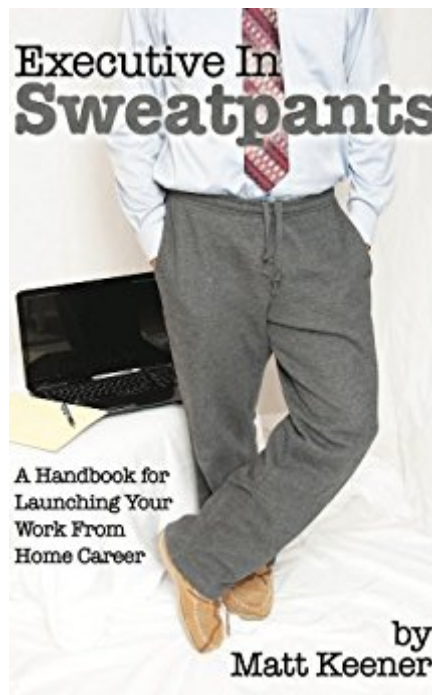




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# Executive In Sweatpants: A Handbook For Launching Your Work From Home Career



## Synopsis

Admit it....you're not really happy with your current career track, are you? Do you find yourself routinely asking these questions: Is this job fulfilling, or do I just do it for the paycheck? Am I really climbing the "corporate ladder," or am I stuck on the same rung? Why do I keep working for the same company but expect different results? Whether you're unemployed, underemployed, or just generally dissatisfied with your current job, your gut says there must be something more in store for your career. Rest easy in knowing that you're in good company; nearly 70% of all Americans are dissatisfied with their current employment situation. Luckily, you live in one of the greatest times of opportunity our world has ever known. Thanks to the power of the Internet, the dream of owning and operating your own business is closer than you can imagine. I was once much like you: working for a big corporation, unsure of what my future looked like, and kind of bored. I knew I wanted to someday become an entrepreneur. But how? Doing what? In my book, *Executive in Sweatpants*, I share my own path for starting a business in the 21st Century. As the name implies, your new business can be operated from the comfort of home (in sweatpants, of course). Over the past five years, I've used the principles found in this book to start and grow my own home-based consulting firm. By leveraging the power of the Internet, some free web-based tools, and your own creativity, you too could grow a real business that you can be proud of. By reading the book, you'll learn: Why salary is a dead-end proposition for your career. What the changing economy (and technology) means for your future. How you can leverage the changes in technology to your long-term advantage. Why your virtual resume is so much more important than any paper resume. How to win clients on Upwork.com (formerly oDesk.com). Dozens of free work from home tools (and how to use them). How to work from home without losing your mind. Tips for growing your business and staying focused on long-term success. Important note: You've probably heard the advertisements for work from home systems that promise to solve all your problems. Although the idea of working from home is great, many of these systems are total scams. I want to assure you this book is not some kind of work from home program or gimmick. It's simply my own story. No tricks, no "one-time investments", no scams. This book is the perfect read for: disgruntled corporate executives and mid-level managers in need of a change, stay at home moms (and dads) who want to earn some extra income, retired business professionals looking to leverage their experience into an income stream, college students who want to gain practical work experience, freelance consultants looking for a more reliable source of clients, and virtually anyone with a marketable skill (such as marketing, accounting, sales, business development, operations management, web development, and information technology to name a few). Stop hoping for a change with your career. Take action

today - and tomorrow you might just be able to trade in your slacks for sweatpants.

## **Book Information**

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## **Customer Reviews**

This book is about working for yourself through Upwork site. I found this book very educational from how to build a profile that reflects your expertise, to how to price your work, to how reviews work on Upwork. This book raised my opinion of the quality of workers one might find on Upwork, and had a logical explanation for why it is possible to find people who charge very low hourly rates (typically it is an introductory rate as they build up their feedback).Ali Julia review

EISP is an excellent introduction for the solo, work-from-home consultant. The author is a marketing expert, but this book applies to anyone considering or starting out as an entrepreneurial consultant. Some of the many topics covered in the book include changes and new opportunities in the job marketplace; software "tools of the trade" to assist in areas like project management, time tracking,

and continuing education; how to establish and build your client base; and how to set and grow your hourly rate. Some readers might quibble with Keener's view that being a solo entrepreneur is almost always superior to working as an employee in an organization. People and businesses are all different, and the sweatpants consultant lifestyle may not be for everyone. However, all in all, Keener's introduction to the "sweatpants lifestyle" is a great read and strongly recommended for those considering or just starting out on a work-from-home career.

The U.S. economy is bad right now and it's hard to find work. That is especially true here in California. I was planning to move to Texas (where the economy is booming) so I could find work. But now I don't have to. This book has shown me how to market my skills to the entire planet. I love it! For those of you who are looking for a quick fix, or a get rich scheme, this book is not for you. But if you have skills, integrity, and are willing to work hard (this is a real job and you will have to work), Mr. Keener's book will give you step-by-step advice on how to succeed in the world marketplace. It's very competitive out there, but the author is a marketing guy so he gives you tips on how to stand out from the crowd. This book has been a God-send to me, and I recommend it to anyone who has the desire to work from home.

"Executive in Sweatpants" is a quick yet inspiring read. Growing up just two houses down from Matt, I always admired his work ethic and commitment to excellence to his endeavors. Success seems to follow him wherever he applies himself. Having learned that he wrote a book, I downloaded it immediately thinking it'd be a nice read over the holidays. Boy was I mistaken?! When "Executive in Sweatpants" downloaded to my Kindle, I curiously flipped through the first couple of pages and next thing I knew I was neck deep in the book and was hanging onto every word! Matt's raw honesty about the path he was on, and the "eureka" moment he had that changed his paradigm is awe-inspiring. "Executive in Sweatpants" is a fantastic read, and truly awakens the entrepreneurial spirit inside each one of us. This book is not only perfect for those considering starting their own business, or becoming their own boss, I believe it's a great read for everyone desiring to learn what it takes to live life with passion and purpose - don't settle for the mundane! Kudos to Matt on his continued success and thank you for taking the time to share and inspire others!

I just finished reading Matt's book a couple of nights ago. It was a refreshing read with lots of insight into how he built his home-based business and made it successful. The best part of this book, especially when compared to other "home business how-to" books is that this one actually gives

you actionable steps to take, instead of just bragging about his business and giving you no substance like so many others do. Matt also spends a good amount of time sharing what he has learned about how to stay organized and motivated, which can be a major hurdle for many at-home workers. Now, keep in mind that there isn't a book on the planet that will give you 100% of everything you need to build your business, but if you're looking for a solid foundation to start from, this will help you out a lot.

I was a new freelancer when I came across this book. It has valuable information on how to set up your profile on Odesk and what types of information to include. It also goes over the different types of contracts ie. "Fixed Rate" vs. "Hourly" and their pros and cons. I was beginning to feel discouraged because I was not getting interviews for a lot of the jobs I had applied to. After reading this book, I felt encouraged to know it really is a numbers game. You have to apply to a lot of jobs and then when you land a client, continue to apply to a lot of jobs to build your clientele. I also found the information about budgeting your time very helpful. You need to plan your day, the tasks for various clients and be sure you meet the expectations and deadlines each client has established to be a successful freelancer.

There are tons of motivational books and websites around urging you to go it alone, and offering all kinds of advice, except the one kind you need: how, exactly, are you going to make the transition? Keener spends most of one chapter talking up the lifestyle, and then drops it to talk nuts and bolts. I will say that his politics around workers, globalization and the role people should play in the economy were somewhat distracting. Although he takes pains to point out that he is not anti-worker, he is clearly not \*pro\*-worker, either, and sees nothing wrong with the rampant off-shoring of jobs in the US. Thankfully, his expression of these views was brief enough that it didn't kill the book.

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