



December 2009

Featured Article: *Be a CEO in a Spiked Collar*

Achieving financial success without compromising your lifestyle can be difficult. Many people are at peace with going mainstream for 8 hours a day, but for others it's excruciating. One alternative to blending in is to find (or create) a job that will allow you to work from home. Not only will you be able to dress how you want, but you can also determine your own working hours, making it an especially attractive option for night owls. Popular options include starting your own online business or working to break in to the freelance marketplace. The freedom and flexibility are amazing, but you can still end up in a less-than-interesting position. So how can you work at home and still keep it interesting? There are more options than you might think:

Make an Online Store - Help supply your interest group with what they love, be it Japanese imports or custom collars. You can collect stock through wholesale purchases, gathering obscure items from garage sales and eBay, or, if you're crafty, by making items to sell.

Create an Ad-Funded Resource - Develop a hot online destination for people like you. Well-made fan compendiums for popular shows or games get a lot of traffic. So do interest-specific social networks like FetLife. Integrate an ad service like GoogleAds and you'll get paid for your traffic.

Found a Special Interest Magazine - There are hundreds of mainstream sports magazines, but very few alternative style glossies. It doesn't take a large staff; Gothic Beauty magazine has a full-time workforce of two and is stocked in all the major bookstores. If you can't afford the overhead, try starting out with an electronic magazine to build a reader base.

Become a Specialty Writer - Create a niche for yourself by writing freelance or on-staff articles in magazines like Otaku USA and Inked. If you're feeling adventurous, try pitching alternative style pieces to mainstream publications. Informing the mainstream public can bring some flak, but it can also be very fulfilling.

Market Your Artwork - Dark artwork is flourishing online. You can develop a following and sell prints on sites like Deviant Art or Zazzle. Café Press and Zazzle also allow you to print your artwork on a variety of merchandise, including coffee cups, t-shirts, and skateboards. If you want to sell originals, you can sell them on eBay or a personal website, or even pitch a show to a local gallery or coffee shop.

Establish a Non-Profit - If you have some extra money and are more concerned about finding a fulfilling vocation, consider creating a charitable organization. There are several small organizations dedicated to promoting equality for BDSM practitioners and providing shelters for kink-related abuse. Other options might include toy-drives for kids with geeky or gothic interests.

Alternative lifestyle individuals are well known for their drive and creativity. With the proper dedication and a little overhead, the possibilities are endless. And if you work hard, who knows? Maybe you'll be the one writing the dress code someday.

Melissa Lytton is a freelance writer, artist, and model who specializes in alternative-styled content. She can be found online at happygothproductions.com.
