

# The Leaked Chapter

from

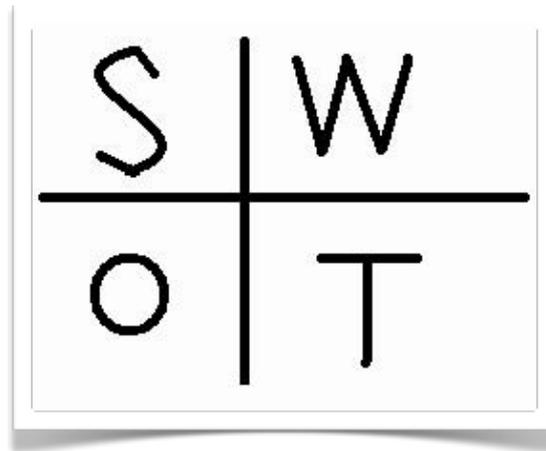
## BRING ON NEW TIMES

How To Turn Your Skills Into  
Rewarding Assets

**BONUS INCLUDED**

A New Times Home Biz publication  
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What does this diagram say? It is of course, SWOT (Strengths, Weaknesses, Opportunities, Threats), and is a simple analytical tool that should be used in every business venture you enter into.

Why should it be used?

Mainly because it can provide you with greater clarity of thought and direction for your business.

This is also a handy method to evaluate yourself, and to tie it back to “Know where you are” and “Know where you want to go” in the previous chapter.

A SWOT analysis is best undertaken on a sheet of paper that is divided into quadrants (just like in the image above) with additional columns in each containing questions that pertain to the analysis.

Here are a range of questions that can be used when analyzing your potential online business. Can you think of others relevant to your business concept?

- STRENGTHS**
- Unique selling proposition (USP)?
  - Advantages of the proposition?
  - What are the resources and assets?
  - Philosophy and values?
  - Location?
  - Price, value, quality?
  - Marketing and sales advantages?
  - Experience, knowledge, capabilities?

WEAKNESSES	Disadvantages of proposition? Lack of competitive strength? Inadequate financial reserves? Distractions that may impede progress? Reputation? Time frames, deadlines? Insufficient knowledge and skills? Gaps in capabilities?
OPPORTUNITIES	Ease of identifying new markets? New USP's? Information, research? Niche target markets? Competition vulnerabilities? Info-product development? Joint ventures, partnerships? Multi-media? Selling in multiple markets?
THREATS	Competition for similar products? Market demand? Time? Continuity of commitment? Obstacles and outside influences? Changing technology? Changes to rules and regulations? Insufficient knowledge and skills?

Once you write down as many points that you can think of in each of the four SWOT areas, you can constantly refer back to them ... and maybe amend them.

Chief amongst the four in establishing your home business is OPPORTUNITIES.

Let's now examine some online business types that may be suitable for you at some future time and how you can develop strategies to build online income. Consider these as a guide for now.

## 1 Blogging

Blogging is one of the easiest methods that can be used. Almost anyone can become a blogger, even those who can't write. To be credible however, write as intelligently and objectively as you can, and without bias. Let's SWOT this method.

**Strengths** You could blog about anything you want, but it would be better to focus on your passion and share your thoughts with the world. If you have great content, people will come to your blog and you can monetize through advertising or affiliate programs, or sell your own information products. The startup cost is only about \$9 (for a domain name) and it costs less than \$9 a month (for unlimited hosting such as the one I use, [DreamHost](#)) to maintain this business model.

**Weaknesses** It may take a long time to build up traffic (i.e. visitors to your blog) and for the average person who blogs regularly but slowly, this could be up to a year. If you want to achieve freedom in a much shorter time, you will need to very active as a blogger and network with other bloggers.

**Opportunities** You may not be able to see yourself making money at the start, particularly if you haven't produced a product, but to offset that, you can blog for others (for a fee) or become a guest blogger on well-known blogs to obtain links back to your own site. Did you know that you can be paid to blog on virtually any subject? If this interests you, search online for further information.

**Threats** It's been said that a blog is created every TWO SECONDS; imagine how much competition there will be to get attention for your blog. Don't be deterred, competition can be a good thing, but make sure your blog has unique content so that it will recognized by the search engines and score a higher ranking.

## Suggested Course Of Action

Register a personal domain name or a name based on your topic or niche. A domain in your own name will allow you to start building your personal profile, building a reputation, and importantly building a following.

## 2 Affiliate Marketing

Affiliate marketing is one of the most lucrative models on the Internet, and involves promoting other people's products and obtaining commissions for your efforts without seeing a single customer or talking to anyone.

**Strengths** It is not necessary to have a domain name or website. It is possible to earn large commissions (from up to 50% to 100%) on the product you have chosen to sell. With this method, there is no need to focus on creating products, but rather just drive traffic to the merchant site and eventually income from sales will occur.

**Weaknesses** A good affiliate program and building up traffic (visitors) are needed in order to see results. This can take time ... and a lot of it! Also, a strong commitment is needed to sell products you may know little or nothing about; in other words, if you're not comfortable about selling then there will be an adverse effect on your online business in the long-term.

**Opportunities** There are unlimited opportunities as new products appear daily and affiliates are needed everywhere to extend the sales reach.

**Threats** Severe competition with thousands of other affiliates is a reality. Some programs are two-tiered, which means that established affiliates can have dozens of affiliates under them. The established affiliates of course, reap additional income from those under them.

## Suggested Course Of Action

Register as an affiliate at [CLICKBANK](#), [TRADEBIT](#), or [JVZOO](#) and sign up at [Amazon](#) and find good products to promote. Keep in mind your special areas of interest.

### 3 Niche Marketing

Niche marketing is a term that refers to niches that can be targeted to make money online. The ‘business opportunity’ or ‘make money’ niches (like Internet marketing or network marketing) do not fall into this category.

Niches such as self-improvement, dog training, movies, home improvement, gardening, dance, musical instruments of any kind, do not fall into the category of money-making niches. It is these that provide tremendous scope to establish an online business.

**Strengths** You are able to focus on your passion and become an expert in it. If you are an expert at mountain biking, for example, then talk all about it and monetize from this niche alone. Monetizing can be done via Amazon advertising of bike-related products on a blog that you can establish.

**Weaknesses** Planning is essential and traffic has to be targeted to a specific audience. You’ll also need to convey a depth of knowledge about the topic (although this is not such a bad thing). Note that different niches will yield different results.

**Opportunities** Niche marketing opportunities are ENDLESS. All you need to do is find a niche you can excel in that few others are targeting (of course, this is very rare but a lot of niches are not that congested).

**Threats** The possibility of an un tapped niche is rare, but these type of niches are constantly searched by many people looking for something different to break into.

#### **Suggested Course Of Action**

Search on Google or other web browsers for “YOUR NICHE” FORUM (Example: if you are targeting the house improvement niche, type in “house improvement forum”). Once you have found a forum, you have found a market. Start making your presence known to build a reputation.

## 4 Freelance Services

A fast way to start earning an online income is to offer your services as a freelancer based on your core competencies and therefore earn money immediately. Have you identified your skill-set?

**Strengths** The potential is for good, fast, earning potential with the right clientele. In fact, this is one of the fastest ways to quit your full time job - just become a freelancer and be in total control of your own time!

**Weaknesses** A specific skill is necessary, and you'll need to market your services. Growing your clientele and having them recommend more business to you are essential.

**Opportunities** Writers, graphic designers and other talents are in demand, especially on the Internet.

**Threats** Competing with other freelancers, and particularly those who sell their services too cheaply are the greatest threats.

### Suggested Course Of Action

Look at [E-lance](#) and see if this is for you.

## 5 Internet Marketing

The most popular niche online and is mostly related to offerings about how to make money online, the selling of website/blog enhancements and techniques, “training” and “coaching”, or business opportunity niches. It is a huge “niche” if it can be called that; there is a vast array of sub-niches and opportunities. Let's have a look at SWOT for Internet Marketing.

**Strengths** There is a vast market here looking to find the holy grail of making money online. If you have a product that can help them to make money, save money,

save time, save effort or generally run their business for them, then you have a huge market here.

**Weaknesses** This is one niche that you must make sure you produce results for your prospects. Avoid misleading comments by telling others you can teach them to make money online when you yourself haven't made a single cent! That is illegal.

**Opportunities** There are lots of niches like resell rights, private label rights, product creation, search engine optimization, software production (not as difficult as you might think) and many more - you just need to find which market that could produce a degree of comfort.

**Threats** This is the MOST COMPETITIVE niche online; everyone is fighting for a slice of the pie, but that pie doesn't seem to be diminishing. It still has a lot of people willing to buy. New US Federal Trade Commission rules (as of March 1, 2012) need to be considered relating to "Business Opportunities".

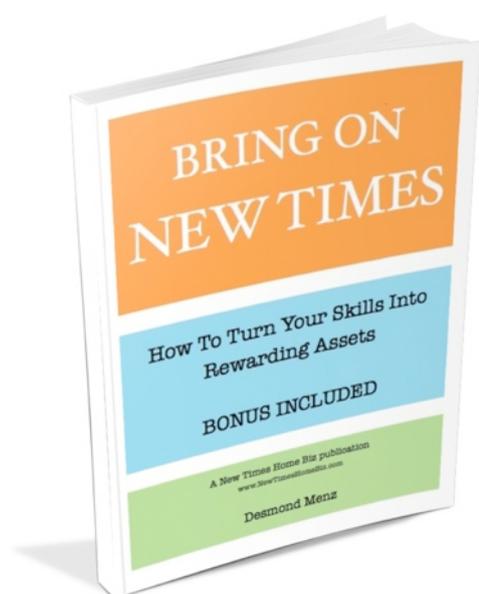
### **Suggested Course Of Action**

If you do not have particular skills, knowledge, qualifications, and training in any aspect of this niche, then it is best to steer clear of it. There may be sub-niches that could be tapped into, but always be wary of offerings outside your field of competence. This rule applies as much to online businesses as it does to offline, real world, businesses.

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BRING ON NEW TIMES has been written exclusively for the new online business entrepreneur. Is that you?

This leaked Chapter is just a fraction of what's in the whole ebook. Have a look at the Contents below.



FOR MORE INFORMATION, CLICK THE FOLLOWING LINK -->

[BRING ON NEW TIMES](#)

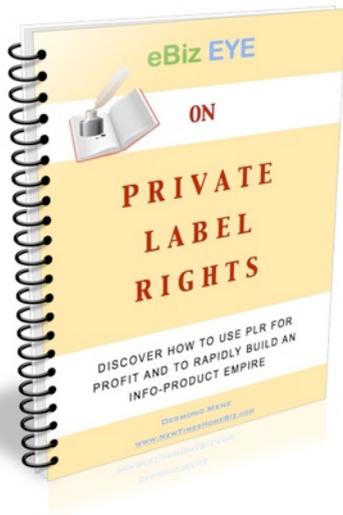
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ACCELERATE YOUR PROGRESS ... SEE THE NEXT PAGE.

## WANT TO TAKE IT TO THE NEXT LEVEL?

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