

1001 Newbie-Friendly tips

by

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Chapter 1

Introduction - How To Use This Book

How Do You Define Success? - While making a million bucks is unlikely, you can make a good living.

What's It Cost To Start An Online Business?" - There are costs in starting any business, online or offline.

One Path To Online Success - There are lots of paths leading to success; this is one of the best.

Niche Finding Made Easy - Niche marketing is the only way to go.

Define A Niche, Then Conquer! - Success depends upon defining a niche within which you can dominate.

Knock Off The Guru! - If you find a guru dominating the niche you want, see if he or she can be toppled.

The Vortals Are Coming! - If you have found a niche, but lack a great product, consider building a vertical directory.

Who Do You Want To Sell To? - The key question may not be what to sell, but who to sell to.

Plan Your Way To Success - Without a solid business plan, you are doomed to fail.

Learn How To Win - Many willing to do the work required are not prepared for the associated learning task.

The Ultimate Shoestring Startup! - Follow this plan to start a business without spending a dime.

Chapter 2

Getting Your Site Right

Website Baseball - You're Out! - A website is also governed by rules and the umpires are your visitors.

If You Want A Website, First Comes HTML - A free way to learn HTML, the language in which web pages are written.

Conventional Formats Work - A website should follow certain conventions, as do all publishers.

Boring Is Best - Before deciding on the basics for your site, look at what others are doing.

Make Your Own Rules! - There are a lot of rules about site building. Select the best among them.

The First Fold Makes Your Site! - The first fold may matter more than the rest of the site combined.

I Built It, But Nobody Came - If a site fails, it suggests the lack of a sufficient structure and business plan.

Are Free Graphics Really Free? - As with a lot of things on the Web, it takes time to find the right graphic.

Take Credit Card Orders On The Cheap - An inexpensive way to begin taking credit card orders right now.

Choose Your Merchant Account With Care - When it's time to get a merchant account, be sure to ask the right questions.

Expand Your Business To The Web? - The only reason for a website for your business is to increase profits.

Chapter 3

Website Basics

Reversing Surfer Mania - How to slow those surfers who arrive as over-opinionated maniacs.

Who Do I Believe? - Here are things that lead to failure of a website. But can you believe these arguments?

Building Consumer Confidence - Without a storefront and tangible goods, online businesses are at a disadvantage.

How Do I Sell Products Produced By Others? - The best way may be the indirect or soft sell.

Can You Risk Supporting An Affiliate Program? - You may find you can not afford the risk of supporting one.

Does Your Site Tell The Truth? - A alternative to great advertising copy is to tell the truth.

Is Your Site Ready For This? - Ahead is a truly awesome change. Can you deal with it?

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