

eBiz EYE



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Ten Essential Components For A Thriving Web Business

Contrary to what some 'experts' may say, there is still huge scope for new businesses to emerge online. Anyone can start some sort of activity online but the really important aspect is whether that start can be translated into a sustainable enterprise.

Operating your own small business on the web is still a great way to make a living, specially if you're someone who has been displaced from the general workforce, or is under-employed, or is a senior or retiree with insufficient funds for retirement.

But there are always hiccups in business development and an online venture is not much different to an offline business start-up.

A small business on the web can be cheap to operate, and in some circumstances it can be nearly fully automated. This is a great combination for success.

In this issue of NTHB **eBiz Eye** I'll share ten essential components about starting a business on the web. Every key component that must be integrated for long-term success is revealed here.

You really do NEED EVERY SINGLE ONE of these components if you want your business to grow into a source of financial security. Let's see what they are.

Please feel free to print this issue and keep it handy as you grow your own business on the web.

Remember, if this list looks overwhelming now, don't let it put you off. Growing a business is a step-by-step process that anyone can do. It can be made simple.

1. A unique and professional looking web site or blog with your own domain name

Your web site or blog will be the cornerstone of your success online. It should look different and it should have a unique domain name. Do a web search of sites in your particular area of expertise (or in your niche), look for the credible sites, and see how they are designed and laid out. Which sites would YOU make a purchase from. That will tell you volumes about what you should be striving for.

Initially, as I'll explain in a later email, you don't need to have a website or blog to make a living online, but you will gain much more leverage from your efforts if you do.

2. A product line you can control

Ideally you should sell at least one product or service that you own. If you prefer to resell info-products, or become an affiliate marketer of info-products or services, then make sure you align yourself only with credible products that you can rely on long-term.

3. A way to accept secure payments via credit card at your web site

The best solution is to have an ecommerce facility of your own. That may be too difficult in the beginning, so solutions like [Paypal.com](https://www.paypal.com), [JVzoo.com](https://www.jvzoo.com), [Tradebit.com](https://www.tradebit.com), and [Clickbank.com](https://www.clickbank.com) are all good options. Offering a FAST and SECURE way for your customers to purchase from your web site is the main objective.

4. An email strategy

You MUST continually grow a list of prospects. It's the only way you can "capture" a percentage of the folks who visit your site and do not buy the first time (which is nearly all of them anyway).

An email strategy works best when you give away something of value in exchange for a visitor's name and email address. Then you must stay in touch with these people on a regular basis, providing VALUE for them.

I use a combination of tools to perform these tasks. I offer free books and reports at my site and stay in touch with people through this newsletter. In a nutshell, I help other business owners who may then purchase a product or service of mine when the need arises.

5. Sales copy that is proven to sell

I've written in my eBook "Write To Prosper" that you don't really need a website or blog - and by extension a Sales Page - to sell info-products. But it helps to transition to this next stage of your marketing.

Sales copy is what you write to sell your info-product; these are called Sales Pages. How your sales copy is presented is what makes the difference. Words sell! It's that important.

If you follow proven, successful "sales formulae", the issue of selling is much easier. Find a powerful sales letter and model yours after it. Ask the author questions. Pick it apart and see why it works so well. Spend as much time on your sales copy as you do on your products and services.

Some of us may have an aversion to "selling", but it's also a fact that everything that we buy, every consumer product, has been sold to us in some way, shape, or form.

6. Offer an affiliate program at your website

Some may say this is not an absolute necessity, but look around. Nearly ALL successful e-commerce sites offer some form of affiliate program. You can pay for visitors, leads or commission sales, but there's nothing like offering another way of rewarding those who bring you business.

7. 'Recommended products and services'

While we're on the subject of offering an affiliate program at your site, on the flip side you need to become an affiliate yourself! Find products that tie in well with what you offer. Use the product or service, and if you like it recommend it to your visitors. You'll increase your web site profits significantly.

The best products or services are the ones that offer residual, or recurring commissions on each sale.

8. New products or services on a regular basis

If you can create a new product of your own about twice a year, you'll stand a better chance of growing your profits continually. Make sure to update your existing products on a regular basis if they require it, just to keep content and sales fresh.

If you're not able to create your own products that often, then find a product you could get behind and do a joint venture with the owner. Even if the owner does not offer an affiliate program, you can offer to promote the owner's product or service for a percentage of sales. Let them know you have a targeted list of prospects who would like their product, especially if they could get it at a reduced price through you!

9. A support strategy

There are lots of ways to offer support that keeps your prospects and clients happy. You should consider a "help desk" to automate the process.

However, if you have a small list of subscribers, then it is a very good approach to offer personal help instead. This is not much different to walking into a shop and getting personal service, except that in this instance you would make yourself available via email, or perhaps by phone.

This is my approach, and one that I'm very familiar with because I've been self-employed for 23 years.

10. A marketing strategy that includes free promotion and perhaps paid advertising

In order to make money online, you need to get visitors to your web site. There are plenty of ways to do that. Find what works for you and spend a full day each week promoting your site.

I like free, and I'm sure you do too. So consider these first before you think about paid advertising.

1. forum posting
2. Squidoo page
3. Hub page
4. LinkedIn
5. facebook
6. other social networking sites
7. blog post
8. guest blog post
9. article marketing
10. press release

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