



TIPS TO STARTING YOUR INTERNET BUSINESS

Starting your new business opportunity online can become very stressful just because of the amount of time and work that goes into it. But if you want to see results you have to have a plan to get your business opportunity off and running on the right foot. Here are a couple of suggestions that I feel will help you get your new online business opportunity started and maybe relieve a little of that initial stress.

1. A good start-up plan

The first thing you will need to do is outline a plan of attack. Having a good plan will make the beginning phases of your new business a whole lot easier.

There are numerous things that you will need to do to start your new business, but having a good plan will help relieve some of stress. Your plan will need to include at least the items listed below along with your written goals of where you want your new company to be 3 months, 6 months, 1 year and 5 years from now. With out goals success in any business will be much more difficult to achieve because you have not plan on how to get where you want to be.

2. Picking a good Domain name

“VERY IMPORTANT” Now pay attention to these next few sentences. The domain name you choose can pay HUGH dividends in the success of your online business opportunity. More and more businesses are being created every day, and it is becoming a lot more difficult in finding a legitimate domain (business) name. You need to try to find a domain name that is short and sweet and relates to your business or the theme of your business. Remember, this is a very important step in setting up your online business, so take your time, give it plenty of thought, and do it right the first time.

3. Web Site Design

How do you want to present your site to a customer when they click onto your home page? What is it that you are trying to say or relate to this customer?

This is what goes into the thought process of a web designer when they are creating a web site. Your web site should address the following issues; “WHO, WHAT, WHERE, WHEN & WHY”. There are more web site designers out there in the internet world than you can “shake a stick at”. You can join online business sites that will teach you how to build your own web site or you can pay a company to design and build one for you. There are also internet Business’ out there that if you join their internet business and promote their products they will provide you with your own web site already set up and ready to go.

Do a little research on this subject before you make your final decision. It could save you a lot of money down the road.

4. Hosting your web site

The hosting company that you choose is going to be the company that keeps your website up and running for you. You want to make sure that the company you choose is reputable and has a good online performance record. What you do not need is for you web site to go down and become inactive and your customers not being able to get in touch with you. Also you need to know who to contact in the case of a problem, and to get that problem fixed ASAP. Again take your time to do the research and find a quality

Hosting company. You can’t make sales if your site is down and no one can contact you.

5. How to market the site

As soon as you have obtained your domain name and get your website up and running, you want to begin promoting (advertising) your online business opportunity. There are numerous ways that you can market your new web site. There are sites that will let you submit advertising for free, and then there are those that charge a fee to advertise also. There are Classified Ads, Ezines, Solo Ads, Articles, Press Releases, Pay for Click and lots of other on line and off line ways to promote your site. There are tons of free publications online that can download and print that will help you get started in the right direction. Just get started and do it. I think you will find that the free advertising campaigns are a little slower in response but they are a lot of fun and a great way to learn how to advertise and promote your new business. Plus the only thing it costs is your time.

6. Goal setting

One last item that I want to stress on (sorry for the play on words) is GOALS.

Setting written goals for yourself and your new business is like driving down a highway headed for your predetermined destination when all of a sudden you see road signs and distractions that want you to pull off of the highway and make right or left turns when going straight is the only real way to arrive at your predetermined destination. Goals are what keep you on the straight path but only if you write them down and make them attainable. The short term goals will get you to the mid term goals which will eventually get you to your long term goals. Write them down and look at them every morning when you get up and every night before you go to bed and you will be successful in what ever you set yourself out to accomplish.

The world of internet marketing has no boundaries. You can build any kind of web site that you want, promote any product that you can dream of and start a business that not only is for your local area but also be seen and distributed world wide. It is the best venue in the world to advertise and promote a business in and I wish you great success with yours.

“Whatever the Mind of Man can Conceive and Believe it can Achieve”

A quote from the book “Think and Grow Rich” by Napoleon Hill.

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