, what do you notice, or what is different about this so far versus the other example?

As we move from research into investigation we go ahead and visit the VWR website.



[FR](#) [EN](#) [Order Entry](#) [My Profile](#)  
 E-mail Address:  [Register](#)  
 Password:  [Log In](#)

0 items / \$0.00

[PRODUCTS](#) | [SERVICES](#) | [PROMOTIONS](#) | [LITERATURE](#) | [INVESTORS](#) | [CONTACT](#) | [ABOUT VWR](#) | [MY ACCOUNT](#)

Search:  [Go](#) | [Advanced](#) | [MSDS](#) | [Certificates](#) [Share](#)

**VWR International**

**About VWR**  
VWR International, LLC, is a global laboratory supply and distribution company.

**Current Promotions**  
Looking for special offers, promotions, or samples from VWR? Don't miss your chance to take advantage of these great offers today!

**VWR Healthcare Catalog 2012 - 2014**  
Choose from an extensive list of diagnostic and clinically focused products. Request your copy today!

**Help Center**  
Browse our library of tutorial videos and written guidelines that we've created to help you make the most of VWR.com...



**Research & Development**

A strong, vibrant research and development group is the lifeblood of all industries. VWR will support you from the latest life science products to the guaranteed purity of organic building blocks...

- [R&D](#)
- [Production](#)
- [Life Science](#)
- [Healthcare](#)
- [Safety](#)
- [Controlled Environment](#)
- [Furniture](#)
- [Chromatography](#)

**Promotions**

**Current Promotions**



Looking for special offers, promotions, or samples from VWR? Don't miss your chance to take advantage of these great offers today!

[MORE >](#)

**WVRCATALYST**

**Calibration Services**



Request WVRCATALYST Calibration Services for weights, pipets, balances, and more! Our services are ISO 17025 certified.

[MORE >](#)

**Special Offers**

**Lab Set-Up Program**



Find everything you need to start setting up your lab, including special offers, checklists, and more...

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## Legitimate Opportunities to Work from Home

- **Teaching point:** Ask learners: Where else can you go to investigate? (Answers can include: the whois database, Better Business Bureau, discussion forums, anti-fraud centre, Facebook, LinkedIn...)

We now move toward validation.



Back to VWR.com | About VWR | FMLA General Notice

Careers at VWR

- [Careers Home](#)
- [Current VWR Employees](#)
- [Asia Pacific Applicants](#)
- [European Applicants](#)
- [North American Applicants](#)

Careers at VWR

If you have any questions on the positions you see, click the link below to chat live with a recruiter.

[Live Support ONLINE](#)

**Search Results**  
Your search found **2** matching job(s).

TITLE	Location	Location City	State/Territory / Province

**Job Requirements**

- Provide customer support via the telephone and/or Internet (e.g. instant message, email).
- Handle customer inquiries and resolve simple and basic support issues, such as address changes, processing orders, warranty, or billing/payment.
- Perform other administrative duties as requested.
- Work under general supervision with latitude for independent judgment.
- May consult with senior peers on certain projects. Moderate skills with high level of proficiency. Typically require four to five years of experience.
- Resolves customer service-related issues and complaints.
- Interfaces between customers and other functions within the organization to provide service to new and existing customers.
- Maintain call tracking and customer account records and supporting documentation.
- Customer service is the primary function, but may include minimal selling or promotion of products or services. Calls are predominantly routine, but may require deviation from standard screens, scripts, and procedures.
- Uses computerized system for tracking, information gathering, and/or troubleshooting. Requires general knowledge of the organization, products, and/or services.
- May assess needs and suggest/promote alternative products or services.
- Requires ability to navigate a computerized data entry system or other relevant applications.

**Qualifications**

- Completion of a College or University diploma or certificate in a related field such as business, administration, science, customer care preferred
- 2 year previous experience in a call center environment or related customer service role.
- Bilingual in French and English preferred.

**Knowledge, Skills, and Abilities**

- Customer Focused -good interpersonal skills, enjoys interacting with people
- Communication skills --Verbal and written proficiency to concisely delivery a clear and accurate message
- Active Listening skills --Listen to customer requirements to understand root cause and mirror customer style
- Telephone Skills --maintain helpful tone and attitude throughout contact, portrays a professional image.
- Problem Solving Skills/Questioning Skills - Asks effective questions to find key indicators to resolve problem
- Decision making skills--follows procedures and code of ethics, makes decisions based on collection of facts, makes decisions and executes, open to new ideas, sensitive to costs
- Team Player -- Is result oriented and uses and shares resources within team, vigilant of metrics and supports peers
- Organization and Time Management skills--can handle high volume of interactions from a variety of mediums, prioritizes and meets deadlines, can multitask and able to work under pressure. Excellent follow up skills to ensure task completion.
- Ability to handle difficult customers - Stays calm while handling challenging customer, Shows Empathy, Guides customer to stay on task.
- Computer and keyboard skills -- Comfort in a windows environment

Here we have the same job posting on the VWR website. Take the time to check in with the learners and find out what there scam detectors are doing.

- **Teaching Point:** It is very important to pause and check in with learners on what they learned related to the two different examples.

Who is in charge of the internet?

Do you ever wonder who runs the internet?

How does it work?

What are some of the values of the internet? Does the internet have values? If it has values how do we learn them?

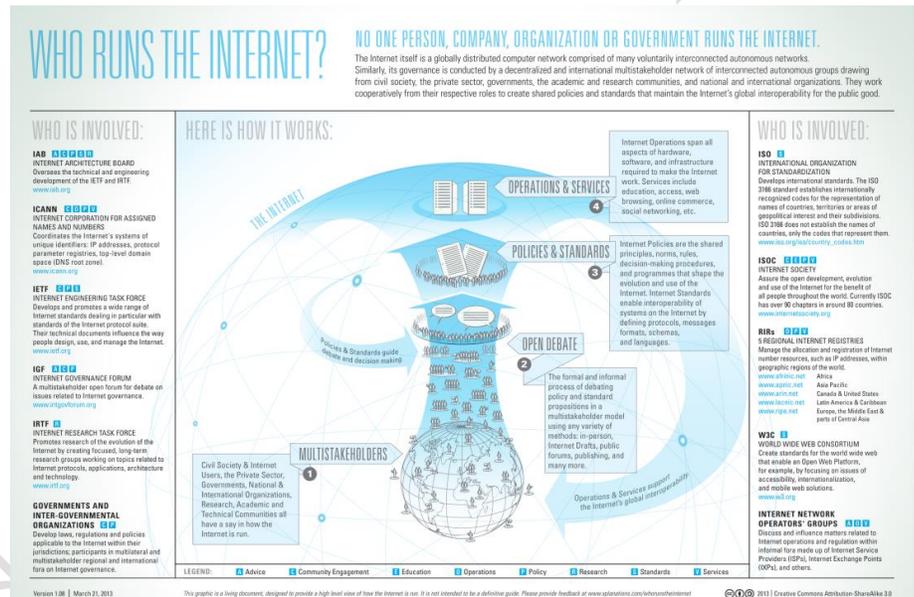
Who patrols the internet and how?

Is there a giant rule book? How did it get written?

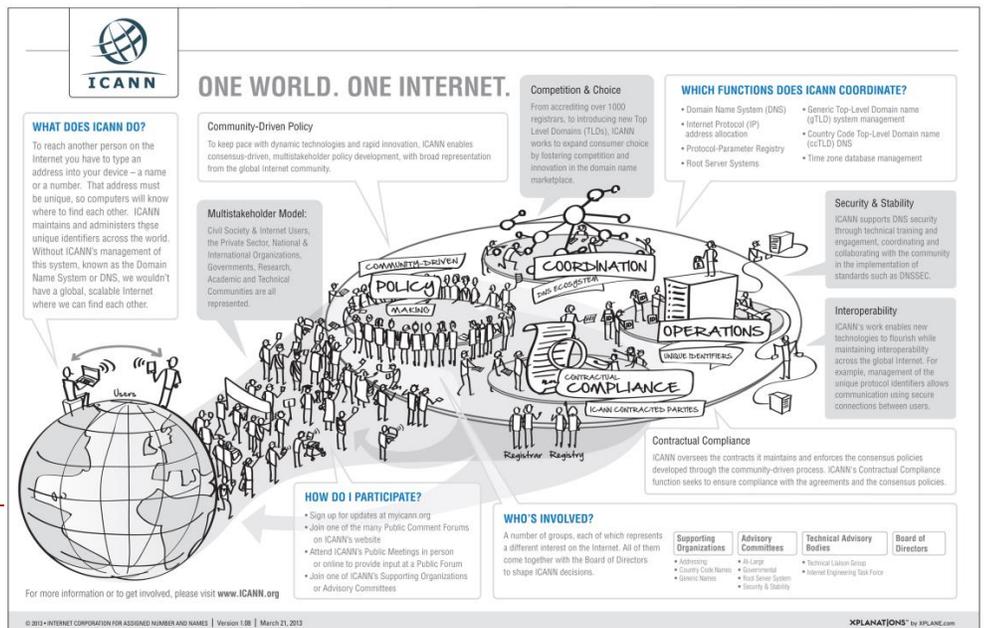
Feed your curiosity. Do some internet searches and see

## Where and how to report WFH scams

### Who is in charge of the internet?



<http://www.icann.org/sites/default/files/assets/governance-2500x1664-21mar13-en.png>



Version: 08-14  
This webinar series is a collaboration Employment and Education Centre Opportunities to Work from Home.

<http://www.icann.org/sites/default/files/assets/ecosystem-2500x1622-21mar13-en.png>

As clients learn and explore there is no doubt that they will come across questionable websites and scams. While this does not make a large part of the workshop you will be delivering it does provide an avenue for clients to report the scams.

Included as part of your train the trainer materials are two sets of handouts that you can provide to clients. Both of them are included as part of this workbook.

Handy Hints to Protect Yourself from Scams

Scams and You: What to do if you Get Scammed

Both are available as separate documents for you to provide to clients.

The following are excellent resources and I highly recommend you become familiar with both these sites.

**Canadian Anti-Fraud Centre** is an excellent source of information on scams and is one place you can report a scam.

<http://www.antifraudcentre-centreantifraude.ca/english/home-eng.html>

<http://www.antifraudcentre-centreantifraude.ca/english/recognizeit.html>

**Competition Bureau** has information and a great publication that I highly recommend called The Little Black Book of Scams. It is free to download and I have included two relevant sections as part of the handouts for clients. The Competition Bureau is another place you can report a scam.

<http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/home>

<http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/03074.html>

## **Scams and You: What to Do if You Get Scammed!**

Reproduced with permission from *The Little Black Book of Scams: Your guide to protection against fraud*, First published by the Competition Bureau Canada 2012. This publication is available online at [www.competitionbureau.gc.ca](http://www.competitionbureau.gc.ca)

**Canadian authorities may not always be able to take action against scams, even if it seems like a scammer might have broken the law.**

### **Reducing the Damage**

Although it may be hard to recover any money that you have lost to a scam, there are steps you can take to **reduce the damage** and avoid becoming a target for a follow-up scam. The more quickly you act, the greater your chance of reducing your losses.

**Report a scam.** By reporting the scam to authorities, they may be able to warn other people about the scam and minimize the chances of the scam spreading further. You should also warn your friends and family of any scams that you come across. Details on how to [report a scam](#) are provided at the end of this publication.

### **If you have been tricked into signing a contract or buying a product or service**

Contact your provincial or territorial consumer affairs office and consider getting independent advice to examine your options: there may be a cooling-off period or you may be able to negotiate a refund.

### **If you think someone has gained access to your online account, telephone banking account or credit card details**

Call your financial institution immediately so they can suspend your account and limit the amount of money you lose. Credit card companies may also be able to perform a "charge back" (reverse the transaction) if they believe that your credit card was billed fraudulently.

Do not use contact details that appear in emails or on websites that you are suspicious of—they will probably be fake and lead you to a scammer. You can find legitimate contact details in the phone book, an account statement or on the back of your ATM card.

### **If the scam relates to your health**

Stop taking any pills or substances that you are not sure about. See a doctor or other qualified medical professional as soon as you can. Be sure to tell them about the treatment that the scammer sold (take along any substances, including their packaging). Also tell them if you have stopped any treatment that you were taking before the scam.

### **If you have sent money to someone that you think may be a scammer**

If you sent your credit card details, follow the instructions in the [section opposite](#).

If you sent money through an electronic funds transfer (over the Internet), contact your financial institution immediately. If they have not already processed the transfer, they may be able to cancel it.

If you sent a cheque, contact your financial institution immediately. If the scammer hasn't already cashed your cheque, they may be able to cancel it.

If you sent money through a wire service (such as Western Union or Money Gram), contact the wire service immediately. If you are very quick, they may be able to stop the transfer.

### **If you have been tricked by a door-to-door seller**

You may be protected by laws that provide you with a "cooling-off" period, during which you can cancel an agreement or contract that you signed. Contact your provincial or territorial consumer affairs office for advice about door-to-door sales laws.

### **If you have been scammed using your computer**

If you were using your computer when you got scammed, it is possible that a virus or other malicious software is still on your computer. Run a full system check using reliable security software.

If you do not have security software (such as virus scanners and a firewall) installed on your computer, a computer professional can help you choose what you need.

Scammers may have also gained access to your online passwords. Change these using a secure computer.

### **If the scam involves your mobile phone**

Call your telephone provider and let them know what has happened.

### **Financial and Investment Scams**

Contact Canadian Securities Administrators

Financial scams involve sales offers or promotions about financial products and services such as superannuation, managed funds, financial advice, insurance, credit or deposit accounts.

Investment scams involve share buying, foreign currencies trading,

### **Getting Help and Reporting a Scam**

**The best agency to contact depends on where you live and what type of scam is involved.**

If you think you have spotted a scam or have been targeted by a scam, there are a number of government and law enforcement agencies in Canada that you can contact for advice or to make a report. This may help you and prevent others from being ripped off by scam operators.

**Canadian Anti-Fraud Centre** - [www.antifraudcentre.ca](http://www.antifraudcentre.ca)  
1-888-495-8501

**The Competition Bureau's Information Centre** - [www.competitionbureau.gc.ca](http://www.competitionbureau.gc.ca)  
1-800-348-5358

### **Local Scams**

Contact your local consumer affairs office

Your local consumer affairs office is best placed to investigate scams that appear to come from within your own province or territory. A list of provincial and territorial consumer affairs offices can be found in the Canadian Consumer Handbook on the Office of Consumer Affairs website. [www.consumerhandbook.ca](http://www.consumerhandbook.ca)

## WEBINAR #2: LEGITIMATE OPPORTUNITIES, PART 1

### WEBINAR LEARNING GOAL:

*Learners are able to understand and share information related to 5 legitimate work from home occupations.*

### LEARNING OBJECTIVES:

Learner has a knowledge base and understanding of the ins and outs of:

- ✓ *Telephone based work*
- ✓ *Transcription services*
- ✓ *Translation services*
- ✓ *Virtual Assistants*
- ✓ *Crowdsourcing*
- ✓ *More to follow next week*

## THE INS AND OUTS OF DIFFERENT OCCUPATIONS

This is the second webinar in our series and we will now turn our attention to the different occupations that are finding their way on line.

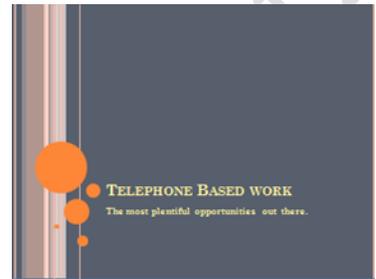
When training in this area our main goal is to present the ins and outs of the different occupations. This will mean that you as a WFH Champion will need to investigate the different links, becoming familiar with the websites.

Updated as of Dec 1, 2014

## Telephone based work

Call Centres embrace the work from home model. As an industry they have found that workers are happier, more productive and there is a reduction in staff turnover using the WFH model. Call centres save money on office space, lighting and other costs. There are a variety of different positions available within the category of telephone based work including:

- Customer Service Representatives
- At Home Agents
- Call Centre Agents
- Sales
- Interviewers



*Jot your thoughts...*



---

*WHAT ARE YOUR THOUGHTS ABOUT CALL CENTRES AND TELEMARKETING IN GENERAL?*

---

Explore these links to learn more about the call centre industry.



How to build a better call centre: Imagine a call centre filled with happy staff who leave every customer satisfied. For some companies it's already reality.

<http://www.canadianbusiness.com/business-strategy/how-to-build-a-better-call-centre/>

*The contact centre of the future – an infographic*

<http://www.astutesolutions.com/resource-center/infographics/A-Call-Center-Technology-Infographic>

## What you need to know about telephone based work

- Telephone based work is the most plentiful type of work available to those who want to work from home. The pay rate varies from \$10.25 to \$12.35 per hour and can be higher.
- The scheduling is flexible, and allows individuals to work around other commitments.
- Many of our clients have started part time and then moved to full time hours based on their performance and the need.
- One of the reasons that call centres embrace this kind of work is because they experience less turn over.

### TELEPHONE BASED WORK

- Most plentiful type of work available
- Less turnover from home
- You will need to invest in equipment

Clients will need to invest in equipment (roughly \$200 to start)

There will be plenty of questions around what kind of equipment and how much it costs. The truth is, the equipment all depends on the company they work with.

General rules of thumb are:

- A windows based computer
- High speed internet service
- Dedicated phone line
- Approved headset
- Let participants know that they will have to check with the individual companies to find out their specific equipment needs.

Check with employment supports and other sources of startup/support funds.

**There are three different business models**

Virtual call centres use three different types of business models to deliver the service.

**Employee of a virtual call centre**

With these companies you become a paid employee of the company. Sometimes you are paid for training.

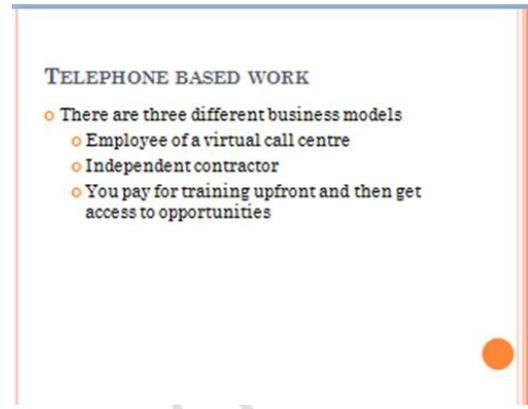
**Independent contractor**

With these companies you are an independent contractor. This means that you can contract with different companies.

**You pay for training upfront and then get access to opportunities**

The best known example of this is Contract World. We will walk participants through this model so that they understand why it is setup this way.

For the next three slides I recommend you visit the websites in real time during your worksho**p**.



**Employee of a Call Centre**

Skyles Home previously known as Alpine Access <https://jobs.alpineaccess.com/>

Visit this website in real time during your workshop, this will provide participants with confidence. If you are willing the visit the site then they can know it is safe.

With this company you become an employee. If you successfully pass your interview you are then hired and paid for the time you spend in training. (At last count it was 8 weeks) All training is done virtually and they work with you to ensure you are comfortable and ready to do the work.

Here is a testimonial from an Employment Counsellor and her client:

“Just thought you would appreciate knowing that a client of mine who got employment with them Alpine Access, is still working, and because of it has been able to get off her friends sofa, and get her own small apartment. She is appreciative of the service we provided, and has referred a friend who also has work with the same on-line agency.”



## Independent Contractor

<http://www.advanis.ca/>

With Advanis you are an Independent Contractor, meaning that you are responsible for all taxes etc. You are in self-employed and to find out more about what that means for you contact your local small business enterprise centre. They can help you sort that out.

One thing to make your participants aware of is that they can expect to do a telephone based voice audition and possible have a group interview. These are two new experiences for many job seekers, and they are standard in the telephone based occupations.

## You pay for the training

Contract World – well known and respected by companies.

[http://www.contractworld.jobs/work\\_at\\_home\\_jobs\\_canada/01\\_home/work\\_at\\_home\\_jobs\\_home.html](http://www.contractworld.jobs/work_at_home_jobs_canada/01_home/work_at_home_jobs_home.html)

It is always worth starting out by watching the video that is on this site. Remember that our goal is to help job seekers make informed decisions.

I would ask the participants, why they believe Contract World charges for the actual training.

The reality is it has to do with getting quality applicants. The greater investment an individual makes, the better the chance that they will remain with the company.

I rarely recommend that job seekers spend money, Contract World is legitimate, and many of those who contract with them have been doing so for years.

The fees and length of training vary depending on who they are contracting with. Much of this work is order taking or customer service. So for KFC as an example they would be taking orders for delivery. For Assurant they would be taking calls to verify that something is still under warranty and then connect the client to the correct repair service.

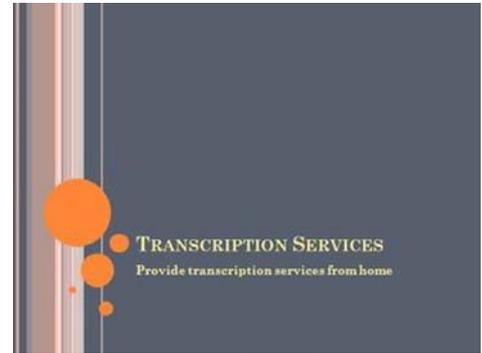
The costs vary from \$75 and 2 days of training and up. I've heard that The Shopping Channel is at the \$150 level.



## Transcription Services

### **What you need to know about virtual transcription services**

Transcription services are another natural industry to thrive in the work from home model. With the increase in digitally based recording devices, audio files can now be transferred via the internet. This allows workers to have the quiet and comfort they need to do high quality transcription.



This is a specialized service. In my research you need to be typing at 225 words per minute to transcribe. The rate of speech is about 200 words per minute so the transcriptionist needs to keep up. As well they expect 98.5% accuracy.

There is also closed captioning and live captioning that falls into this occupational category. Live captioning is when a transcriptionist provides captioning in real time for events, meetings, conference calls etc. The closed captioning is done for addition to videos, tv show etc.

One company says it pays .50 cents per audio minute which works out to \$30 an hour. For some this is worth the time and energy to train for this kind of a career.

**Note:** Because this is such a specialized area we do not spend a lot of time on it in the workshop.

Got your thoughts...



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*WHAT DO YOU KNOW ABOUT TRANSCRIPTION SERVICES RIGHT NOW?*



Explore these links to learn more about transcription services.

Many professionals working in this field have trained as a Captioning and Court Reporter. NAIT in Edmonton offers training.

[http://www.nait.ca/program\\_home\\_76345.htm](http://www.nait.ca/program_home_76345.htm)

NAIT also offers a program in Medical Transcription. I highly recommend that people do their research! [http://www.nait.ca/program\\_home\\_77468.htm](http://www.nait.ca/program_home_77468.htm)

The future of court reports lies outside the courtroom.

<http://business.financialpost.com/2013/01/30/court-reportings-future-lies-outside-the-courtroom/>

Transcription services may be a choice for you if: Your typing is at the 95% to 98.5% accuracy rate.

Your typing speed is at least 160 words per minute and you are willing to invest the time to improve to 225 words per minute.

You have solid listening skills. Since this is work being done for professionals both nationally and internationally you may encounter a variety of accents.

It goes without saying that you need to have a high degree of attention to detail.

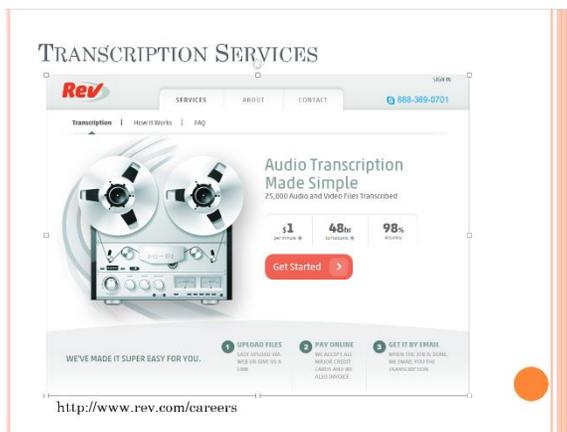
In all of the research done to date, training and experience is required to qualify for a position. Note that you will be asked to do a test for any transcription service position that you apply for.

#### TRANSCRIPTION SERVICES

##### MUST HAVE:

- Accuracy
- Typing speed (minimum 70 wpm)
- Listening skills
- Attention to details
- Training / experience required

### Rev.com



It is important to allow participants to see a website for Transcription Services. This is for Rev who was previously known as Fox Transcribe.

Below is the info that I recommend you share so that people get a true sense of transcription services. This comes directly from their website.

Key facts about joining our growing and fun Transcription team:

- Earn \$0.40-0.50 per audio minute + many opportunities for bonus pay
- Get weekly payouts via PayPal for work completed the prior week
- Work your own hours
- Choose which projects to work on
- Receive regular feedback, to help you improve your transcription skills

**Two things to note:**

- 1) There are many legitimate opportunities listed in the 20+ workbook that you are providing to participants, so encourage exploration – some of them may not require the level of experience and training demanded of medical transcription.
- 2) If a participant wants to be trained, make sure they do a thorough job of researching the training program. As this is an area where there are legitimate opportunities, there are also scams.

**MORE LINKS IN YOUR HANDOUT**

**Transcription Services**

- Way with Words
- Rev.com
- Accentus.ca
- Terra Nova
- MModal.com
- Transcriptionist Training

## Translation services

### What you need to know about translation services

#### GREAT OPPORTUNITIES FOR THOSE WITH LANGUAGE SKILLS

Translation services offer legitimate opportunities for those with language skills. The sheer variety of the opportunities means that there is room for those who are solid native speakers with good writing skills, all the way to those with certification as a translator.



Jot your thoughts...



WHAT DO YOU KNOW ABOUT BEING A TRANSLATOR?

Explore these links to learn more about translation services.



Explore this site to learn about being a translator.

<http://careerbear.com/translator>

Canadian Translators, Terminologists and Interpreters Council – can help understand certification. <http://www.cttic.org/certification.asp>

Language Portal of Canada – Government of Canada Site with great resources.

<http://www.noslangues-ourlanguages.gc.ca/decouvrir-discover/professions/interpretation-eng.html>

**Note:** Because this is such a specialized area we do not spend a lot of time on it in the workshop.

Translation services may be a choice for you if:

- You have an excellent understanding of language
- You have good writing or narration skills
- You are organized
- Able to do research
- Able to work independently
- Attention to detail

TRANSLATION SERVICES

- What you need to know:
- Opportunities exist
- Video translation
- Document translation
- Web translation
- Audio files

WAY WITH WORDS

LET'S TAKE A LOOK



With the internet there are opportunities to do video translation, document translation, web translation and to narrate videos and audios.

Not all opportunities require that you be certified, so search around and see what is available. You may find that clients explore this tentatively and then decide to pursue it as a career.

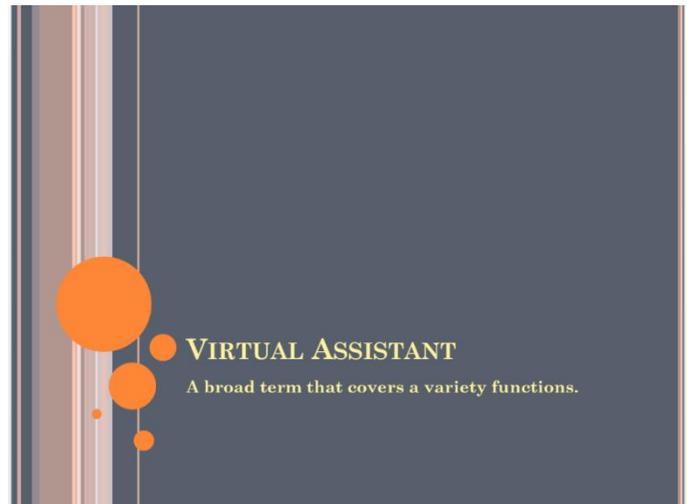
MORE LINKS IN YOUR HANDOUT

- Translation Services
- Translator Café
  - Translatorsbase.com
  - WinTranslation.com
  - Translation Source
  - African Translation

## Virtual Assistants

### What you need to know about virtual assistants

The role of virtual assistants is a very broad term that covers a wide variety of different duties including bookkeeping, administrative support, development of spreadsheets, documents, pdf's, social media and other marketing, and web administration to name a few.



Dot your thoughts...



IF YOU COULD HIRE A VIRTUAL ASSISTANT, WHAT SORT OF TASKS WOULD YOU ASSIGN TO THEM?



Explore these links to learn more about being a virtual assistant.

The International Virtual Assistance Association has a variety of resources on their site. <http://www.ivaa.org/>

Flexjobs has great blog posts that are short and easy to access. While not always 'meaty' they get the ideas flowing and often lead to other areas of learning.

<http://www.flexjobs.com/blog/post/how-to-work-as-a-virtual-assistant/>

**Learning in Action:** Using your favorite search engine – search on Virtual Assistant Canada and see what you find.

## Being a virtual assistant might be a choice for you if:

You have average to above average and beyond computer skills. Microsoft Office is the most common program out there and being able to use the many features it offers will set you apart. This goes for using Adobe Acrobat Pro for creating pdfs, or having knowledge of social media tools.

As a virtual assistant you will be providing a finished product to the customer. As such, accuracy and attention to detail are keys to success. Sending documents back and forth with revisions due to errors can be a time consuming process, not to mention it will diminish your ability to get repeat clients.

The money per job in the area varies, and due to competition it can be quite low. That translates into a need to work efficiently. Do the job well and do it once.

The work is varied, so if someone likes variety this is a definitely a plus.

Customer service skills are key to developing rapport and repeat jobs. It is a tremendous compliment when someone recommends you to their network.

You do not need to be certified to be a virtual assistant. There are schools and on line courses that offer to certify you (for a fee). While they may have value, they are not necessary to creating a viable work from home opportunity as a virtual assistant.

### Resources that help

When coaching clients, it is important that they have a realistic view of their computer skills.

- Can they format a letter?
- Can they create an Excel spreadsheet?
- What do they know about Outlook?
- Do they know how to attach a file to an email?
- Can they make a travel reservation on line?
- Can they use the internet to find opportunities?

### VIRTUAL ASSISTANTS

#### MUST HAVE:

- Good computer skills
- Accuracy
- Attention to detail
- Work efficiently
- Like variety
- Excellent customer service
- DO NOT need to be certified

### MORE LINKS IN YOUR HANDOUT

#### Virtual Assistant

- [What is a Virtual Assistant?](#)
- [Am I Qualified to be VA Survey?](#)
- [Work at Home Moms](#)
- [VA Job Board](#)
- [Staff.com](#)
- [AccuTranGlobal](#)
- [My Secret Staff](#)

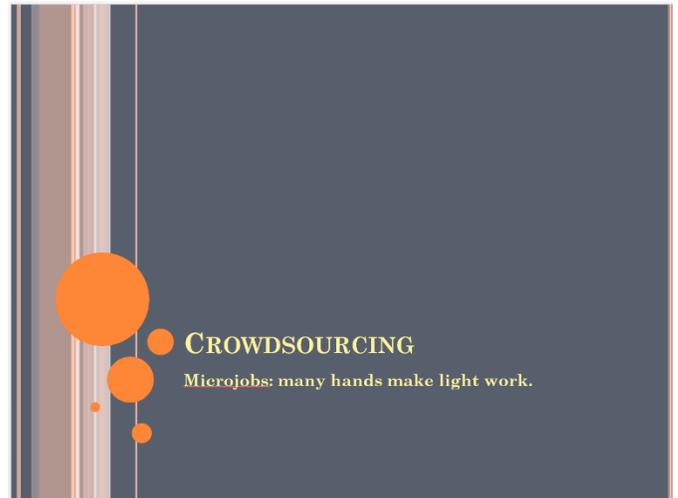
## Crowdsourcing

### What you need to know about crowdsourcing

Crowdsourcing is when you take a task and break it into small pieces and let a crowd of people all contribute to the project. An example of crowd sourcing that we are all familiar with is Wikipedia.

There are companies that now use this as a business model for accomplishing work projects. An example would be Clickworker.com.

As part of your learning for this area, explore the links to become familiar with crowd sourcing.



#### The Size of Wikipedia

*Studies of the size of the community of Wikipedia showed an exponential growth rate of the number of Wikipedia contributors during the early years. By 2009, the growth of the community slowed down. In November 2011, there were approximately 31.7 million registered user accounts across all language editions, of which only around 270,000 accounts were active on a monthly basis.*

*In April 2008, writer and lecturer Clay Shirky and computer scientist Martin Wattenberg estimated the total effort to create Wikipedia at roughly 100 million man-hours.*

[https://en.wikipedia.org/wiki/Wikipedia\\_community](https://en.wikipedia.org/wiki/Wikipedia_community)



Speaking of Wikipedia....

Why not see what it has to say about crowdsourcing? What about when you Google it?

CLICKWORKER

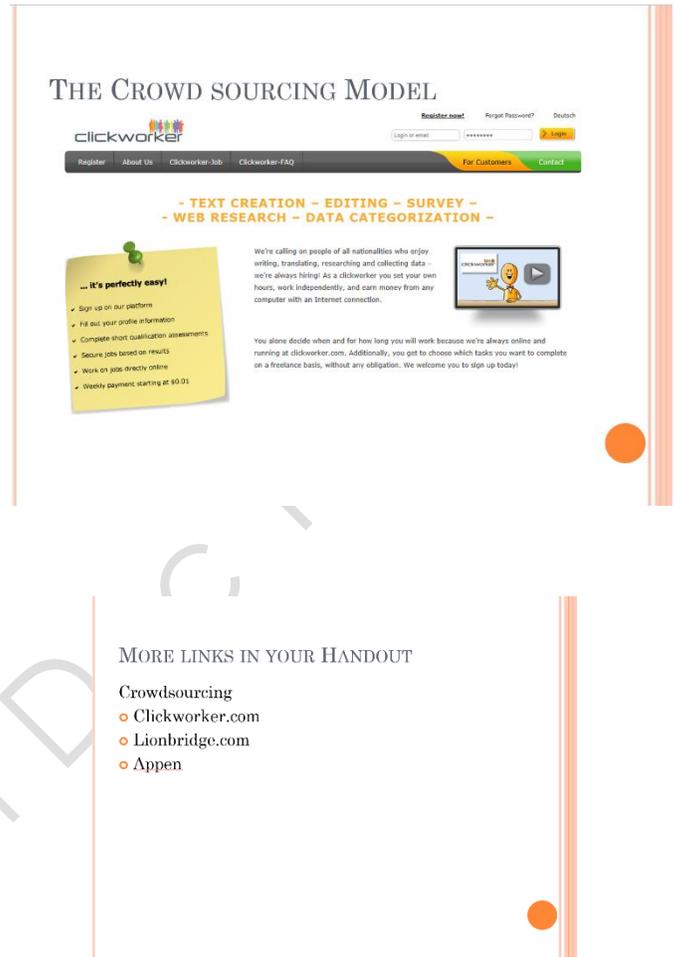
A CROWDSOURCING MODEL

Rather than trying to explain crowd sourcing, there are two excellent videos on the Clickworker site. The video on the home page explains the crowd sourcing concept.

One the career / jobs page the video explains what it means to be a Clickworker. Clickworker is just one example of this kind of work.

You are paid by the task that you successfully complete.

<http://www.clickworker.com/en>



**Put your new skills to work**

By this point in our work together you have encountered our 3 step process for finding legitimate opportunities to work from home.

Now, it's time to put those skills in action!

Your mission, should you choose to accept it, is to seek out and find legitimate employers / opportunities in the crowdsourcing area.

Remember to:

- 1) Research
- 2) Investigate
- 3) Validate

Record what you find and we can share with the group! Enjoy the process.

(Hint: start by searching Crowdsourcing in Canada to see what shows up.)

## WEBINAR #3: LEGITIMATE OPPORTUNITIES, PART 2

### WEBINAR LEARNING GOAL:

Learners are able to understand and share information related to the following legitimate work from home occupations.

### LEARNING OBJECTIVES:

Learner has a knowledge base and understanding of the ins and outs of:

- ✓ Careers in e-learning
- ✓ Consulting/contracting
- ✓ Blogging
- ✓ Gaming
- ✓ Online Surveys
- ✓ Mystery Shopping
- ✓ Using Job Boards
- ✓ Keys to success

Learner has resources and confidence to do further independent research.

THE INS AND OUTS OF DIFFERENT OCCUPATIONS

This is the third webinar in our series and we will continue to turn our attention to the different occupations that are finding their way on line.

When training in this area our main goal is to present the ins and outs of the different occupations. This will mean that you as a WFH Champion will need to investigate the different links, becoming familiar with the websites.

Updated as of Dec 1, 2014

## Careers in e-learning

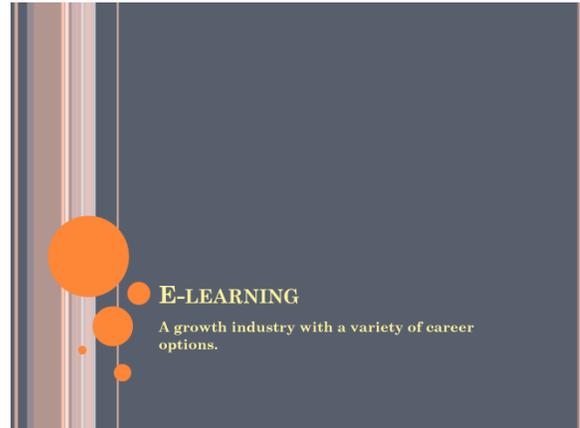
E-learning or distance education is a fast growing industry. As more and more companies, colleges, universities and private training schools begin to use e-learning the demand for skills increases.

I recommend that you take the time to watch the video link that I've included below, it will provide some information related to e-learning and its goals.

The e-learning industry offers opportunity for those who have an interest in training and education as well as those with writing, graphics, video creation and strong computer skills.

For now, the best way to begin to build your knowledge is to explore the three links I have provided below. These are just your jumping off point – click, explore. Find out, does your local college or university offer online / e-learning?

*Jot your thoughts...*



*THIS WEBINAR SERIES IS JUST ONE EXAMPLE OF E-LEARNING. WHAT OTHER TYPES OF E-LEARNING ARE YOU AWARE OF?*



Explore these links to learn more about e-learning

This video will provide an interesting insight into this growing industry. Note there is a spelling mistake so I tend not to use this one with clients.

<https://www.youtube.com/watch?v=eos6CtKK65U>

This is a must visit site that provides quality information about careers in e-learning.

<http://christytucker.wordpress.com/instructional-design-careers/>

Custom e-Learning Costs – Determining Factors - an infographic

<http://www.scholarixsolution.com/wp/custom-e-learning-cost/>

## What you need to know about careers in e-learning



<http://www.youtube.com/watch?v=d1JshzOv2cw>

[HTTP://WWW.ZNANJA.COM/LEARNINFACETS](http://www.znanja.com/learninfacts)

a 3min. video that outlines the growth of the eLearning industry with amazing facts and statistics that shows how fast online eLearning is growing. The video also illustrates the pain that organizations feel when trying to convert their material to SCORM compliant eLearning.

As you start your exploration in this area I recommend that you show the Znanja video to your participants. Links are included in the slide and it will allow you to move beyond discussions of the validity of e-learning onto the opportunities this industry presents.

<http://www.youtube.com/watch?v=d1JshzOv2cw>

This video presents US based information that can be translated to Canada.

Once the video is over, allow the audience a moment to process what they saw.

### Careers in e-learning

**Instructional Designers:** are those who do the work behind the scenes to design instructional materials. As the e-learning industry expands new instructional design methods are being developed. Post-secondary education is often necessary to secure a position in Instructional Design.

**Facilitators:** Webinars are a growing area and as such good facilitators and teachers are needed. It does take time and practice to learn to use the technologies, however this is something that those with an interest can really use to their advantage.

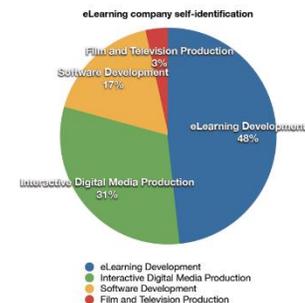
**Instructional Technologist:** e-learning often involves the use of a learning management system (LMS) or a content management system (CMS). With this comes those who are trained in how to design, setup and manage these systems. They can also be used to create video, pdf's, audio files and other content. This is a growing area and there are both college programs and university programs. You could also learn by doing. Moodle is one of the most popular LMS's available and people are always looking for help with it.

**Subject Matter Experts:** Do you have a topic / knowledge area that you are recognized for? If so then you may be a subject matter expert. As such you could design and develop your own webinars, video and then connect with a company like Lynda.com to sell your product.

### CAREERS IN E-LEARNING

- Instructional Design,
- Facilitators,
- Instructional Technologists
- Subject Matter Experts (SME)
- You may need further education

Figure 2



Clients may require further education in this area as it is a new and growing industry. The more someone can demonstrate their knowledge and skills the greater your ability to succeed.

## MORE LINKS IN YOUR HANDOUT

### Careers in e-learning

- Canadian Council on Learning
- Instructional Design Careers
- LinkedIn Groups
- Clarity Learning Consultants
- Cine Learning Productions
- Lynda.com
- Canadian Management Centre
- Virtual High School Ontario
- Canadian Online High School
- Open English.com
- Brainmass.com
- Aim-for-A tutoring
- Eduwizards.com
- Elutian (EFL)
- Tutor.com
- e-teacher group



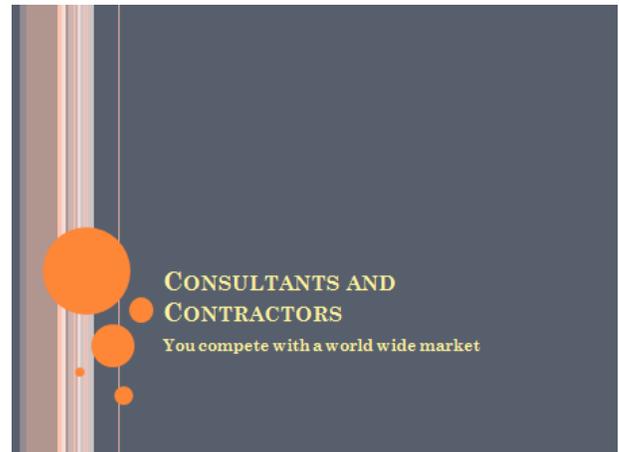
## Consulting and contracting

### **What you need to know about consultants and contractors**

As we turn our attention to consulting and contracting we are looking a new business model. Let's start by acknowledging the difference between a consultant and a contractor.

A consultant is paid for their knowledge and expertise. Often a company has a problem that they need solved and they call in a consultant to provide them with solutions based on that knowledge and expertise.

A contractor provides a service for a fee. A contractor has specialized skills and knowledge and they use those skills to complete a task.



Got your thoughts...



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WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO IS HIRING A CONTRACTOR OR A CONSULTANT?



Explore these links to learn more about consulting and contracting.

Further defines the differences between consulting and contracting.

<http://www.itworld.com/ITW344>

Great questions to help your clients determine if this is an area for them to pursue.

<http://www.bridging-the-gap.com/what-is-the-difference-between-a-ba-contractor-and-a-consultant/>

This one adds the term 'freelancer' to the mix.

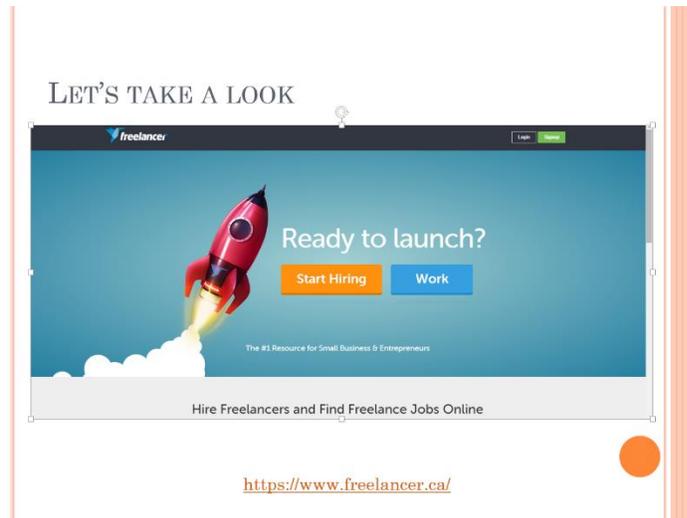
<http://workathomemoms.about.com/od/runningahomebusiness/g/consultant.htm>

Freelancer.ca or .com

This is an opportunity to show case how one of the many freelance/contract sites works.

You don't need to register for the site to access the basic information, but feel free to do so if you want.

All of the sites like Freelancer, Odesk, Fiverr, Art & Logic work much the same way. You build a solid profile, demonstrating your skills and then you BID on jobs/contracts that people have posted.



The role of these sites is to bring together those who need work done and those willing and able to do that work. In return they do take a percentage of the income.

It is important that you take the time to become familiar with these services before leading a workshop.

Fees and Charges

<https://www.freelancer.ca/feesandcharges/>

Terms and Conditions – User Agreement

<https://www.freelancer.ca/page.php?p=info/terms>

#### FIND YOUR EDGE

- You bid to win contracts
- Hundreds of categories
- Will take time to learn the system
- Need to know your stuff
- Long term view of this
- Always find out as much as you can upfront

When you enter the world of freelancing you are competing with a global market place. Finding your edge and learning how to bid on contracts takes time.

Recommend to clients that before they simply jump in – to do some research. Find out what others have to say about being successful. Browse the Categories and read the posting to get a feel for things.

You need a long term strategy and a willing attitude to LEARN how to be successful.

## MORE LINKS IN YOUR HANDOUT

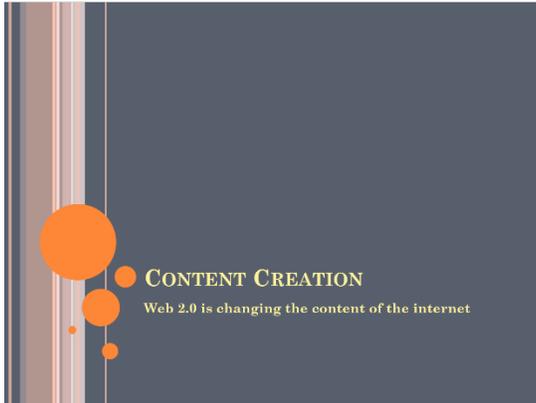
### Consultants and Contractors

- [Freelancer.ca](https://www.freelancer.ca)
- [Elance.com](https://www.elance.com)
- [ODesk.com](https://www.odesk.com)
- [Fivver.com](https://www.fivver.com)
- [Art and Logic.com](https://www.artandlogic.com)



## Content Creation

### What you need to know about Content Creation



The internet is hungry for good quality content. Writing, videos, animation, and more. The challenge is finding sites that pay a reasonable rate for this kind of work.

Blogging has long been the backbone of this kind of work and many who have started a successful blog have gone on to sell them for a lot of money.

YouTube is another site where your own imagination can produce a world of quality videos that people want to watch and share. Top notch writing and

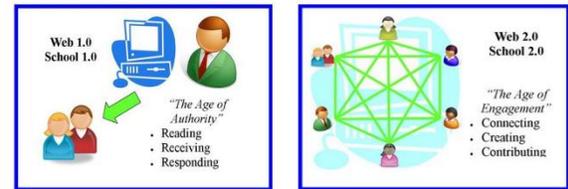
editing skills are necessary to be successful.

To understand where all of this has come from it is necessary to understand the shift from web 1.0 to web 2.0.

The term is closely associated with Tim O'Reilly because of the O'Reilly Media Web 2.0 conference in late 2004.

On the heels of Web 2.0 is what is being called Web 3.0. This encompasses the development of interactive environments where you drop down into virtual environments. An example of this is <http://secondlife.com/>

#### WEB 2.0



**THE  
ADVENTURES  
OF LEONARDO**  
EPISODE 14  
LEONARDO'S GRAND  
DISCOVERY

I highly recommend that you show this video in your workshop. (The link is below if you want to preview it now.) The video will help to clarify how the internet has changed and what is driving the content creation buzz. Besides now is a good time for the introduction of another teaching element.

<http://www.youtube.com/watch?v=UxID2GQWaqI&feature=fvwrel>

Blogging continues to be the backbone of the content and many people express an interest in blogging.

My advice before anyone begins a blog is to write a blog post weekly, or bi-weekly for at least 3 months BEFORE they ever post it publically. The reason? It can be a challenge to come up with quality content consistently. The flip side of blogging is that you need people who want to read your blog and building an audience is all about understanding and using social media.

### BLOGGING

- You love to write
- You have opinions
- You are willing to do research
- You like to answer questions
- You are willing to invest the time and energy with little initial return
- You want to develop a reputation as a subject matter expert (SME)

In the client handout I have included links to resources that pay you for content creation.

### MORE LINKS IN YOUR HANDOUT

#### Content Creation

- What you need to know before you begin
- Sites that pay you to blog
- Demand Studios
- Textbroker.co.uk
- Demand Studios.com
- About.com
- ChaCha.com
- Helium.com

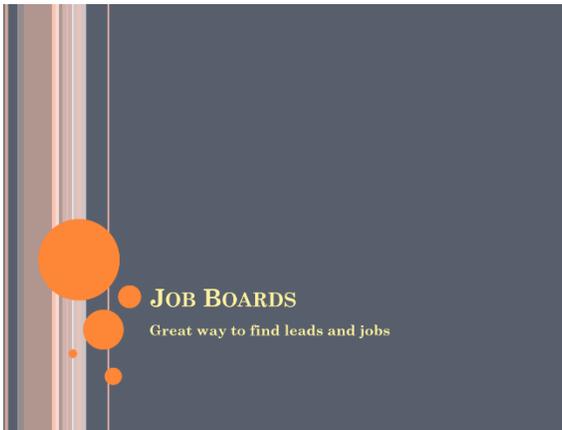
One more area that is opening up is that of Medical Writing. More research is being done to find more opportunities. For now I recommend reading the blog (link below) to find out more.

<http://contactpoint.ca/2014/03/medical-writing-legitimate-work-from-home-opportunity/>



## Job Boards

### What you need to know about using job boards



As we enter into the area of job boards we have come full circle from the start of our learning. When using job boards it is necessary to pull on SCAM BUSTER hat and research, investigate and validate the jobs that you find.

Terms to use include:

- Work from Home
- Work at home
- Remote work
- Virtual work

The job boards are all different. Some like Indeed, use web crawlers to search the internet and pull in the job postings. This means that they do not discriminate on the quality of the posting.

Other job boards like Flexjobs.com charges a \$14.95 monthly subscription fee and promises that all of the jobs posted have been validated and legitimate.

The job board weworkremotely.com charges employers to post jobs, and has a focus on remote opportunities. They ask that if you find a job on the board that is NOT truly remote that you report it to them.

#### JOB BOARDS

- Flexjobs.com
- Weworkremotely.com
- Indeed.ca
- Simplyhired.ca

- Use them to find opportunities
- Use them to find leads
- Recruiters post jobs & they can be an excellent source for finding work from home jobs

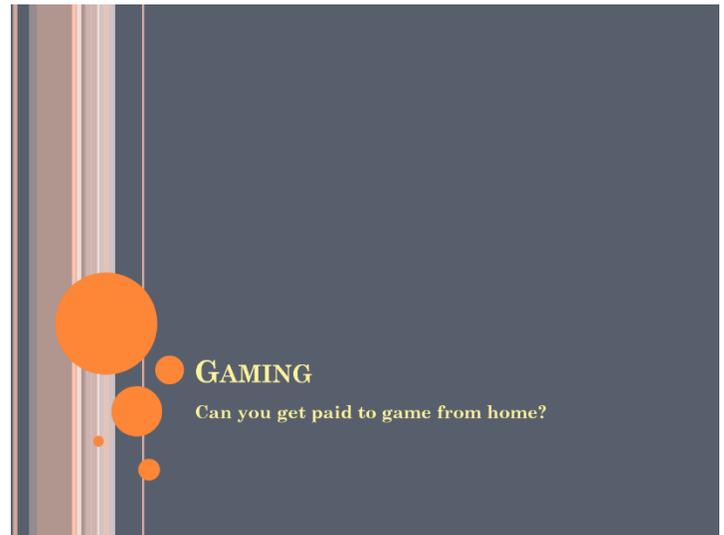
Job boards have played an important part in all the research that has gone into bringing together the legitimate opportunities to work from home information. Finding leads, connecting to recruiters, finding companies have all happened by using job boards.

## Gaming

### What you need to know about gaming

Research continues to find opportunities to work from home in the gaming industry. At present one company has been found and validated.

Other offers that promise you can stay home and get paid to play video games seems to be the stuff of urban legends. Some are out right scams. So beware when searching for opportunities in this area.



#### MANAGE A GAME COMMUNITY



#### Alchemic Dreams

We have found this legitimate opportunity and when you read through the application form you can see that there is a demand for a variety of languages. This again opens up the opportunity for Newcomers and others with language skills.

#### Gamesjobdirect.com

This is a job board specific to the gaming industry.

#### IDEAS FOR THOSE WHO WANT INTO GAMING



- You can...
  - Blog about a game
  - Do a walkthrough
  - Start a fan page
  - Freelance and develop games
  - Go to school for video game design
  - Check out the job board specific to the industry: Gamesjobsdirect.com

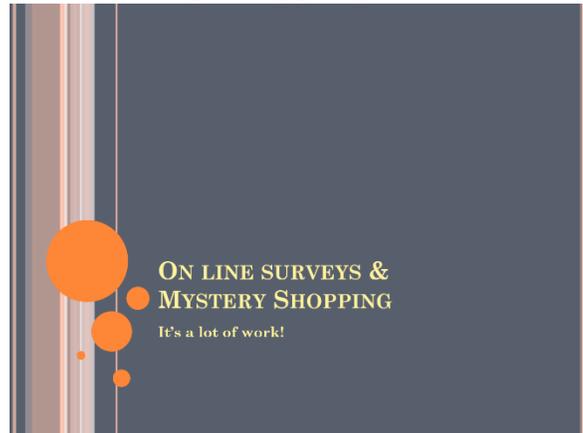
## Online Surveys and Mystery Shopping

### What you need to know about online surveys and mystery shopping

Online surveys and mystery shopping are included here as part of the overall education related to working from home.

Online surveys are time consuming and I have yet to have anyone demonstrate (show me the money) that they are making money doing these.

Mystery shopping is a legitimate opportunity for those who are detail oriented and looking to provide themselves with additional pocket money.



#### THINGS YOU MUST KNOW...

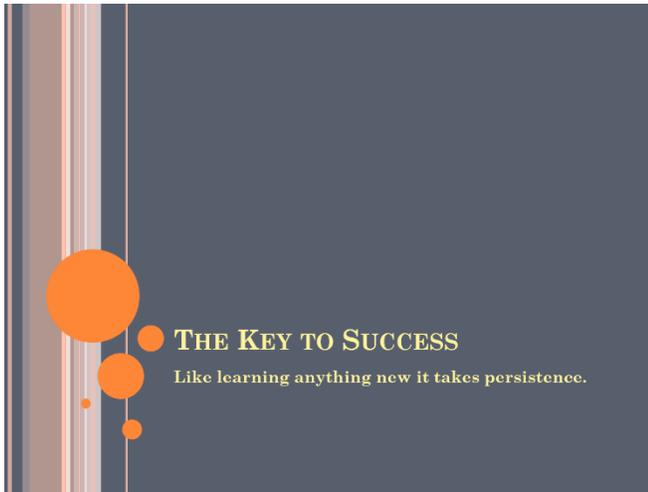
- Set up a separate email account!
- Some earn cash
- Some earn points
- Mystery Shopping you earn money
- Did I mention that you should set up separate email account?
- Full listing provided in your handout

With online surveys you can earn cash or points. We have included legitimate links in the client handout. I strongly advise anyone thinking of getting into this area to set up a separate email account. The amount of emails and spam is outrageous.

Mystery shopping is an area where the scammers are present so **BE CAUTIOUS**. Anything that asks you to send money in advance in relation to mystery shopping is a **SCAM**.

There is a full listing of links provided in the client handout. Check them out so you are familiar with them.

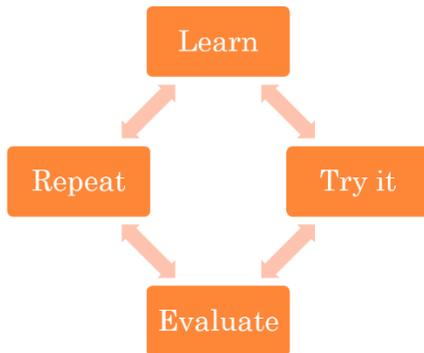
## The Keys to Success



Regardless of which path(s) a client decides to pursue, they will need to be persistent.

### *Persistence is learning in action*

#### HOW TO PERSIST



We learn something new and then we try it. We evaluate those results. Did it work? How come it worked? How do we do more of what worked?

Did it not work? How come it didn't work? What can we do differently to get a different result?

Then we repeat the process. Learning either what worked, or what didn't, filling in knowledge gaps and trying again.

## Let's Review



There are legitimate opportunities to work from home.

Now is the time for you to bring the workshop to a close in a way that is most natural for you.

Throughout the workshop we have used an empowered approach to engaging clients in what is possible and igniting hope so that they are motivated to take action.

I like to end workshops with a moment of reflection, asking these two questions and then inviting those who are willing to share their answers.

Take a moment to write out your answers to the following questions:

What did you learn today?

How are you going to apply it?

This ends the slide show and workshop.

### WHAT DID YOU LEARN TODAY?

- How are you going to apply it?

## WEBINAR #4: MARKETING AND DELIVERING THE WORKSHOP

### WEBINAR LEARNING GOAL:

Learners will be able to market, deliver and evaluate Legitimate Work from Home workshops so that they can empower their clients to work from home.

### LEARNING OBJECTIVES:

- ✓ Customize a marketing plan for their use
- ✓ Best practices related to delivering the workshop
- ✓ How to evaluate results and make adjustments
- ✓ The importance of empowering your clients

## Background

An introduction

This project began because of the tremendous response that we received from clients when we started offering this workshop here at the Employment and Education Centre. The very first time we offered it we had such a tremendous response that we had to put on a second workshop that same day. We had over 100 people attend those two sessions, an absolute record for our agency. Since then, we continue to have solid registrations with an average attendance of 40 people per session.

To provide you with some background, our agency is located in Brockville, Ontario about an hour south- east of Ottawa, Ontario and 45 minutes of Kingston, Ontario. Brockville population is about 22,000 people give or take and our larger catchment area is Leeds and Grenville County with an overall population just under 100,000. We are a rural area with an agricultural base and large geography - 3350km<sup>2</sup>. Our local economy has experienced the sharp decline of manufacturing leaving many in our community to travel to Ottawa or Kingston for employment. With this in mind, know that if we can achieve this kind of impact and results, you can too.

This train the trainer series is about empowering you to replicate (and exceed) our results so that we can collectively open up these new employment options for clients. Working from home supports a number of traditionally underserved client groups including people with disabilities, people in rural communities, aboriginal groups, newcomers, older workers, and caregivers of both children and aging loved ones.

My best advice to you, is to move forward, and schedule a Legitimate Opportunities to Work from Home Workshop sooner rather than later. As a training professional who has worked almost exclusively with adults I know that 'learning by doing' is the most powerful way to build your skills and confidence with this material. So grab your calendar, look ahead 10 to 12 weeks, and pick a date. That is the date for your first workshop! With that out of the way, let's break down the marketing plan.

The date of my first workshop is: \_\_\_\_\_

*Jot your thoughts...*



*WHEN IT COMES TO MARKETING YOUR WORKSHOPS, WHAT'S WORKING?*

## The Target Market

While our target market may be anyone who wants to work from home let's work to unpack that: Characteristics of our target market

- They don't want a home based business offering a locally based service or product
- They have a working knowledge of the internet
- They may have a disability
- They may live in a remote / rural area
- They may be a care giver for children or aging loved ones
- They don't want to commute
- They don't enjoy being in an office setting with the politics

What other characteristics can we identify?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

As you continue to offer the workshops and work with clients you will discover that they want to work from home for a variety of reasons. The more you come to know your target market, the better you can find ways to reach them.

## Marketing Workflow

What follows is a workflow that you can use to market your event. Always take the time to evaluate your marketing efforts. Do more of what works!

8 to 10 weeks before the event

- Select a date
- Brainstorm a list of community agencies and partners who serve your target market
- Modify the poster or create your own that you can attach to emails – include the word Legitimate in the title of the workshop – it is what sets us apart
- Find a suitable location for the workshop that includes:
  - Internet connection
  - Screen
  - Projector
  - Comfortable chairs
  - Tables are preferred but not absolutely necessary

8 weeks before the event

- Add the event to your website
- Add the event to your registration system. (We use a free online tool called Eventbrite.ca)
- Let your agency know about the event and ask them to share and talk it up with clients
- Share the event with community partners and agencies that serve the same target market

6 weeks before the event

- If you are placing advertising in the local newspaper secure pricing and get them ready. I recommend one to two weeks in advance of the event.
- Take another look at your distribution list and begin to send out poster to new contacts
- Put out an initial post on all your social media: LinkedIn, Twitter, Facebook etc.
- Keep talking up the event with anyone you are in contact with

4 weeks before the event

- Start with your distribution list and identify any new agencies, partners, associations, and community groups to send the information to
- Resend information to those you have already sent it to at the 8 week mark
- Post the event on Kijiji
- Run through your materials, check your slides, make your notes

2 weeks before the event

- Send out a press release announcing the event to local media
- Resend information to those you sent to at the 6 week mark

## Legitimate Opportunities to Work from Home

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- Remind colleagues that the event is just two weeks away
- Make sure your advertising runs correctly
- Repost on all your social media channels: LinkedIn, Twitter, Facebook etc
- Repost on Kijiji

1 week before the event

- If you did not get any interest from the press release, send it again.
- As this workshop is on working from home experience tells me that the best results come from electronic marketing / social media channels

Week of the event

- The work you do at this point will depend on the number of registrations you have
- Prepare your materials. Make sure that you are comfortable with all of the technology and the handouts well in advance
- If possible set up all your technology the day before and test it
- Prepare the handouts and evaluation form
- Relax and enjoy – all your hard work is about to pay off

## Delivering the workshop

Some of you are seasoned facilitators and trainers. For some of you this is an opportunity to build a whole new set of skills. As with any new technology based topic it will take time for you to find your own style of delivery.

Now is an ideal time to reflection upon things that you like in a training environment.

Jot your thoughts...



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*SHARE SOMETHING THAT A TRAINER OR TEACHER DID THAT YOU REALLY LIKED.*

## What Works

What follows are my tips and techniques for delivering this workshop.

Be prepared: If this is relatively new material for you then the best way to conquer your nerves is to know your material. Inside the workbooks, the 20+ page handout and the flow of the slides are links to explore and learn.

Be a Guide not a Sage: Consider your role as a tour guide rather than a sage. Your role is to guide the participants to a new understanding of the opportunities that exist, to remove the barriers, the fear of the scams and then to empower them to take action. If you set yourself up as a sage, an expert if you will, then you risk creating dependency. This leads to clients asking you if opportunities are legitimate versus them being empowered to make those decisions on their own.

Curate the information: This builds on the last point. The slides, videos and links included in the workshop are there so that you can curate this information for participants. In curating this information we have selected the best, most relevant information for you to share with participants. In presenting it you are walking participants through, yet leaving the call to action and decision making up to them.

Check your technology: Allow yourself enough time to set up and test all of your technology. You will need a laptop, a projector, speakers and if you like a laser pointer. Load your slides on to the lap top and if possible run your laptop from a wired internet connect versus a wireless one. A wired connection tends to be more stable and reliable. Run a video or two to check your sound, and set your projector.

Lights on or off? Best is to have the room darken so people can see the slides and still have light to take notes. If possible I turn off half the lights, leaving the rest on.

Tables or no tables? The ideal is to have tables for participants to write on. That said, with the response rates we get, we often don't have tables. To compensate for that we either let people know that they might want to bring something to write on and we have clip boards that participants can use.

Room set up: Feel free to set your room up in the best way possible. As there is not a lot of interaction between participants traditional classroom set up, or rows facing forward are fine. Tables along the perimeter of the room allow you to display other materials of services that your agency offers.

Coffee, Tea, snacks? In the email reminder that goes out to registrants I let them know in advance that we do not have coffee or tea. We have water for people however; we found that we were wasting our efforts with coffee and tea as people often arrived with coffee/tea in hand.

## **Legitimate Opportunities to Work from Home**

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Take a break: This is a lot of information for people to take in, so do take a break. This workshop takes roughly 2.5 hours to deliver. It moves at a good solid pace. After about an hour and fifteen minutes in I take a break.

Flexible format: You can adjust the materials to suit your needs. You can simply spend less time on certain slides, or remove those pieces that you don't feel are need for your specific audience. I recommend that your workshop does not go over the 3 hour mark unless participants are going to have time to be on a computer themselves, check out sites.

Have fun and be fun: This is great information and opportunity that you are bringing to people. They will often leave with a new sense of hope and possibility. Relax, enjoy, have fun and be fun!

## What you need to know about the instructional design process

In designing this workshop and all the documentation I have mashed two theories of instructional design 1) Minimalism and 2) ARCS by Keller. Below is some explanation and links for further exploration.

### Instructional Design:

#### Minimalism of J. Carroll

The Minimalist theory of J.M. Carroll is a framework for the design of instruction, especially training materials for computer users. The theory suggests that (1) all learning tasks should be meaningful and self-contained activities, (2) learners should be given realistic projects as quickly as possible, (3) instruction should permit self-directed reasoning and improvising by increasing the number of active learning activities, (4) training materials and activities should provide for error recognition and recovery and, (5) there should be a close linkage between the training and actual system.

#### Principles

1. Allow learners to start immediately on meaningful tasks.
2. Minimize the amount of reading and other passive forms of training by allowing users to fill in the gaps themselves
3. Include error recognition and recovery activities in the instruction
4. Make all learning activities self-contained and independent of sequence.

<http://www.instructionaldesign.org/theories/minimalism.html>

**Instructional Design:**

**ARCS Model by John Keller**

ARCS Model

The ARCS model is an instructional design approach that focuses on the motivational aspects of learning environment. The model was created by John Keller in the 80s.

There are two major parts to the model. The first is a set of categories representing the four components of motivation: arousing interest, creating relevance, developing an expectancy of success, and producing satisfaction through intrinsic/extrinsic rewards (Keller 1983). His categories come from a synthesis of research by other scholars on human motivation.

The second part of the model is a process that assists instructional designers in creating appropriate motivational elements for the intended learners. The model has been implemented in a wide variety of settings and geographical locations.

<http://www.instructionaldesign.org/models/arcs.html>

<b>Attention</b>	<b>Relevance</b>	<b>Confidence</b>	<b>Satisfaction</b>
<p><b><i>Perceptual Arousal</i></b></p> <p>Provide novelty and surprise</p>	<p><b><i>Goal Orientation</i></b></p> <p>Present objectives and useful purpose of instruction and specific methods for successful achievement</p>	<p><b><i>Learning Requirements</i></b></p> <p>Inform students about learning and performance requirements and assessment criteria</p>	<p><b><i>Intrinsic Reinforcement</i></b></p> <p>Encourage and support intrinsic enjoyment of the learning experience</p>
<p><b><i>Inquiry Arousal</i></b></p> <p>Stimulate curiosity by posing questions or problems to solve</p>	<p><b><i>Motive Matching</i></b></p> <p>Match objectives to student needs and motives</p>	<p><b><i>Successful Opportunities</i></b></p> <p>Provide challenging and meaningful opportunities for successful learning</p>	<p><b><i>Extrinsic Rewards</i></b></p> <p>Provide positive reinforcement and motivational feedback</p>
<p><b><i>Variability</i></b></p> <p>Incorporate a range of methods and media to meet students' varying needs</p>	<p><b><i>Familiarity</i></b></p> <p>Present content in ways that are understandable and that related to the learners' experiences and values</p>	<p><b><i>Personal Responsibility</i></b></p> <p>Link learning success to students' personal effort and ability</p>	<p><b><i>Equity</i></b></p> <p>Maintain consistent standards and consequences for success</p>

[http://en.wikipedia.org/wiki/Instructional\\_design](http://en.wikipedia.org/wiki/Instructional_design)

## Continuous Improvement: Evaluate results and make adjustments

When the workshop is over, spend time evaluating your results and make adjustments as needed. Use an evaluation form to gather feedback from participants.

### Learning questions for continuous improvement

I encourage you to adopt these continuous learning questions so that as you evaluate your own performance you engage in active learning.

What did I like best about the workshop?

What would I like to do next time?

Do this at the end of each workshop and you will be amazed at how your knowledge, skills and confidence grow!

*Jot your thoughts...*



*WHY IS IT IMPORTANT TO EMPOWER YOUR CLIENTS AND YOURSELF?*