

Secrets of Online Business

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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Online Home Based Business

An online home based business is ideal for anyone who has some spare time, such as a mother who has opted to look after her children rather than continue with her full time job, or anyone who is otherwise unemployed. There are many opportunities for such people to earn money online, even if not as the main household income.

The first, and major, advice I would give to anybody embarking on a home based business is not to overstretch yourself financially. Make a plan and set a budget for expenditure that you can afford. In spite of what you may read or hear, no internet business will be successful without some expenditure. You need money for a website, but if you find a business that does not need a website you will also need money for that. Ultimately, nothing comes free.

Even these MLM systems you might come across that state that no expenditure is necessary are talking rubbish. If no expenditure were ever necessary, there would never be any money going into the scheme. It is total nonsense. What that means is that no expenditure is necessary to the company, at least for the moment. You can spend as much as you like building your downline with online advertising, but you will not be able to use it until you eventually pay the entrance fee that is finally charged by all of these schemes that profess not to be MLM marketing systems, but companies with genuine products. In the end, the products are worthless and the downline pays you who in turn pays those above you.

Always check the internet to find out if they are scams or not. The best online home based business for you is to sell something that you own, or that is recognized as a genuine affiliate opportunity. Forget downlines and uplines. Sell product and you can't go wrong. That is where most individual online businesses make their money.

Affiliate marketing is a good place to start, but whatever you intend to do on the internet you will ultimately need your own website. So why not start with one? You can get free websites, though I would recommend you check the internet and get something that you pay a monthly sum for. You can get a good web host from under \$9 to around \$25 per month. Check out what they have to offer then make your choice.

You can find any number of affiliate programs on the internet. If you sell as an affiliate, you are selling somebody else's product for a commission. If you can find a good e-product such as software or an ebook to sell, you can get up to and above 50% commission on your sales, and since it is an electronic product, it can be delivered by an autoresponder, even while you are asleep.

There are other forms of home based businesses you could run, including selling resale rights or private label products, which give you 100% of the sales you make. These are easily advertised by means of articles and submissions to article directories, though you will again need a website.

There are some opportunities where you don't require your own website, but is provided to you by the company you are selling for. These opportunities are scattered round the internet, and you should be able to find one with a bit of searching. What is involved is that you advertise the product and lead your visitors

to the website address provided to you which, although ostensibly your own, is one of many web pages of the owning company.

These opportunities can make you a lot of money, depending on how good you are at attracting leads. You might even purchase leads and hope that a proportion is interested in the product you are promoting. These schemes have their merits, but nothing can substitute for you having your own product to sell. Otherwise you are always selling somebody else's.

Which brings us to master resale rights or even private label rights products. In the former, you can sell the product, but not as your own. You keep all the sales you make, and the value to the originator is the affiliate links within it, the sales of which they get a commission. With private label rights, you get to put your own name as the author, and can change the title and content if you want. You can also change any affiliate links to your affiliate reference or nickname so that you get the commission on any sales made from people purchasing from the links within your book.

There are several ways in which to run your online home based business, and which you choose will be dependent on your own style of selling and the type of product you want to promote. The foregoing, however, might provide you with some ideas.

Internet Business From Home – The Basics

You have chosen a great platform if you have decided to run an internet business from home. Imagine having a shop on a street that everybody in the world could walk down every day, occasionally popping into yours and checking out your products. Imagine how much you could sell!

There are disadvantages of course. You must have a product to sell that people want, and you must persuade them to pop into your shop. You must also keep them there when they walk in the door, and not just walk out again because they don't like the look of the interior. Your shop must be well designed and look welcoming, with lots of stuff on display that they can browse through.

That's the internet. If you have a product to sell you set up a website, which is your online store. It's not difficult to start up a website but your product must have a USP, or unique selling proposition, that will persuade customers to buy from you rather than from another internet site. There will likely be plenty suppliers for the product that you are selling, unless it is truly unique, such as a brand new piece of software.

Most people, however, are selling hard goods or other people's products as an affiliate. Affiliate marketing is a great way for those new to internet marketing to start running until they have learned enough to expand into their own products. Your USP could be something as simple as a free gift with every purchase, a 5 part email course or anything else you can think of that sets you apart from the shop next door.

No matter what kind of business you start with, you will generally need a website if you are going to be successful at working with an internet business from home. If you don't know where to start you have two or three options. You can start with a good web hosting system that charges a monthly fee for the provision of all that is needed for you build your website and operate it professionally.

Such services cost in the region of up to \$30 monthly, and provide web design software that takes you by the hand and shows you how to design and build your site either from scratch or by using templates. They also provide email services, autoresponders, checkouts and a means of accepting payment by credit and debit cards. This type of system is good for beginners.

On the other hand you can purchase websites that are ready to run with products already loaded to get you off to a start. If all you want is a website, you could have one designed for you. To avoid the normal high costs associated with this you might be lucky and have a student in your neighborhood who needs to make a few bucks.

Whatever way you go about it, make it look attractive since when a visitor enters your site, it is like going through your shop door. The interior must look attractive to them with plenty offers on show to keep them there for that vital few seconds during which statistics show they are more likely to leave than to stay. Most visitors visit websites for less than thirty seconds.

Once you have built it you must advertise it. You don't just put a website on the internet then sit back, because nobody knows it exists. You must promote it by advertising it. If you are selling cheeses, you could put advertisements in cheese magazines, or you could write articles about cheeses and submit them to article directories. Anyone interested in cheeses will search the directories and come across your articles with your website link on them.

Once your visitor finds your site you could offer inducements to get their name and email address, such as a free seven part course on making their own cheese. Once you have their email address you can keep in touch and send them special offers now and again. Never let a visitor leave your site without you getting their email address.

There are many other ways of advertising your internet home business and attracting visitors. Starting an internet business from home is not difficult, and to recap the steps:

First, decide on your product. If you have one, then great. If not, then you can look for affiliate programs, where you sell other people's products for a cut of the sales price, frequently 50%.

Second get a website, either a new one or use a program that provides a ready-made website already filled with products. You will come across these as you become more involved in internet marketing.

Finally, advertise. Promote your website and your products in any way you can think of. There is plenty of useful advice and help on the internet on how to go about promoting your website. Follow these steps and you will soon be running an internet

business from home that will provide you with the freedom of working for yourself rather than for a boss.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made in online business.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize