

Bring On NEW TIMES

How To Turn Your Skills
Into Rewarding Assets

BONUS INSIDE

Desmond Menz

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ARE AT THE END OF THIS PUBLICATION

Congratulations ... and thanks for obtaining a copy of this guide, but it is only a start. It is but one aspect of a much more comprehensive treatment of establishing an online business, details of which are in RESOURCES at the end of this publication.

We are living in “New Times” - the world seems to be running at a cracking pace, there are what seem to be unfathomable problems about the future, and there is a great deal of uncertainty about employment and job security. All this uncertainty can result in a loss of personal confidence, and an erosion of considered risk-taking. It need not be like this.

The purpose of this Guide is to provide you with the incentive to break away to a life of greater self-sufficiency and fulfillment. A home-based business can provide a way forward, and an online business is one way of achieving it. For many people this will be the key to their future.

This Guide has been written to provide a foundation for an online work-at-home business. There are an extraordinary number of “home business” publications available on the web, but those that I have seen have skimmed over some important first essentials. This Guide is presented as a starting point; there is so much that can be included but space doesn’t allow this. And that is why subsequent Guides have been produced.

For this particular publication, I have added a special chapter on how to get going with your first info-product to sell. So, what is it? It’s in your head - YOUR INFORMATION! This will be the gateway to financial freedom. Therefore, I’ve included a way that you can get going immediately with your first information product. I hope it provides inspiration for you.

The important step right now ... if you want it ... is to take action, to go through this Guide, and take on board its messages. If you do that, results will happen.

ABOUT DES ...

A resident of South Australia, I began my transition to online business ventures in 2005. It was an on-again off-again affair for a few years, with other offline projects intervening (interrupting?) in my online progress. Like many others, I have followed the long, slow learning path to an online business!

Today, I use my skills, knowledge, and experiences to create information products on a broad range of subjects. I'm a professional civil engineer whose career spans decades and has involved building design, energy efficient design, and sustainability in all its forms.

So, there's a lot that I can write about.

BRING ON NEW TIMES and a number of my other titles are all about helping people to achieve greater potential and financial independence using their creative selves.

You can find out more about me and the online business I've created at [NewTimesHomeBiz](http://NewTimesHomeBiz.com).

WELCOME ... and the best of prosperous new times.

Des Menz

www.NewTimesHomeBiz.com

“Creative Ideas ... Rewarding Results”



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1 Introduction



Many people would like to start a home business because it allows the freedom of being able to work whenever or wherever they want to. However, it is sometimes not easy to get there. Some people may feel like they're stuck in a rut, they might be in a situation that they can't get out of, they might be downtrodden or victimised.

Dreams might be out of reach, goals are just too difficult to set.

Is this you?

People like this most likely feel that they are controlled by their work and life's situation, and by the necessity to earn an income to meet daily expenses. This is understandable, but imagine having to go through this day-in day-out for a lifetime and never having the opportunity to try something different.

No wonder the attitude of some people when they return home after work, and they are too tired or too disinterested to do anything else! The spirit is gone, there's no energy. Where do they escape to? The TV?

Aside from this group, there is another group of people - the over 50's, the retirees, and those "too old" to be considered for a job. Too old! Baloney!

Hear this ... **NO-ONE IS TOO OLD TO WORK! NO-ONE IS TOO OLD TO BE A MENTOR! NO-ONE IS TOO OLD TO TRY SOMETHING DIFFERENT IN LIFE!**

It's just that the type of work that's suitable has to be worked out. Some people need help to do this, some don't.

If you can identify with the scenarios presented above, then don't be too alarmed. There is a solution in this book that you're reading right now, or at the very least, you'll know what it takes to get started to change your life. The fact that you are able to open this eBook and read it, shows your initiative in taking that first step!

Getting the conditions right to change your life are the first step to freedom. And your freedom comes with a work-at-home business, perhaps an online business. Without taking some fundamental steps at the outset it will be more difficult to succeed. And that's the basic premise of BRING ON NEW TIMES.

Work-at-home can be about providing services to your local community, and it could also be about combining both the Internet and offline local opportunities.

It can be very exciting.

Take the Internet for example; it is a place that is filled with endless possibilities. It is very easy to find a business model that makes money, but it will require effort and a willingness to learn. A bit of sweat is needed.

So, Bring On New Times is about stepping into the online world.

Let's get going now, and look at a couple of very important terms. Understand these, commit them to memory.

What is this term "**Business Model**"?

Basically, it is the method used to conduct a business to allow the business-owner to sustain him/herself by way of income. It also describes how a business positions itself in the value chain and includes the components and functions of the business.

What is “value chain”?

In terms of a **Home Business**, value chain is what you can give to a customer or client that will enable that person or business to gain an advantage. Remember that ... to gain an advantage!

If you are providing a product (e.g. an eBook or software) then that product in the hands of the customer or client must be able to result in a tangible gain, otherwise there will be no value and no value chain.

The chain of activities resulting in the product must result in greater value than the sum of the values of the separate activities.

Remember this also ... it is absolutely vital.

Now let's get back to you. Believe in yourself and believe that you will be able to free yourself from the shackles of your 9-5 job, or your diminishing income potential, and you will be able to find the means to achieve it.

If you want something badly enough, you will go all out and find the means to achieve your goals.

In his great book “Think and Grow Rich”, Napoleon Hill wrote ...

“... no more effort is required to aim high in life, to demand abundance and prosperity, than is required to accept misery and poverty.”

A free copy of “Think and Grow Rich” is available in the **Bookshelf** at [New Times Home Biz](#).

It could very well have a significant effect on your decision-making! It did on mine some years ago when I first read it.

2 Key Concepts

In this book, you will be guided about the following.

- The approach that must be adopted to break away from your usual job, or your life's situation.
- Setting up your system.
- Types of business models and their relative merits.
- How to turn your skills into rewarding assets.
- Essential resources to get you started and to KEEP YOU GOING!

Let's get going.

2.1 Working Part Time with A Full Time Mentality

As we're talking about starting an online business, let's first consider Internet Marketing. What is it?

Internet Marketing is merely a way to market and sell your products or services online, with a reach that is global. Potentially, you have an international audience, not just national or local. The primary means to achieve maximum results from marketing online are many, such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), affiliate marketing, email marketing, and social media marketing. But in what I'm going to show you, SEO and SEM won't play a pivotal part in your online business.

Don't worry if these terms are unfamiliar. Everything will fall into place.

Now, it's likely that many people don't picture themselves as "marketers". It's difficult for some to sell and become a salesperson, but in a sense we're all marketers and salespeople if we have something to sell or a message that we want to get out.

When it comes to selling online, however, there's always a cautionary note - selling anything and any product online regardless of its "value" (however limited) is not the right approach. A better path is to help people by providing tangible systems and solutions. This fits my personality and my ethics; and if people like what I produce, then I will be rewarded for it.

Always be aware that to build a sustainable online business you'll need to have solutions to what people are seeking, or to have a product or service that is useful or entertaining to the customer.

Now to a very important matter. One of the biggest reasons why people fail at an online business (or fail to break out of their daily routine) is because of not having the right mindset. There's also the problem of jumping in without truly understanding all that is required to successfully create a sustainable business and income.

It is true that you have to commit time to focus on your home business. While this will be part time at first - and if you're still in paid work it will then be outside of work hours - it does not mean that you can adopt a part time (or half-hearted) approach towards your business. You will need to be serious, and you will need to be disciplined with your time. No business was built without effort.

A **Home Business** needs to be built on solid foundations, and with patience. You will need to work at a particular consistency and momentum before you:

- develop the necessary knowledge to build your business and to ultimately shift gear
- need to show other potential business partners (joint venturers of your product or service) that you are committed enough before they are ready to do business with you
- build your reputation to a level that will lessen your marketing and promotion work

2.2 The Essence of Building Online Assets

You want to quit your day (or night) job don't you? In building an online business, it is essential to **build assets**. Consider this explanation.

A 9-5 job provides only short term income, whether it's a lot or a little. Why? Because the moment you stop working, you stop earning!

Your tenure at work is also always at risk - no-one has a right to a life-time job these days. Employers will always look at ways to increase performance, and sometimes there are casualties along the way. Sometimes, good people can be overlooked for promotion. Other times, national and global economic woes can play a major part. In any situation an employee's tenure can be terminated.

The pay packet is the first casualty!

Consider this next scenario. If you are over 50, and still working, then your position in the workforce at this very time is in greater peril than it has been for decades. Many people today have to work well into their 60's because they simply don't have adequate retirement funds. While some prefer to keep working for life, as long as it's not too physical, the problem for those who are employees is that their position is not secure. Higher unemployment rates are testament to this. Working

longer is to be applauded, but there will come a time when being smarter about how work is done will be the decision of choice.

Now consider this. If you're in work as an employee, whether by necessity or by choice, you **trade your time for money** because that's what employees do. If you had a choice, and if it's your burning desire, you can break away from the employee stakes, and here's why.

Having **online assets** is different because time is not traded for money, products are. You **trade your products for money**. This is a key point that needs to be understood.

But what are "Online Assets"? Here are a few principles to consider, all of which are about "leveraging" your time. Don't be concerned yet about some of the terms if they're unfamiliar. Let's now examine "leveraging".

- **Leveraging your reputation online.** Do you have a reputation in your community? Have you made something of note in your life? Have you achieved something that others think is worthy? Have you solved problems for others? Have you eased their anguish? (Remember these last two questions for later). If you have answered YES to any of these, then there is your key to the future. You could start a blog and talk about your achievements, and then take the next step to produce an eBook (an information product, or info-product) on your problem-solving experiences. Remember, a blogger can start from scratch - no subscribers, no RSS (Really Simple Syndication) feeds, zero online exposure - but the more you blog and the more you network, the greater the return will become. As your blog "grows" you will be putting in the same effort as at the start but with far greater empowerment. You will be engaging with your blog readers and visitors, and when you

become trusted by your readers your income will start to grow. Your readers are your “traffic” and from that traffic you will be able to monetize. Remember these terms - **monetize and traffic** (visitors).

- **Leveraging on the Internet.** You can draw in visitors and traffic from search engines or viral marketing (a whole new game). But all sorts of different strategies are needed. The best way with this approach is to keep providing good quality unique content that is appealing to your readers.

- **Leveraging via your subscriber email mailing list,** when you build one. List building (i.e. building up a subscriber base) is essential for continual success. I have discussed this in greater depth at NewTimesHomeBiz.

However, in the beginning you do not need to build a mailing list if you have created a fantastic product that is able to be sold and will keep customers buying and affiliates selling over and over again. How this is done is described in a practical way in Part 6.

Building an email list produces long-lasting results as you can then offer your next product to an expanding audience. Income is definitely in the list, and most Internet Marketers will tell you this. It only takes 15-30 minutes to write a good email to your mailing list (this not much time for a potentially good return). But the stand-out point about email marketing is its accessibility, it can be relayed on to other readers, and it takes the same time and effort to mail a large list as it does a small one. This is leverage.

- **Leveraging on outsourced work.** If you are earning a good income, you will then be able examine outsourcing your work to other people and spend more time on other aspects of the business such as marketing your products (hence, more income!).

So, there we have it - the key concepts about creating an online business.

- Trade products for money.
- Leverage your time.

But that's only part of the beginning. What's next is an absolute prerequisite.

3 Fodder For Your Brain

The first step to your online business is to critically appraise yourself and identify your best skills. This is essential and is one of the pillars for a start-up Home Business. Here are two choices.

Choice #1 Set your goals.

To help with this, have a look at [Map Your Goals](#) (see RESOURCES at the end of this eBook) for a comprehensive system about creating and re-ordering your goals; the Guide relates to setting up an online business. Its cost is small compared with the value that can be obtained from it.

Choice #2 Follow the various steps outlined below.

Know where you are ... seems self-explanatory, but is it really?

- Take out a sheet of paper and list everything about your life. Everything and anything you can think of ... your job, your family life, your self-image. The list can take as long to create as you want. It is for your benefit, for your eyes only if you so choose.

- Once you have completed your list make an assessment from 1 to 10 of how you feel about each item on your list, 1 being unsatisfactory and 10 being completely satisfied.

Know where you want to go ... determine your goals, visualize.

- To begin, write down everything you have ever desired, imagined, and wanted in your life.
- Create a mental picture in your mind. Think of EVERYTHING that could influence the environment you see yourself in.
- Think of the things that truly make you the happiest; think big and dream big, don't hold back. Thinking can make a person feel more confident and more capable of achieving anything in life. Believing that you can have anything you want in life actually gives you the self-confidence to go after those very things.
- Take your time. Give yourself an opportunity to vividly and comprehensively envision the success of your work at home business. This will help ensure that when you do go after your goals, you will be going after something that will make you completely happy.

Knowledge and patience are valuable characteristics to have in the online world, so prepare the development of your home business as best you can.

This is why [Map Your Goals](#) will be of great value to you.

Your home business includes your own space, your office, filing system, accounts system, records management, business system.

Your home business is also about time management, discipline, and structure, and so here are a few suggestions to consider.

- Schedule your time and stick to it.
- Email can be very time consuming, so set up your account for efficiency. Get rid of emails that divert you from your vision and objectives. Click that “unsubscribe” link.
- Establish time schedules for each part of the day ... write them on a chart.
- Focus on result-producing activities ... identify what these are.
- Reduce time on counter-productive activities ... identify what these are.

The next step is to feed your brain! Learn, know.

If you go online and search for information about setting up a simple home-based business you will find thousands of books, and millions of sites about the subject. When I first started out online I spent a huge amount of time seeking answers to questions I had written down. There are so many questions, and so many answers ... it can become overwhelming, all very confusing. Don't go there!

Now, I'm not out to persuade you to follow my methods ... far be it. I'm not an expert, I'm a sponge - I soak up information and apply it, I know where to get it, and I like to pass on information that is free or low cost.

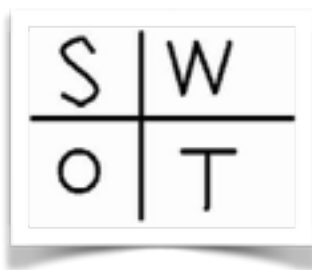
4 Choosing A Suitable Online Business Model

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 with additional columns in each containing questions that pertain to the analysis.

Here are a range of questions that can be used when analysing 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.

4.1 Blogging

Blogging is one of the easiest methods that can be used to start an online business, but it will take some time to get results. 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 be 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.

4.2 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. BUT ... although there can be consistent rewards, it can be full of pitfalls.

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.

4.3 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.

Remember ... be different, don't follow the crowd too much.

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. Monetising 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.

4.4 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.

4.5 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. US Federal Trade Commission rules 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.

5 The Path To Self-employment & Satisfaction

If you persist and have great determination, and make informed decisions, you will succeed. You don't have to be a genius to be smart, you don't have to have an extensive formal education to be

smart. As I do, you possibly know of many people who are smart and successful but don't have any formal education.

What do you think of this?

*Nothing in the world can take the place of persistence.
Talent will not.
Nothing is more common than unsuccessful men/women
with talent.
Genius will not.
Unrewarded genius is almost a proverb.
Education will not.
The world is full of educated derelicts.
Persistence, determination, and hard work make the
difference.*

President Calvin Coolidge

Carry this with you with whatever you do ... “Persistence, determination, and hard work make the difference.”

Let's now look at a few actions that will drive your agenda for self-employment and to achieve your goals.

5.1 Think long term

Some people may think that earning income to replace your wage or

salary will be sufficient. That's fine, because at least they will be happier in their lives, and they will have a home business that gives them satisfaction.

But what really is your goal?

This is what you will need to define, and as success gradually comes your way, you may want to stretch your capabilities even further and to take on new challenges. For example, you might have a goal of producing a broad range of your own information products that solve other people's problems.

Maybe your desire is for greater income, more than you've ever had before, particularly if you have a family that you would like to see in a greater level of comfort. Perhaps you have other reasons to earn more - maybe to assist others less fortunate, or to assist with social, community, and environmental needs.

Whatever it is, you will need to think long term, to focus on your goals, and to build a business that is truly sustainable.

Setting lofty goals is admirable and essential, because aiming too low or too short-term can result in early setbacks and risk of failure. Avoid this at all costs, make objectives that are long term but achievable.

Remember what Napoleon Hill said (go back to page 8).

5.2 Build your business around your interests

In some business models like blogging, you must be passionate about what you are doing, so the best strategy to begin with is to build your

business around your interests. As with an offline business, make sure that your particular interest has a market for your info-product.

If you choose to follow a niche that you know little about personally, people will be able to sense that it is not really you. Find your own voice.

And speaking of “finding your voice”, go to [New Times Home Biz Bookshelf](#) for the free report “Finding Your Voice” by Paul Myers. I’ve been following Paul for several years and have used a number of his other reports, all of which have been of tremendous assistance, particularly when starting out. If your interest is in writing, then there are many complementary skills that you’ll need for your online business; this is one of them.

Your interests should be the initial focus of establishing your home business. These will be your driving force and will be the quickest way to produce an item that sells. You will be able to speak from the heart and you’ll be recognised instantly by your readers as someone who they can trust. And this is the absolute single most valued factor in a business - TRUST.

5.3 Invest some money in your business

Building an online business, and home-based business, will require some (but not much) monetary investment in addition to your time. If you outsource some work then there will be a cost. Initially you should try not to outsource, because it’s best to remain in control of the levers and know exactly the quality of the work that will be produced.

This work, by the way, should be original, or as original as it can be.

(Hint - if you're a bit stuck on getting together your first info-product, then there is a way around this, and it's called Private Label Rights ... more on this is described at the NTHB website).

Buying domain names and hosting are relatively minor costs, but if you are going to advertise and buy traffic (not recommended), then costs will escalate. There are many ways to get free traffic (visitors) to your site, but do not believe the myth that it doesn't cost money to build a business online - it is relatively inexpensive but it is not free.

The advantage of having a job during the transition to a home business is that you can invest some of your wage/salary in your new venture. After all, you only have a few hours each day and the weekends to build your business. If you are older and in total charge of your destiny, then there's no impediment to your rapid transition. In both cases, you will need to learn to invest your time and money wisely to achieve maximum results.

5.4 Putting up with negative people

Although thousands of people are making a very good living from an Internet business, the idea of making money online is a foreign concept to many others. So, if your dream is to establish a work-at-home business, be aware that if you tell your friends, family, and compatriots that you want to quit your job within 6 months, you will most likely get a skeptical response. Some people may try to discourage you. Be prepared for such eventualities, and have a clear strategy how you will manage them.

5.5 Achieve Your Goals

It's been said that people spend more time planning a two-week vacation than planning their future. Setting and achieving goals is about managing change and having complete control over your future.

I mentioned back in Part 3 about the [Map Your Goals](#). This also has 12 worksheets that will be invaluable in re-framing your future as a work-at-home entrepreneur.

The eBook and worksheets are available for a low price. It's your choice of course whether you would like to add this to your arsenal, but if you do, then at some stage some further clarity of mind will be rewarded.

This short ebook will be very helpful for the next chapter; it's not absolutely necessary, but it will provide a clearer target for you.

6 Time Management

6.1 Key strategies

Time for work-at-home entrepreneurs is the single most valuable asset. Nothing can replace time!

It doesn't matter how rich or poor you are, it doesn't matter how many things are on your 'to-do' list or how busy you are, there are only twenty-four hours each day. We've all thought - wouldn't it be great to get more hours in our work day.

The thing about those twenty-four hours per day is that we can't spend all of them working. We have to sleep some of them. We have to take

time to eat, there's our personal hygiene, and our families and our friends deserve some of our time.

So, we can allow ourselves just so many work hours each day, otherwise something has to "give".

But, since our working time is limited that means that we must make the very most of the hours that we work. We can't waste time on unimportant details or on tasks that others can do.

When you shave a few minutes here and a few minutes there, you will make more efficient use of your work hours.

Here are some key strategies to consider.

○ **Email account efficiency**

We all have a number of email accounts for all sorts of reasons. Checking each and every email account more than once a day can be time consuming. By having all of the email from those various email accounts directed to just a single gmail account will save a lot of time. You're still able to maintain all of your other email addresses.

Additionally, you don't need to spend a lot of time reading and answering emails that are not going to add to your bottom line.

Email comes in various types - business related, family and friends, emails from marketers trying to sell you stuff. Some of them could be plain frivolous, the ultimate time waster. If an email has been forwarded several times from others, don't waste your time with it.

If an email is addressed to a many people, don't waste any time on it either.

Filter the important from the irrelevant and only spend time on those emails that are related to your business.

○ **Set up daily time schedules**

A scheduled work day is an efficient work day. You will get a lot more done in a lot less time if you know in advance and can see at a glance what task is next on your list. Visual aids are very handy, and a time plan can help you allocate time efficiently and productively!

○ **Focus on result producing activities**

When you make your work day schedule, be certain that the tasks that you schedule are the ones that will make your business grow and thrive. Don't waste your time, effort and energy on tasks that can be done by others.

If outsourcing is your preference, take time to investigate the opportunities. Allowing others to do many of the mundane business tasks will free up a lot of your time. But be careful - sometimes it's best to get that intimate knowledge of your business, just so that you know precisely what's going on and you'll know what decisions to take in the event of a setback.

You can outsource tasks such as bookkeeping and accounting, article/E-book writing and submission, travel and event planning, ad writing, graphics creation, website and blog design.

○ **Minimize counter-productive activities**

Remember, your friends and family require some of your time but you can also waste a lot of time on such unproductive activities as watching TV.

You will be really surprised at how much of your day that you waste if you keep a record of your time expenditures over the course of several days' time.

Now don't misunderstand me. We all need down time. We all must relax our minds as well as our bodies. We can't be all business all the time but we can limit our unproductive or counterproductive activities.

Time is precious and time is limited. We need to make the very best use of every minute of every day that we possibly can.

6.2 Some handy tools

On the next two pages, I've added two very neat clarity maps that will help with time management. Print out the pages, pin them near your work desk, use them as a reminder of the important things you should do each day.

These clarity maps are just a sample of many I have at New Times Home Biz. Why not [take a look in the Store?](#)

The other very useful tool is [THE ACTION GENERATOR](#).

This software will free up a lot of time in your day and substantially boost the number of things you can get done. It's really worth having a look at.

Do I Click?

Instead of mindlessly clicking, I will first have a good reason to do so.

We say we waste time, but that is impossible. We waste ourselves. - Alice Bloch

It's not hard to make decisions when you know what your values are. - Roy Disney

It has been my observation that most people get ahead during the time that others waste. - Henry Ford

Does it directly impact my life?

Should I be doing something else right now?

Do I Click?



Is it positive?

Does it add *real* value to my life?

Today's ~~Headlines~~ Nonsense:

A Story FULL OF Misery, Pain, And Despair - Read More To Get Depressed!
Singing Star Misplaces Car Keys...Then Finds Them - See Exclusive Photos!
Woman You Don't Even Know Does Something You Couldn't Care Less About!
Defendant Lies: Watch Shocking Video Of Her Lying And Get MAD About It!

Your Friends Liked: I just ate the best pickle ever - I give it 5 stars!

Today's Viral Video: Pigeon on a treadmill

THE COST

\$ TIME.00
20 Mins. Wasted A Day
x 365 Days

= 2.5 Work Weeks A Year

\$ ATTENTION.00
Garbage In - Garbage Out

Each Day

DO SOMETHING
SIGNIFICANT
FIRST

IT WORKS LIKE A ROLLER COASTER

INITIAL EFFORT - Doing the most significant thing first each day requires real effort
MOMENTUM - Completing what's significant first gives me momentum to do everything else
FINISH - I do what's easiest toward the end of my day, when my momentum is fading

<p>1ST <i>Significant Things</i></p> <ul style="list-style-type: none">• The most important thing I need to do (usually the thing I want to do least).	<p>2ND <i>Important Things</i></p> <ul style="list-style-type: none">• Answer emails• Answer voicemails• Post something on my blog• Talk with designer about latest changes• Work on my presentation	<p>3RD <i>Things To Do</i></p> <ul style="list-style-type: none">• Search the Web for information• Check Facebook/Twitter updates• Read the news• Water the plants
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⚡ What's the next thing I need to: **Do • Change • Eliminate • Practice • Pay Attention To • Review?**

(C) COPYRIGHT WWW.GOALSMAP.COM ... GOOD FOR EVERYTHING, ESSENTIAL FOR MANY THINGS!

..... AND NOW FOR THE BONUS CHAPTER

See this BONUS CHAPTER as only the beginning of a new career, and as the first step to cracking it online.

There is much more that needs to be known as you develop the confidence, research, knowledge about online business, and writing skills.

But right now, we've covered the essential components of getting set for your online business. We've looked at key concepts, getting the right mindset, doing SWOT's on the various online business models so that you can gain clarity about the direction you should take, the necessity to build online assets, and the path to self-employment and fulfilment.

I don't want to leave you hanging in the balance, so the final part of this eBook is actually about starting you on the road to creating your first info-product.

After all, we're bringing on NEW TIMES.

Let's get into it.

7 The Start of Your New Online Business

If you have done everything described thus far, you'll be well advanced in your quest to begin your home business. But at this stage you're possibly a bit excited about getting started. You've done all the reading and have taken many notes, and now you're ready to get going! You want to hit a target.

So now, I'm going to do something a little different, and this section could be one of the most pivotal for your future. I'm going to offer some great ideas to get going with, and then give you your own product which you can put online to sell under your own name.

We're going to hit the target!

NOTE ... Before we proceed I'd just like to add that this section is a shorter version of what's contained in "WRITE TO PROSPER", an eBook I created for people aspiring for an online info-product business. See RESOURCES at the end.

Let's start with this. Which business type are you able to provide assistance with? Here are several ideas.

- Writing and ebook/report preparation ... there are many topics that you could write about; it needs only your imagination to uncover them
- Graphics Design (don't be put off by this ... see later for ideas)
- Setting up an online presence for local business and organisations
- Selling goods and products produced by yourself on places such as eBay and Amazon
- Providing advice to others in a situation similar to your own

Now let's look at a very viable way of creating your home business using your creative self.

7.1 Writing Skills = eBooks or reports

An excellent way to start a home business is to write on a topic that you have skills in and are very familiar with, or that you know more about than others, or that can solve another person's problem. I've been hinting at this throughout this Guide.

People buy an info-product to find out how to get a result or how to solve a problem.

Millions of people all around the world are seeking information online every day on any conceivable topic.

The growth of eBooks is phenomenal ... and you need to grab a piece of the action. eBooks are possibly the best way that anyone can enter the online business world; all it takes is a computer and an internet connection.

There will be work of course, but remember that you'll be creating a work-at-home business, and no business was ever built without a solid work input.

So, start with an idea that you have a passion for or have good knowledge about.

Here are essential concepts that will form an integral pillar to your online business.

Ask whether your idea is ...

- popular at the moment
- a need that is not met
- an evergreen topic

- a quick cash idea
- a long-lost method
- a transformation idea
- a way to get others to sell for you
- the next logical step
- an instant solution
- a tipping point idea
- an instant growth concept
- a method that gets rid of a problem

Outlined below are some examples of topics that could fire up your interest. There are thousands of others, so get your brain into action!

- home renovations, house energy efficiency, buying a home, house inspections
- meditation benefits, aromatherapy, relaxation products, aerobics, exercise
- backpacking, hiking, travel into the natural world, camping
- horticulture, home gardening, bonsai, composting, permaculture
- home business, blogging for profit, writing for profit
- ceramics, quilting products, making paper, drawing
- amateur radio, making online videos, photography, digital images
- animal care, animal rescue, beekeeping, dog breeding
- aged care, child care, helping disabled, genealogy
- strawbale building, earth building, alternative building materials
- fishing, angling, boating

Can you relate to any of these topics? If so, it can be turned into an information product ... an eBook, report, an email course, or perhaps a newsletter.

This is the core to starting your home-based business.

How Do You Know If There Is A “Market” For Your Idea?

To test the market, pick one of the topics above and do a search online using the exact words (called keywords). Then extend the search by adding the keyword “forum” to the end. For example, “home garden composting forum”. Look at the number of searches, then click on a few links to examine some sites. Have a look in the forums at questions people are asking, participate in providing some answers. Then ask yourself “...can I produce an info-product to answer these questions?”

This is only one quick way of doing some research, but as long as you can find a market and get sales for your info-product, you will be well on your way to building a good foundation for your future success.

Here’s another incredible resource to find a forum for any niche: www.bigboards.com.

When you land on BigBoards, choose a forum in your niche, find out who the most knowledgeable members are, and start making connections.

Next ... keep your eyes and ears open!

Uncover potential niches by being aware of happenings. Consider the following:

- local and national news
- read magazines and newspapers to discover popular stories
- go to Yahoo pulse and eBay pulse to find recent searches
- what are people saying in your community?

And then there’s finding out what your customers want by **researching what they are already buying**.

This is done by visiting :

- **CLICKBANK**
- **AMAZON**
- **JVZOO**
- **TRADEBIT**

... and find out which products are in the top categories in your niche.

Are there any similar products to what you propose being sold in good numbers? If so, that's a solid indication of market potential.

Things You Need To Know About Your Customer

These are the things you need to know about your customer:

1. What does my ideal customer dream of?
2. What do they fear?
3. What do they search for?
4. What makes them continue to search? Why?
5. What do they want most?

So, when you're searching your market, always keep in mind these questions.

7.2 Simple Graphics Design

Whenever you create an eBook or report, you will need to get involved in graphics; it's been proven to lift sales and exposure. Graphics are your book cover, report cover, website header, and any other image created for your project.

Here's the flat cover I created for the front of this eBook. It is unique because I have used one of my own images.



It's also simple and took just 15 minutes to create both the flat cover image and the 3-d book image.

Graphics images present your work in a much more professional and individualistic way. This is a key element for search engines to identify that your info-product is a unique piece of work. This is crucial to future success.

There are powerful software applications that can create all your graphics ... Adobe Photoshop (an expensive option), GIMP (an open-source, free application), Paint.net (once again, free) and many others ... some low cost, some limited in their capabilities.

For writers of eBooks and e-reports nothing like these are needed.

KISS - Keep It Simple Stupid!

I don't mean that you're stupid, far from it ... but take heed of the message. Everything I've tried to implement in my online business, and indeed in life, is to look for the simple way. Humans have an uncanny ability to create complexity. In a home business you don't need this. Remember, we're only talking about creating graphics that can be used in reports and eBooks.

I'm now going to reveal a really simple step how to create images for your info product project. Are you ready?

If you run Windows, use Microsoft Word or the free Open Office Writer. You can import your own photos, or free images from the web. Go here for [Open Office](#).

Open Office Writer also creates pdf file formats, as does MS Word. The pdf format is a necessity for secure distribution of your info-product.

If you run Mac OS, then use iWork's Pages (the Mac equivalent of Word). You can drag and drop any image for free from any of the templates or other applications in the Mac iWork stable. There's a huge number of images that can be used. If you wish, you can also grab some very high quality images from sites like Jumsoft.

Here's an example ...



Mac also has an integrated pdf creator, as does MS Word and Open Office suite.

Whichever application you use for your info-product creation, it will be either one of three mentioned.

There are thousands of free images on the web to add to your project. You could add your own photographs into the document that you're creating, but that will depend on the topic chosen. For example, if your niche is "build your own shed with recycled materials", then add some progress photographs of an actual shed being constructed.

Let's now move on to your eBook cover.

7.3 Info-Product Cover

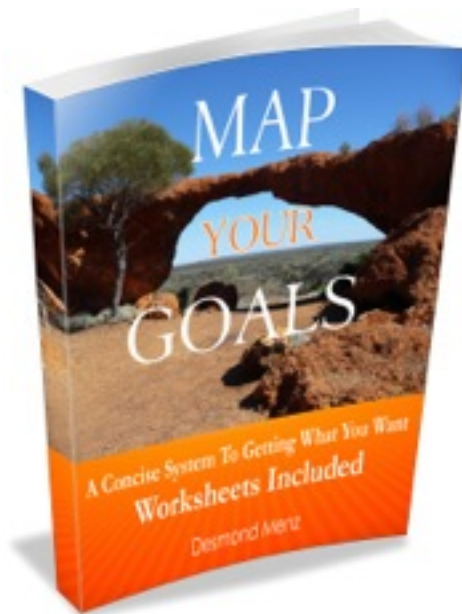
A book is judged by its cover and it is very important to tap into this psychological factor; eBooks are no different. It could make the difference between getting a sale and not getting a sale.

Here are a couple of options.

online ecover creator

A simpler method is to use an online program, but with this one there's a monthly fee. But, on the plus side it is very easy to use, the end-product is simply great, and you don't need to worry about whether you have a PC or a mac; it is web-based. The cover on the front of this eBook has been produced with the online generator and was imported in jpg format.

Here's another I created. I selected a 3d book from among 127 different cover types, used a photo from my own library, placed it over a template, and added text.



This is the third generation cover I have created for MAP YOUR GOALS, and it may not be the last.

Online ecover generator has everything you'll need to create high quality eBook cover graphics. You don't really need to import images from another application, but it's best if you use your own as I have in the example above.

The monthly cost is \$9.95.

ecover software pro

This is a Windows 7 program which is downloaded and operated from your computer. For a one-time fee you can be up and running quickly.

The learning curve is quite short, and all that is needed is to import your images to produce your eBook and report images.

If you have a Mac as I do, you'll need to be able to run the program in a virtual machine. If you're not sure what this means, then try a search online.

7.4 Your Own Product

At the start of this section I said that you would be given your own product to sell. It's all a part of bringing on your new times ... if you want them.

The product is one that you don't have to create, but nevertheless will give you a kick-start to establishing your own info-product business.

What is it? It is a product that you yourself will benefit from, and can also easily sell to others in the same situation as yourself.

By giving you the rights to do what you like with this report, this is what's called "Private Label Rights" (PLR).

You're free to change any of the text (as you should), add further content, add your own images, and create your own ecover graphics.

Use it for practice. Think of this PLR gift as a trial run for your own product. Apply the concepts and principles described in this chapter.

Another of my eBooks, "WRITE TO PROSPER", which is shown in the RESOURCES section, also provides all the information you need about info-product creation without getting too overloaded.

Your info-product is ...

30 Essential Strategies and 30 Product-Selling Ideas For A Successful Online Business

Remember, you have full PLR (Private Label Rights) on this report. BUT ... being relatively brief at only 17 pages, there's plenty of scope to put some "meat on the bones". It could easily be expanded to a larger report with many more methods and strategies.

Add new unique content to the 60 strategies, perhaps change around the order. Claim ownership, add your bio if you wish, add links to your website or blog (if you have one), add links to other products that will allow you to earn extra income, add graphics, resell it, place it on Clickbank and Kindle, keep 100% of the profits.

As with any PLR product, it is always best to add new content; there's ample scope in the report for you to do that, and if you create your own cover you'll have a worthy product that you can call your own.

Claim this PLR product by going to "Your FREE Benefits" near the end of this report.

For your PLR report, a couple more ideas are now presented to make it even better. Perhaps these could be added as part of a larger package or as a bonus.

- Create worksheets that show actions required. To do this, use spreadsheet or tabular type arrangements.
- Create a mind map that illustrates the logical steps in the various strategy groups processes.

Mind Map ... go to the following link for information on mind mapping and FREE software of [FreeMind](#).

Mind Mapping brings clarity and a logical sequence to any project. Use it frequently to plan your projects.

After you've created your eBook, it's still in a format that is either a MS Word document, or Open Office document, or perhaps a Mac Pages document. The next step is to convert the document to a PDF (Portable Document Format) file that can be opened and read universally, and that can be done from within those applications.

There are also many free online Word-to-pdf converters (if you're running an older version of MS Word).

Once you have your PDF, then it's time to get it into the marketplace. This is the exciting part.

7.5 Where and how to sell your info-product

If all you have is your eBook, and no website or blog or list or marketing means, then where can you sell?

There are so many ways of selling your eBook, but what we're focusing on is simplicity, ease of setting up, low or no cost, and maximum exposure of your info-product for the least complexity.

WHAT YOU NEED TO DO IS GET YOUR eBook INTO AS MANY MARKETPLACES AS POSSIBLE.

When you're making sales of your eBook, then it will be time to broaden your sales strategy, such as additional marketplaces and selling from your own website or blog.

So, in starting your online business venture, I've found either or all of the following to be great systems to get your eBook business up and running quickly.

These are zero cost systems - after all, that's what we want to start with, and that's why I haven't included [CLICKBANK](#), which has an initial cost of \$49.95.

TRADEBIT

Established in 2004, Tradebit is a site where you can do either or both of the following.

- Sell your own products in your digital “store” on a subdomain at the Tradebit site. This is very important to understand because here you can have your own “site” presence for very little cost, and all that's needed is basic understanding of how to set it up (more on this below).
- List your products and other vendor products for sale; links are then created which send buyers to your own site sales page and download page (if you have created them).

It's highly recommended to go for the first option and set up a digital store; it's the easiest and simplest way to go.

If you decide this is for you, then [go here for Tradebit](#) and sign up to get going.

If you sign up as a **Seller** you'll also be able to sell other products as an Affiliate and therefore obtain a proportion of the price of sales of other Sellers' products that you place in your digital store.

If you do this, select similar products to your own to place in your store. This is a great way to build your potential income and exposure.

Tradebit handles all the transactions, pays transaction fees, delivers the download files to the customer and handles customer support. Now that's hard to beat!

If you would like to progress further with Tradebit, then "WRITE TO PROSPER" contains more information.

JVZOO

JVZoo is now well-established in the world of eCommerce, having been launched in November 2011. It is an all-in-one provider to sell digital or tangible products, and it also allows sellers to create an instant affiliate program for their products. Having an instant affiliate platform where others sell for you is a great advantage.

You can add as many products (e.g. all your eBooks) as you like. JVZOO is packed with features, but a standout is the **Instant Sales Page Generator**, which allows you to create sales pages for your products. How good is that?

Although Sales Page creation is a whole different topic - in fact, it's a big topic and involves Copywriting skills - just look at the Sales Pages for other products to get an idea of what works the best.

Even if you don't have a website or blog for your product, the Instant Sales Page Generator does a great stand-in job, and it's fully hosted.

One of the best parts of JVZoo is that there is no cost to join and no cost to sell your products. Just 5% of the sale price is retained by JVZoo for the service.

Head on over to [JVZOO](#), look at what's on offer, then make a decision if it fits your eBook selling strategy.

If you're looking for ideas for your next eBook project, have a good browse through the JVZOO Marketplace and take note of the prices of the products in your area of interest.

LULU.com

Lulu is different to the above-mentioned sites, and is a simple method to sell your info-products. The basic functions are :

- upload your file
- create an ecover
- describe your eBook
- select a price
- promotion

How easy is that? And best of all, it's free! Even the ecover creation is part of the deal.

Search in the Lulu Marketplace for products similar to yours. Place special attention on your product description, and make it better than the rest.

Once your product is in Lulu, you'll gain so much more advantage by creating a blog where you can refer potential buyers.

BUT TAKE SPECIAL NOTE OF THIS ALSO ...

Let's say you do a little bit of research for similar products - take "write an eBook" for example - so that you can see what your competition is offering. You'll be taken to a products list page; click on any of them, then you'll land on the product's mini sales page. Now, I'm sure you'll be able to improve on what's shown, but the important message is this. Just under the author's name, click the author's spotlight link. This takes you to the author's store. That's what you should do - create a store.

BUT, make absolutely sure that you also create a description of YOU, the author, in the right-hand column. Some author's have left this blank. Use this opportunity to your advantage, and if you need more information go to Lulu's "Author's Spotlight FAQ".

7.6 Getting it all together

This chapter has gone to some length to describe how to select a topic for your first information product, how to publish it, and where to sell it.

There's much more information about the process of writing and publishing in the companion publication "WRITE TO PROSPER".

I've focused on where your eBooks can be sold, and have described three marketplaces. There are many others, but for a start-up home business remember KISS - keep it simple, dip your toes in the water, don't be overwhelmed with multitude choices.

It's up to you which of these marketplaces you choose to sell your eBook, but I suggest initially try all three so that you can learn the procedures involved in selling.

When it comes time to take the next steps in marketing and selling, here are some of the big guys ...

Apple iBook, Amazon Kindle, Barnes & Noble, Sony Reader store, Google ebook store.

Several others are also described in “WRITE TO PROSPER”.

8 Summary

If your life is in transition for any reason and your future income is uncertain, or if you would like to boost your work-day earnings, then think seriously about establishing an online work-at-home business using your creative skills and knowledge.

But what if you're facing challenging times about how and what to do?

The most important first step is to break through your mental barriers. The only thing that could be holding you back is yourself. The approach that must be adopted to break away from your usual job, or your life's situation, involves :

- choosing the system appropriate to your findings
- adopting a business model
- turning your skills into rewarding assets
- applying essential resources to get started and to keep going

Create one info-product (an eBook), make it a success, then create another ... and another. If you don't experience success at first, don't be too concerned. It may be that you haven't hit that “sweet spot” just yet. Don't give up, keep persisting.

If you think it's a great idea to start a website or blog, don't put it off. Saying that you'll do it some day is just procrastination ... and we know how non-constructive that sort of attitude is. It would delay income success.

If you do nothing, you'll get back exactly that.

Be serious about your dreams and your goals.

Treat your Internet business seriously, but still have fun, and you will eventually be able to break free from your job, be financially independent as a senior or retiree, and be happy in what you're doing.

All Success To You!

Your FREE Benefits

Here are your bonuses.

#1 "THE SCIENCE OF GETTING RICH"

#2 "BECOMING UNSTOPPABLE"

#3 "INFINITE SALES"

Click here --> [GET MY BONUSES NOW](#)

Here's your Private Label Rights report.

Click the link --> [30 + 30 ESSENTIAL STRATEGIES](#)

Some Resources

- In [New Times Home Biz](#) there's a lot of free information in the blog articles that describe about starting and sustaining an online business, including setting up, selling online, getting visitors (traffic) and buyers, and website/blog establishment.

- Domain registration

Before you can start your first website, you need to register a domain. You could try [Namecheap](#) for about \$10; they have a very helpful control panel for managing your domain.

- Web Hosting

In order for your website to be on the internet, you need a web host. It is very important to have a good host, so you could try the one I use, [DreamHost](#).

- Email & newsletter Autoresponder

Building a contact list is essential to your success as an online marketer. I use SendReach to manage my list, because it is a very good company with the most reliable service and highest deliverability rates.

Mailchimp is also on my radar.

- Blogging (& website) software

[Wordpress.org](#) ... the free blogging platform used on millions of blogs and websites. There are many plugins and templates that can

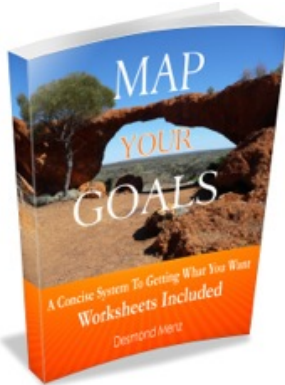
be used to optimize your site, but be warned ... there's a learning curve. Because of its popularity, it's now prone to security issues.

Blogger.com is a good platform (Google's own) with high levels of security, good flexibility, and attractive templates. It's also easier to get started with than Wordpress.

Weebly ... for simplicity, ease of use, flexibility, and low cost, this is hard to beat. As an online app, you can create websites and/or blogs, and include e-commerce, in an all-in-one package.

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Final Words

Bring On New Times has simple strategies that should enable you to kick-start your online business career. Take action and follow every process.

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All power to you!!

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