

Internet Business Guide To Start & Grow Your Business Success

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- Chapitre 1 -

7 Benefits Of Having Your Own Internet Home Business

Have you been considering starting and building your own internet home business ? There is nothing like having your own business and enjoying the rewards and satisfactions that go along with it.

There are a lot on internet home business opportunities waiting for you on the internet. But are they worth your time and efforts? Can they deliver what they do tend to promise?

Of course, an internet home business offers greats benefits and freedom to make money online.

1. **With an internet home business** you don't need a physical location. You don't need to rent or buy a place to start your business. Imagine how much it will cost you to do such thing. It can cost you thousand of dollards per month to have a "down to earth" business.

On the internet you need a location. But it is a domain name, like you know. It can cost between \$5 to \$25 per year to have an internet domain name. At \$25 you can even have free web hosting. So it is really cheap to do business on the internet.

Of course you need a website. You can create one if you have some web development knowledge. Or you can have one free with an affiliate program or other home business opportunity. Or you can have website template for a low investment and some are even free.

2. **With an internet home business** you can advertise for free. This is another benefit of the internet. You can write article like this one and publish it in ezine, website, blogs, magazine. This is call viral marketing. Or you can advertise for a really low investment, like with overture or Google Adword. You pay only when someone click on your Ad. This is called Pay Per Click. You can have good traffic and good sales using PPC campaign. You can bid as low as 10 cents per click.

3. **With an internet home business** you don't need no inventory unless you have youre own product that you ship by yourself. Most business opportunity ship the product for you and you keep the profits.

Imagine you don't need to keep an inventory, you don't need a cash register, you don't need credit card processing. All this is done for you if you sales for another business opportunity. You don't need employee to train and pay. You don't need to pay for vacation, insurance, benefices etc.

4. **An internet home business**, have many tax advantages. You can deduct your home, spouse and children (if you employ them), busines vacations, cars, and business meals. Plus, any losses you incur can be tax deductible and may even be refunded by your income tax agency.

5. **With an internet home business** you don't have to get up at 5 or 6 AM in the morning to prepare yourself to go to work. You can start working whenever you want and like you want it. You can work part time like 3 or 6 hours a day and still make a decent income on the internet.

Or you can keep your current job if you are just starting your internet home business and make an extra income. Or wait until youre business is running at full speed and you don't need youre job security anymore.

6. **With an internet home business** you are your own boss. By being your own boss and being able to schedule your own work hours you NOW have the freedom to do what you want when you want to with whom you want at anytime. It's a great feeling to be in control of your own life and do what you want when you want.

Working at home on your internet business is very gratifying. You are now the captain of your ship. You are the one who is steering the wheel. You can use your full creative capacity to bring your business to be a mega success.

7. **With an internet home business** you are a "Web Entrepreneur" NOW. You are the chief of your entreprise. You are the master of your destiny.

Remember your internet home business should be treated as a real business. This is your new job. You are the one who takes the decisions for now on. You can manage your time without someone else telling you when you should work and take care of your business.

Starting an internet home business have many benefits, but be sure you have the time and effort to give to your internet home business

so that you'll enjoy the financial and personal freedom you are searching for.

As long as you are optimistic and focused on your business target you're on the right way to a rich life, which is directed by you and it will lead you to tremendous financial and personal success..

- Chapitre 2 -

7 Golden Tips To Start An Internet Home Business

The start up costs for an internet home business are next to nothing compared to the offline world of business start ups.

In fact it is a lot more simple to start and grow a business on the internet.

Of course you need some knowledge to begin your internet home business enterprise. But you don't need a "Bacc" to do business on the web.

All you need is some computer knowledge and some internet marketing basis and a good dose of determination.

Here is some basic tips on how to start an internet home business.

== 1. Write Your Business Goals ==

It is important to set goals and objectives and then take action to accomplish them. This will be your Business Plan.

Here Are Some questions you should ask yourself:

- Why do I want to start up an Internet Home Business?
- What product or service can I provide?
- Do I have the knowledge and expertise to provide this service?

- Do I know enough about the competition?
- Where will my customers come from?

Take the time to write down your questions and answers and thoroughly research your chosen market.

== 2. Choose A Product or Service To Sell ==

On the internet you can find hundreds of product or services to sell.

You can sell your own product by creating your own, or purchasing resale rights or being an affiliate with a good internet company.

Don't put your personal gains first. Make sure that the product will deliver what it promises. When you promote a product that leaves the buyer dissatisfied, you'll only be ruining your business. So sell solutions and the money will come.

== 3. Business Domain Name ==

One important first step is to choose the best domain name you can. Keep it as short and simple as possible.

Think of domain name like " Google " or " Yahoo ". They are short and easy to remember.

I know that some people say to use keyword in your domain name. But if you choose " Internet Business " there is million of site with this term.

So are you going to use for example "**AprofitableInternethomebusiness.com**" it might be a nice name but it is too long and not simple.

== 4. Your Business Web Site ==

Having A good business website is essential to succeed with an internet home business.

Here is the thing you have to plan to build your website

A) Decide on the website design (colour schemes, buttons, special effects etc). However, you may have a preference for a certain colour

or look. To help you choose a design, you may wish to check out other people's websites or work with your web designer's pre-set templates.

(b) The content. There are many items you may wish to include on your website. The most common ones include:

1. Products And Services
2. Contact Information
3. Pricing
4. Testimonials
5. Frequently Asked Questions
6. Resources & Articles
7. Refund Policy
8. Privacy Policy
9. About Us
10. Site Map
11. Useful Links
12. On-line store

== 5. Choose a Web Hosting Company ==

What is a Web hosting Company?

A Web host is a company that provides server space for your website. You can think of a web host as a commercial building. The web host provides space for your website just as a commercial building provides space for your shop or office.

What are some of the things you should look for when choosing a web host? The criteria for choosing a free web host and a commercial web hosting solution are slightly different although they do overlap.

A) Web Space

Does it have enough space for your needs? If you envisage that you will expand your site eventually, you might want to cater for future expansion. Most sites use less than 5MB of web space. Indeed, at one time, one of my other web sites, thefreecountry.com, used less than 5MB of space although it had about 150 pages on the site. Your needs will vary, depending on how many pictures your pages use, whether you need sound files, video clips, etc.

B) Bandwidth allotment

Nowadays, many free web hosts impose a limit on the amount of traffic your website can use per day and per month. This means that if the pages (and graphic images) on your site is loaded by visitors beyond a certain number of times per day (or per month), the web host will disable your web site (or perhaps send you a bill).

It is difficult to recommend a specific minimum amount of bandwidth, since it depends on how you design your site, your target audience, and the number of visitors you're able to attract to your site. In general, 100MB traffic per month is too little for anything other than your personal home page and 1-3GB traffic per month is usually adequate for a simple site just starting out. Your mileage, however, will vary.

C) Reliability and speed of access

This is extremely important. A site that is frequently down will lose a lot of visitors. If someone finds your site on the search engine, and he tries to access it but find that it is down, he'll simply go down the list to find another site. Slow access is also very frustrating for visitors (and for you too, when you upload your site).

How do you know if a host is reliable or fast? If you can't get feedback from anyone, one way is to try it out yourself over a period of time, both during peak as well as non-peak hours. After all, it is free, so you can always experiment with it.

== 6. Shopping Cart ==

No e-commerce website is complete without a secure shopping cart. There are many shopping cart options. Many e-commerce business owners make the mistake of using Pay Pal to accept payments, which immediately tells visitors that their company is very small and not professional.

A good alternative to Pay Pal is a remotely hosted shopping cart. Remote shopping carts take the burden of maintaining security and credit card numbers off your shoulder and places the responsibility on another company. Remote shopping carts can usually be configured to look similar to your website.

In fact, your customers may not realize that they have left your website to place an order. The remote shopping cart provider will give you the HTML to add to your website. When your potential customer

clicks on the Buy Now button, he or she is taken to the remote shopping cart to enter the personal information and payment details.

Depending on your choice of a shopping cart, you may or may not need a merchant account to process transactions. Some shopping cart services allow you to use their merchant accounts for a slightly higher fee.

== 7. TRACK YOUR MARKETING ==

Here are some questions to consider:

- 1) How many unique visitors come to your website?
- 2) How many visitors opt-in to your mailing list or order your products?
- 3) When you send emails, how many are opened and how many people actually click through to your website?

The reason these questions are so important is because if you don't know these stats, you won't know what to improve. It could be different things; like your headlines, the content or navigation on your website. You won't know until you start checking all your marketing offers.

- Chapitre 3 -

10 Simple Ways To Help You Choose A Good Internet Home Business

The purpose of this article is to show you that it's simple and easy to join the ranks of success-minded people by choosing a good internet home business opportunity that suits your interests and needs.

Deciding to work from home can be a difficult decision to make. It depends on your attitude and the determination you have to succeed

with your business. If you really make the decision to start a home business you have made the first step to succeed.

Do a search on any search engine for home business and you'll literally find millions of opportunities in different sector, affiliate programs, online marketing, online business, mlm business, e-commerce etc...

There are so many home business opportunities out there that it's hard to know where to start. And how do you know you have chosen the best one? It can all get pretty frustrating.

First do some research. How long are they in business ? Do they have a good products to sales ? Do they pay good commission ? Do they deliver the check ? (I remember one home business where i have nerver seen a check !)

So here is 10 ways to help you choose your own internet home business

1. The Company:

If your desire is to build a successful home business rather than looking for some quick business online, then the parent company is worth checking out. The questions, among others, to ask here are:

How long have they been doing this and what is the prospect for the future? b. Do they deliver on their promises - what are others saying about their products? c. How are the customer and affiliate support services

2. FREE to join (LOW start-up investment)

Do you have to pay to join an affiliate program for example ? How much those it cost ? Are you willing to pay \$500 a month or between \$30 to \$100 a month ? Are you willing to advertise between \$50 to \$200 a month to bring people etc.

Most people don't want to pay a lot of money before starting up a home business. So in my experience you should choose a home business that cost \$30 to \$75 a month.(It should be FREE to join). The cost should be for buying product to try yourself and advertising.

3. FREE Website.

Does your home business offer you a free website or gateways ? If not! Are you able to make or run a website. Or to pay to make one. (It can cost between \$100 to \$5000 to have one made by an expert.)

4. FREE Business Training and Coaching

What kind of support and training does the Internet company offer? What kind of support and training do you want when you start up your home business? Do you want ongoing training ? Or just a Smart Start Training ?

5. Great Exclusive Quality Products or Service

Does the company offer exclusive product like vitamin or special information ? Is it easy to sale ? Is it a quality product ? Does it have a money back guaranteed ? Are they too pricey to buy ?

If you recommend a bad quality product, and I'll guarantee that they will likely hesitate to act on any offers you recommend. *Don't get greedy. Only recommend products that you truly believe in.*

6. Generous Compensation Plan

Does the company offer a good commission like between 40% to 80% per sales ? Does it offer residual income ? (a residual income; is an income you get month after month on the same product you sell to the clients as long as he keeps buying it).

Does it offer great rewards like after 4 sales you get a bonus ? Are there clear goals that you can achieve? Is it hard to achieve does goals ?

7. A high sales conversion ratio

Make sure that the home business is turning a good number of visitors into sales.

If not, then your efforts directing traffic to their website will be a waste of time and money. A 1% conversion ratio (1 out of every 100 visitors) is quite good, 2%+ is better.

8. Leads generation system

Does your home business offer you leads that you can buy to build your business ? Are those leads old or new leads ? Are they double opt-in or even triple opt-in quality leads ? Are they really good leads ?

9. Does your home business offer you a resource center ?

- a. Like a hit counter with live stat.
- b. A powerline genealogy where you can see the name and address of your affiliate
- c. A sales report (SVP, Commission etc.)
- d. Marketing aids (text ads, flyer, banner ads, wearables etc.)
- e. Contact manager (where you can contact all your affiliate)
- f. Key Code Tracking (for tracking your marketing effort)
- g. Help Desk (FAQ's, Retrieve Password, Support, Email checklist etc.)

10. Home Business Opportunity : In Conclusion

If you want to start your home based business immediately, promote other people's product. This product should have excellent support, all marketing tools are provided to you, many people use it and the buyers have to pay them every month.

- Chapitre 4 -

Site Promotion: 7 Powerful Magnet For Traffic & Sales

Internet traffic is the life of any website. If you're not getting traffic to your site, then you're not going to make money online. Unless the website is ranked high in the major search engines, traffic will be hard to come by. So getting traffic is the most important thing to any website owners.

So here is the best website promotion tips that you must follow to make your website a powerful magnet for traffic and sales.

1 . Search Engine Optimization

It is no secret that search engines are the number one **traffic** generating method for driving visitors to web sites. Search engines are very useful in helping people find the relevant information they seek on the Internet. The major search engines develop and maintain their own gigantic database of web sites that can be searched by a user typing in a keyword or keyword phrase in the search box.

Search engine optimization (SEO) is the process of studying the search engines in an effort to determine how to get your web site to rank high on user searches. Depending on the statistical information reviewed, search engines account for over 80% of the visitor **traffic** to web sites.

2. Write & Submit Articles

Writing Articles is an excellent way to promote your website and best of all you can get recognized as an internet business expert.

This is very easy to do, for people that don't know how to write real good yet look at other articles to get good ideas (Don't steal them). After you write a article insert a link to your site and there you go.

If you don't know what to write. Just write what you know best. You must have some knowledge or experience in one domain. Don't you ?

You can submit your article to ezine or article directory.

3. Pay-Per-Click Advertising

It is good to get traffic but it is even better to get sales. Pay-per-click advertising is a great way to pull targeted traffic. Could anything be better? In many cases, pay-per-SALE advertising is a better choice. With pay-per-clicks, you may or may not make sales.

With a pay-per-click program, there's very little or even NO risk. You only pay when you make sales. Affiliate programs and joint ventures are examples. Set up deals where you pay only for each sale.

4 . Blogging

Blogs are a relatively new and popular way to publish content on the Internet. They allow the blogger to publish content very quickly AND

get feedback from the people that read it. Because they are new and content is created regularly, search engines love indexing them - and if search engines love them, you should too.

4. Exchange Related Links

Exchanging links is one of the best method for getting web site traffic and ranking higher with search engine When you start a site you should exchange many as possible links with sites that are RELATED to YOUR site. Search Engine's robots are eager to find new links and fresh information.

5. Press Releases

A press release is a public relations announcement issued to the news media and other targeted publications for the purpose of letting the public know of company developments. You should write on news about your business. Don't make your release a sales letter. It will get banned. Search engine adores press releases. They are food for them. A good press releases can bring thousand of free visitors to your website.

6. Real Syndicated Content (RSS)

RSS marketing is a tool used by many on the Internet to deliver articles, advertisements, emails, customer support responses, ezines to clients and potential clients. It is also a good way to rank higher on search engines and traffic from different websites with RSS.

7. Email Mailing List

Having a mailing list can bring wonders to a web site, not only will it help bring old visitors back , but they will send the newsletter to their friends (If they like it).This is like gold for you. The only real purpose for a consumer **website** is to capture leads and to sell products. By leads I mean e-mail addresses.

You want to build up a customer list and then you want to work it repeatedly. Send out a monthly e-zine that offers FREE valuable information and mentions similar products they may be interested in. They may see something that a friend of theirs will want to buy from you.

Conclusion

To conclude, these **7 Website promotion tips** are tried-and-tested, meaning they do work. With a little effort, and not much money, you can bring quality web site traffic to your site right away.

Thats it folks. Have a good marketing day...

- Chapitre 5 -

To Succeed With Your Internet Business You need To Set Goals

The most successful person in business, set goals in a very specific way that is far more precise and detailed than just setting one big goal.

The goals will guide us one step at a time. It will will pave the way to our success. You cannot go on a road trip without knowing your destination. You need a map. You need time. You need to rest. You need to eat. And sometimes there is roadblock.

If for example you wanna become a millionaire (the big goal). Start by focusing on near term goals; like making 1000 \$ a month.

Set weekly or monthly goals, and work diligently toward them while giving yourself some flexibility about how to achieve them.

If you focus too much on being a millionaire, you will quickly become overwhelmed. Your motivation will diminish. There is too much gap between the big goal and the now reality.

You have to focus on the step to get there and not the finish line. You have to climb the ladder one step at a time, some time two but you cannot step ten march.

Every house is build brick by brick. So is your internet business !

Of course we all want to go faster. But we have to start at the base first. It's a basic law. We are subject to time and circumstances.

We have to learn. We have to experiment. With learning and experimenting we get experience. And with experience we become an expert.

When we hit a dead end, we turn back and take another road. But we keep going to our destination.

It's the same thing with your internet business. There is bumps and jumps and sometimes we crash. But we always keep our eyes on the goal. That is what give us the drive. It's our paradise. The goal become our existence. And it is.

By never, never giving up you will reach your goal one day. One mile at a time. It's impossible that you won't reach it. Unless you die.

That's the only secrets to success. One client at a time. One step at a time. Until you reach thousand like me and make your \$100,000 a year and +.

To make \$100,000 a year start by making \$1000 per month. After \$2000 a month. And after \$5000 a month. And after \$50 000. And so on and so on.

Day by day, your on your way to succeed, week by week your on your way to succeed, month after month your on you way to succeed, year after year your on your way to succeed.

Until you reach your goal in 3 YEARS. (Maybe less, Maybe More.)

We reap what we sow, but the harvest is never in the same season as the planting! Today you are planting...and will be at least for the next several months. Your harvest will come in time. Be persistent. Be patient.

Think long term. Take action every day, (no matter how small) to build your business and you cannot fail.

Great success in business will be yours if you follow this simple formula.

