Attract, Manage and Build Your Clients
to a WIN-WIN Business Success...

The
Webmaster BUSINESS
Masters Course

**Build *YOUR* Webmastering Business
While Building Your Clients' Business**

by Mark Frank

1. Introduction

Every day, thousands of people think about starting their own Webmaster business. Some want to break away from the daily drudgery of working for someone else. Some crave the flexibility of working from home. Some need to supplement their main income.   Some feel they are ready to expand their services beyond their circle of contacts.   Still others… the list of personal reasons could go and on.

But here's the catch…

Every day, most of these people do nothing but dream.

The Webmaster BUSINESS Masters Course was written for Webmasters who are ready to stop dreaming and start building a home-based Web site design business.

That's **you!**

Perhaps you are presently employed full-time/part-time in the field. Or perhaps you design sites for relatives, friends or associates as a favor in your spare time. It doesn't matter. You already know, based on current and past experiences, that consumer demand for Webmaster services is substantial and that it's not about to evaporate anytime soon. You are definitely not embarking on a high-risk business proposition.

On top of that, you will have all of the advantages of working from home…

• no office to rent
• no boss telling you what to do
• flexibility to pick your own hours
• ability to generate income in your living room
• and the biggest advantage of all, you're the person in charge. You decide how, when and where you want to work.

The Webmaster BUSINESS Masters Course will get your business rolling in the right direction. It gives an insider's view into some of the variables involved in setting up a business, creating a contract, working with clients, and other important operational aspects. This Course will help you avoid common problems and mistakes, the kind that cost you time and money.

Please note… The Webmaster BUSINESS Masters Course won't teach you how to design Web sites or help you layout pages or show you any cute HTML tricks. You must already have that under control or you wouldn't be getting ready to hang out your business shingle.

The Webmaster BUSINESS Masters Course will, however, help you establish your business on solid footing and position yourself as a successful independent designer.

How?

A quick overview of the Course will answer your question…

Chapter 2 - **The First Steps**
Start off on the right track. Use the guideline provided to develop a business plan that will keep you on the path to success.

Chapter 3 -- Web Site Marketing Secrets
The focus in this chapter is on niches. You will also discover some marketing secrets that will change the way you look at Web sites.

Chapter 4 -- Designing for Success
Get the most of your design time and learn about some very effective tools for creating the kind of results your clients will love.

Chapter 5 -- Attracting Clients
No clients… no business. Effective advertising is the key to pulling in contracts.

Chapter 6 -- Dealing with Clients
Your "people skills" are just as important as your design skills. Use communication tools and techniques that will help you build a positive relationship with clients.

Chapter 7 -- The Legal Stuff… Proposals and Contracts
A Webmaster business is built upon contracts. A good proposal can make the difference between working and not working.

Just one more thing before we launch into the Course…some brief introductions.

You first…

If you are reading this, chances are you fall into one of three categories…

Category #1 -- You like designing Web sites and you want to do more of them. In your Net travels, you have found lots of material on site design. But you have come to the realization that there is a real shortage of information on the "business end" of things.

You also like the thought of having your own business, working from home, and getting paid to do something you like.

Category #2 -- You have already started your own Web site design business (either formally or informally) but it isn't going as well as you had hoped. You know that others are doing this successfully, but you just haven't quite figured out how to make your business work. You just need a little direction and someone to hold you by the hand until you get the hang of things.

Category #3 -- You already have a successful design business and you want to pick up a few additional tools, tips and techniques to make things go a little smoother.

Whatever your category is, welcome to **The Webmaster Business Masters Course!**

And now, let me introduce myself. My name is **Mark Frank.** I have been operating my own home-based Web site design business since 1998 (forever in Internet time!). When I started my business, I had no experience running a small business and I had only designed a couple of Web sites. Even so, I was able to incorporate my business, put up a promotional Web site, and generate income from a computer in my kitchen.

I read everything that I could get my hands on, about design, business, working at home, etc. I took classes at the local community college in design and business. I also made every mistake I could possibly make (honestly, some of them I repeated two or three times).

As a result, these positive and negative experiences taught me loads of valuable lessons. I even wrote these lessons down in a book, **"Start Your Own Home-Based Website Design Business."** I am sharing some of them in **The Webmasters BUSINESS Masters Course** but there are many more outlined in the book. (Additional details about the book are available at the end of the Course.)

I don't claim to be the world's greatest expert on this stuff. However, I have been where you are now and I have found a path that will also take you where you

want to go. I can tell you what to do to get started on the right foot, and better yet, I can help you stay out of trouble by telling you what **not** to do.

So, follow the valuable guidance offered in **The Webmaster BUSINESS Masters Course.** Not only will you receive answers to questions you might have, you will also receive answers to questions that you didn't know to ask.

As an added bonus, the Course will point you towards an excellent **business-building resource**, called **Site Build It!**. Its comprehensive system of tools will help you deliver traffic-generating, successful sites (good for your clients' business) in less time and with a **profit** (good for your business).

Now that our introductions are finished, let us get on with the Course…

2. The First Steps

Your own business… sounds impressive, doesn't it? It conjures up visions of office buildings and row after row of designers producing Web sites while you sit back and rake in the cash.

Okay. Get your head out of the clouds. The office building is a desk in your spare bedroom. The rows of designers, nah… it's just you. It's time to quit fooling around. You have a business to run.

There is a lot more to starting a business than just saying, "I want to start a business." There are legal requirements, forms, permits, licenses, and fees to pay.

But before you attack the paperwork, sit down and decide just what it is **you** want from **your** business.

Take some time to think carefully about your new venture and how you will define "success." Think about what kind of hours you can put in at home, how hard you are willing to work, and any other personal factors that might influence your business decisions…

• Are you looking to make a little money from your Web site design hobby?
• Do you want to generate income in your spare time?
• Would you like to work in the evenings to supplement the income from your present job?
• Do you want to build a business that will let you work at home full time?
• Are you planning on becoming a major force in the Web site design market?

After you have given your "vision" some sort of framework, talk it over with someone else or a few people. Don't skip or rush this exercise. **The clearer your goals are, the stronger your business foundation will be.**

Great! At this point, you are ready to establish…

Your Business Structure

A business is considered a legal entity. This means that it has real rights and real responsibilities as far as the law is concerned. It can…

• Open bank accounts

- Write checks
- Pay taxes
- Generate income
- Distribute profits

(Generating income and distributing profits -- that's the good stuff!)

Where you live determines what types of business options are open to you. Each country has its own set of rules and regulations. These rules can even vary from one place to another within a given country.

That being said, when you start looking around, you will find that almost every place has a version of the three basic legal business structures…

- Sole Proprietorships
- Partnerships
- Corporations

Each structure is different from the others and each has its own set of requirements, advantages, and disadvantages as you will soon see…

1) Sole Proprietorships

A sole proprietorship is a business run by one person.

As a sole proprietor, you will provide products and services under your business name, but there is no legal distinction between you and the business. All of the profit from the business goes to you and is taxed as personal income. All business losses are your personal losses and they come out of your pocket. If you stop working, the business stops.

In short, **you** are the business.

To start a sole proprietorship, go to your favorite Search Engine and type in "sole proprietorship" and the name of your state, municipality, etc. You will find links to your federal and local regulatory boards.

These government sites will tell you what you need to do and what paperwork you need to file. The rules may vary somewhat, but the following is what you should expect:

• **A business license:** Many states, counties, and cities license businesses. Some require licenses only for certain kinds of businesses.

• **A Doing Business As (DBA) certificate**: As a business, you will be working under an assumed name. To prevent fraud, most places require that you register assumed business identities.

• **A zoning permit:** To control what kind of businesses are allowed to operate in residential areas, the Department of Zoning in your area may require a special permit.

Sole proprietorship is the simplest form of business organization, and the most popular. Roughly 75 percent of all businesses are sole proprietorships. They are easy to set up/operate, and are the most inexpensive option available.

However, there are risks with this type of organization. If something happens and the business is sued, you will pay the bills out of **your** pocket. This is the biggest drawback of a sole proprietorship -- your personal assets are on the line. You can lose your kid's college tuition, your car, your cash assets, and even your house.

The chances of being sued for designing a bad Web site are pretty slim, and even if a client does initiate legal action, you would expect the costs to be limited to a refund of the fees paid. The risk is there just the same so it's important to take that factor into consideration.

---

2) Partnerships

Your next option is a partnership. This can be considered a proprietorship of two or more people.

Many of the rules and requirements associated with the sole proprietorship also apply to the partnership (e.g., DBA, zoning permits, etc.) But there is an additional consideration for partnerships… "The Partnership Agreement."

The Partnership Agreement is a legal document that outlines the **relationship** between all partners. For those involved, it defines job assignments, responsibilities, profit sharing, and expense sharing. The Agreement also addresses how business disputes are to be resolved, how to dissolve the partnership, and how to deal with the resignation or death of a partner.

Basically, it defines who does what and who gets what.

Never enter into a partnership without a Partnership Agreement. Your Web site design business is not a social activity and money can make friends, relatives or colleagues behave very strangely. This is a business. Treat it that way.

There are some real advantages to starting a partnership…

• You will have more people to share the work
• There may be more funds available to get things started
• More people means more experience to draw from

These are all good things. However, a partnership can have its problems.

Like sole proprietorship, the partners **are** the business. Your personal assets are at risk in the event of a lawsuit.

And in many places, there is an additional risk -- each partner can be held financially responsible for 100 percent of business debt. You can wind up personally responsible for expenses incurred by your partner. If your partner charges $100,000 to the business and leaves the country with the money, **you** will be responsible for repaying it.

This is **not** a good thing. So the lessons to learn here are…

• Only go into business with people you trust
• Visit a lawyer and set up a detailed Partnership Agreement before you do anything else.

---

3) Corporations

As was just outlined, with a sole proprietorship or a partnership, **you** are the business. There is no legal distinction. What you do, your business does. Any profit is your profit. And if there are legal problems, they are your personal problems.

Corporations are different.

A corporation is a **legal entity all by itself.** Instead of just working with you, your clients will deal with "The Corporation" -- a corporation that can enter into contracts, pay taxes, and be sued.

But if your business is sued, your personal assets (car, house, etc.) will be protected because you are just an employee of the corporation. This is a good thing.

Yes, your clients will still talk to you on the phone and you will still write the checks and pay the bills. But there is a key difference to note. You are no longer acting as an individual. You are now a **company representative,** not an individual doing business. And it's this distinction that protects your personal assets.

Setting up a corporation is usually a little more involved and a little more expensive than setting up a sole proprietorship or a partnership. You may feel it's worth the money for the legal protection and peace of mind it brings.

The big question is… which is the best choice for your Webmaster business? And the answer is… it depends.

It depends on what your long term business goals are, how much work you expect to get, who your target market is, where you live, and so on.

Most home-based businesses start out as sole proprietorships, but my recommendation is that you incorporate as your first step. It's a little more work, and it costs a little more, but it's worth the effort to protect your personal assets.

If you aren't sure which way to go, pick up the phone and call your local Small Business Association or Chamber of Commerce. Speak to the people who do this stuff for a living. They can't make your decision for you, but they will take the time to review the details of your situation and give you the advice you need to select the option that is right for you.

OK, the next step…

Your Business Plan

A business plan is a written document that defines…

• The purpose of your business
• The products and services you will offer
• Who your clients will be
• The legal construction of your business

For most new entrepreneurs (like you!), writing a business plan is the hardest part of starting a business. That's because you don't know what to expect and it can be very difficult to plan things you have never done.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

> ➢ HTML (Free /Available to everyone)

> ➢ PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)

> ➢ Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below