

Stepping Into The Working World Without Setting Foot Through Your Front Door

You have probably all heard the saying 'Home is where the heart is' but have you heard the saying 'Home is where a great business opportunity lies'?

For some full time mums finding a way back into the working world can be difficult. Discovering a way to keep the kids and the bank manager happy, as well as achieving a sense of job satisfaction can sometimes seem like an impossible task. Maria D Gándara found the perfect solution in a 'Cash It In For Me' (CIIFM) business opportunity.

Maria, mother of two from Tunbridge Wells, is originally from Ecuador. She worked as a BBC radio producer for 10 years however made the decision to give up work when her first child was born. Following an 8 year spell as a full time mum it was time for a new challenge, the children were in school and Maria decided she wanted to go back to work.

Like many other mums Maria faced the challenge of finding a job which would allow



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her to devote enough time to caring for her children.

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Whilst considering her options she busied herself with de-cluttering her home. Maria developed a passion for selling on the online auction site eBay. In Maria's eyes her eBay selling was an enjoyable distraction from making the tough decision about work.

"It was almost like a procrastination thing but I loved it, I really got the buzz for it."

After reading an interview in the Guardian newspaper with Vanessa Whitehouse the founder of 'Cash it In For Me', Maria realised her enjoyable distraction had the potential to be a very profitable business which she could run from home.

Maria has been operating as a 'Cash It In For Me' System Operator within the Kent area since





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December 2007 and has managed to achieve what many of us are striving for; she has found a lucrative business opportunity, doing something she thoroughly enjoys, from the comfort of her own home.

Running a business from home saves both time and money, overheads are minimal, there are no pricy rents to pay for office space or hefty travel costs for long commutes. Invaluable to Maria as a working mother is the fact she is able to utilise her time efficiently; throughout the day Maria has the opportunity to keep on top of household jobs alongside her work.

"While you are building your business up you are not going to be busy all the time, so you can get on with the housework or cooking or whatever and you can see if this is the lifestyle you want without investing too much money."

With any new business come challenges but Maria highlights the fact that "With challenges also come rewards" she added:

"For me the biggest reward is when a client comes to me with something they weren't expecting to get much for and then you give them a cheque for a couple of hundred pounds and their face lights up."

Maria has proven that none of the challenges she has faced so far in setting up her business are insurmountable. The trickiest task she has tackled to date is creating awareness within her local area of the service she offers and making people realise the potential value of their unwanted goods. As a person who likes a challenge Maria has been proactive and initiated a number of methods to gain publicity.

Of course the challenges she faces she does not face alone. 'Cash it In For Me' has armed her with all the information and resources necessary for successful business marketing and she is provided with continuous support and guidance.

"I feel constantly supported because I know that there's always someone at the end of the telephone line."

Maria's client list is now rapidly growing and based on her sales to date, working a 25 hour week she expects to reach a £50,000 turnover in her first year. However this figure is very likely to increase significantly

now Maria is beginning to expand her reach to include local businesses, with great success. She has recently gained an opportunity with excellent commission potential from her local kitchen company to sell display kitchens and appliances.

Maria's clients come from all walks of life and all age groups, some have an understanding of eBay and no time to sell their own items and some have no knowledge of eBay and scepticism of selling online. Whoever the client Maria is proving she is able to abide by her ethos that she can successfully sell any quality item that is usable, beautiful or collectable .

However she has no doubt that without the guidance she has received from 'Cash It In For Me' her success would not have been so swift. The business template which was initially provided to her cut out many of the time consuming trial and error processes which many new businesses have to go through.

"If it hadn't been for Cash It In For Me I would have been dithering with how

much to charge, which areas to target, etc... for months on end."

She added:

"Their system helped me to focus on my neighbourhood area by pointing to the potential opportunities lying there. This was better than any market research I could have ever done."

The future looks bright for Maria, she has managed to find that all important balance between work and family, in a job which she loves. She has an abundance of enthusiasm for her work and is passionate about passing on her wisdom to others; by developing a blog providing useful tips and advice Maria has made her knowledge accessible to anyone with the desire to set up their own branch of 'Cash It In For Me'. Maria's confidence certainly shines through.

"I know that in the near future Cash It In For Me will be recognised as a name that people recognise and trust throughout the UK and beyond."