Beginner's Guide To Internet Riches
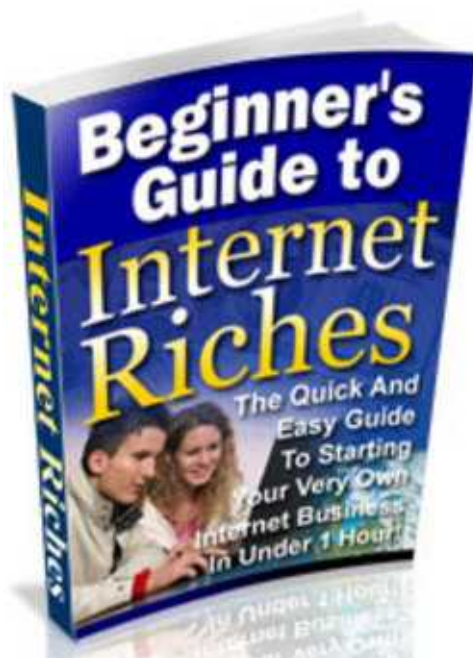
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INTRODUCTION

As you read these words, there are millions of people making a full time income on the internet, working part time hours from the comfort of their own home. These people set their own working hours, live where ever they choose and have a ton of spare time to spend with their family, friends and simply do things they love to do.

Does this sound like something you would like to be doing? Of course it is, why else would you have bought this guide!

Well rest assured, you have made the right decision by buying this guide. Because you are about to learn everything you need to know to get started on your internet business and be pointed in the right direction towards online business success.

In this guide, you will not only learn the basics of starting an internet business. But learn of the many different online business models you can choose, and even analyze over 50 successful online businesses you can imitate!

But before we get started, just so you are as existed as I am about doing business online.

Here are some of the main reasons most people decide to start an online business:

• It takes very little money to start

Unlike a business in the "real world", an online business does not need a lot of start up money. All you need as an idea, a domain name, internet access and hosting…all of which can be had for under $100!

• You choose when you work

Who says you must work from 9 to 5 everyday? People who are NOT Internet Business owners! The Internet Business is the biggest proof why the statement "working from 9 to 5" is no longer true. With an Internet Business, you don't have to wake up in the wee hours of the morning so that you can get to work by 9am, anymore. You can start work at anytime since you are your own boss!

• Work from the comfort of your own home

Where you put your computer is where you will be working! And since you're going to be working from home, you'll be saving at least two hours of your time each day by not having to travel to and from your work place during rush hours when everybody else is going to work or heading for home. That means you'll be saving at least 730 hours a year! Wouldn't you shudder at the thought of wasting 730 hours a year doing nothing productive?

• With the internet, the whole world is your market!

By sitting in front of the computer, everyone in the world is now within your three feet. You leverage on free or low-cost software and hardware and the Internet Infrastructure, all of which when combined will give you leveraging power that far exceeds any conventional business, allowing you to achieve more and more with less and less work!

• You can fully automate your online business

If properly set up, some Internet Business models can be fully automated

• No need to work 8 hours a days every single day

Once you can automate your Internet Business in some way, you can use the time you saved to start another Internet Business, improve your existing business, or spend anyhow you like. You just spend the time online checking your mail religiously, promoting and expanding your business – all in front of your computer. And there is absolutely no need to spend even more than four hours online.

• Spend more time with family and friends

Owning an Internet Business gives you the privilege to have more time to spend with your family, or watch your children grow up. This is what most busy parents crave for. If you are one of them, then you will do well to seriously consider starting an Internet Business.

• Your online business can be all about your hobbies and passions

Now, this is my favorite reason for anybody wanting to start an Internet Business! The Internet Business allows your passion and dream to come to life, which is also the most important component of businesses of any kind.

• Online businesses have very little expenses

Believe it or not, some Internet Businesses can be set up and running at zero cost, if not very low. Other Internet Businesses can run with monthly operational expenses so low that they are negligible!

So, you can rest assured you won't find me recommending products or services that cost thousands of dollars, the amount of money which you may as well throw into the stock market if you've got such a huge appetite for risk!

• You can have more that one!
Since the cost of setting up and running an Internet Business is so low, and you can automate their operations, you can operate multiple Internet Businesses as a one-person Internet Business owner. You don't need to hire employees since your Internet Business system is doing most of the job, if not all. It works 24/7 for you. It won't call in sick. It won't give any excuses. And it definitely won't blame you if it ever had worldly problems!

• The internet is a huge market (the whole world) and it's getting bigger as you read these words
According to the Computer Industry Almanac, there were 934 million Internet users up to September 2004; there will be 1.07 billion in this year. Now, is there any doubt that a 934 million-user pool is a very attractive target given the leverage you have on the Internet?

Given all the wonderful reasons for starting your own Internet Business, I am sure that by now you have already made up your mind whether starting an Internet Business is for you. If you have decided that it's for you, then here are the...

The Simple And Easy Way To Start An Online Business, Step-By-Step

Ok, now that you know the basics of what the internet is I can teach you the simple basics of starting your very own online business! So let's get started: Setting your online business goals:

The process of setting goals and objectives and then designing strategies for attaining them is essential when starting an Internet Business. So, you end up with what is called a business plan.

To set specific goals for your new business, first ask yourself this question: Why do I want to start an Internet Business?

We already covered this in the early chapter, which is why you're reading on!

Okay, next question:

What product or service can I offer to the people on the Internet?
OR
Do I have a product or service that people are looking for on the Internet?
To save you some research work, I've included the list of Top 17 Best-selling items/categories on the Internet below:
1. Clothing
2. Toys and Video Games
3. Electronics
4. Computer Hardware

5. VCDs / DVDs

6. Books

7. Greeting Cards

8. Home Furnishing

9. Jewelry

10. Health

11. Travel

12. Automobile

13. Real Estate

14. Online Trading

15. Music

16. Food

17. Sports

When identifying a need, doing market research is part of your homework. One of your first steps should be to find out what it means to do business online and to determine the best ways for you to fit into the exploding field of e-commerce (electronic commerce). The more information you have on the following aspects of the Internet, the more likely you are to succeed in doing business online:

Competition: Familiarize yourself with other existing Internet Businesses that are already doing what you want to do.

Customers: Research the various kinds of customers who shop online and who might visit your site.

Environment: Explore the special language and style of online communication – in other words, know the culture of the Internet. If you are not yet familiar with the culture of the Internet, then the best way to learn is to subscribe to e-zines (electronic magazines) and newsletters for your reading.

Write all your ideas down on a piece of paper. Ask yourself, "What do I have that people are looking for on the Internet?" Take your time. This is not supposed to be an overnight activity. So, don't be surprised if you take days. Taking your time and doing a thorough market research on the Internet beats jumping onto an opportunity at first sight.

What if you don't have any products to sell?

I would like to take this chance to get a HUGE MYTH out of the way. If you think you NEED to have a product to sell to make money – then you're dead wrong, really.

You'll be glad that you're wrong after I tell you this. You still CAN make money without having to create your own product. And there are several instances you DON'T NEED to HAVE a product to sell at all in order to make money! How?

Quite simply, you can either be a referral to earn a commission or sell advertising spaces on your website or newsletter. That, my friend, is just a speck of a dust. There are still many other ways you can make money on the Internet WITHOUT having to have your own product to sell.

Furthermore, you can either:

• Buy Resell Rights to someone else's product and start selling it on the internet. All you would need to do is buy resell rights to an info product, upload it to the internet and drive traffic to it via Google Adwords...and there's your 1 hour online business. You could also…

• Sign up as an affiliate and promote someone else's product (this is even easier than the first business). All you'd need to do is sign up to an affiliate program and drive traffic to your affiliate link…Again, you can use Google Adwords to drive traffic to the link.

This is good news to those who are already sweating over the thought that of needing to create or have their own product to sell to make money! However, the 10 Step approach to setting up your own Internet Business presented in this chapter gears more towards "selling products or services" Internet Business Models.

Picking an online business model

Already decided what you have in store for your customers? Good!

The next thing to do on the list is to choose the right Internet Business Model. Now this is crucial to your Internet Business success. The Internet Business Model has to be right for the type of product or service you're offering to your customers. When choosing the right Internet Business Model, you will want to

take the following factors into consideration:

• Profit Margin – the higher the profit margin, the better.

• Delivery – can be easily delivered to your customers via a system.

• Shipping Cost – as low as possible or even none.

• Marketing – different Internet Business Models have different marketing strategies. Choose the model that has the best marketing strategy for your product or services.

To date, there are 19 low-cost, high-profit Internet Business Models on the Internet to choose from.

Identify your target market

The inside secret is to search in search engines (such as Google and Overture) with keywords related to your product or service to find out if many websites, newsletters and community groups focus on this interest.

Get a domain name

I have already explained to you what a domain name is. You also know that your website address can ALSO be your Internet Business name.

You will want to take out another new piece of paper again to write down ALL the keywords related to your Internet Business. You see, you want your domain name to:

• be short and easy to remember (and catchy, too!),

• be relevant to the product or service you're selling,

• include keywords of your product or service to improve search engine rankings.

For example, if you want to sell a product teaching people how to break-dance, then you will want to start writing down all the keywords related to break-dance. For starters, write 100 keywords. What next, you ask? Write some more! Write 200 or 300 if you have to. The more keywords, the better. That is because this is a one-off activity. And remember that you will be using this domain name for a very long time, if not forever. Now, don't even get lazy.

Okay, I'll offer you some food for thought.

Are you parent to any child? If you are not, then imagine you are one right now. You and your spouse have a child for the first time. You and your spouse would want to give the best name to your child, right? Of course you both would! You and your spouse would brainstorm on giving your child the best name. "How about John?" "Aw, John is too common a name!" "Then how about …?" "I think the name…" and finally, your child has a name to be addressed by.

When brainstorming on your child's name, you and your spouse consciously or unconsciously know that giving your child the best and meaningful name is VERY important because your child will be living with that name from cradle to the grave.

So, on the same token, why would you not think the same when brainstorming on

a good domain name? This is your Internet Business. You need to nurture and grow it during its infancy stages before it rewards you. Are you not going to give it your best attention, too?

I hope that woke you up. Now, back to the keyword activity…

With the help of the list of keywords you have written down, you will find it easy to get a domain name that fulfills the 3 guidelines stated above.

In the same example, you would probably come up with a domain name like www.howtobreakdance101.com.

Next, check whether the domain name has been registered or not. If the domain name has been registered by someone else, you will have to use another domain name. So, maybe you'll think of using www.lordofthefloor.com for a domain name.

When brainstorming on a good domain name, be sure to come up with at least a few names in case the domain name you wish to use is already taken. Remember me telling you that there can never be two houses bearing the same address? Another thing you have to consider is the various kinds of domain names on the Internet. So you will have to choose carefully. (...)

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