

3 Vital Steps to Kickstart Your Web Business

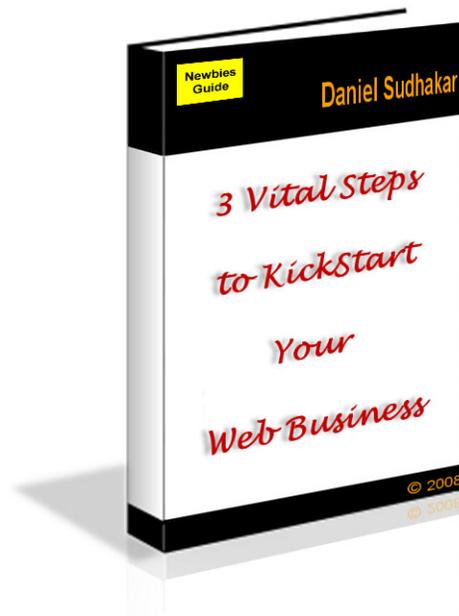
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Introduction

Folks new to Internet Business are always skeptical over the claims made about the amount of wealth that can be made online. They read that scores of people have made big money on the Net and they wonder whether its true and whether its possible for them to really make a living from the Net.

Being cautious is good, but being skeptical or biased won't get them very far. It is always better to have an open-minded approach towards something new. If they take the time to evaluate the claims and try the business principles that are advocated in a systematic and consistent manner, then they will realize that Internet Business is something that really works.

Of course, there are guys who make outrageous claims and promise that their product would turn you into a millionaire overnight. So, exercising caution and applying a little plain common sense would also help here. It is quite obvious that success doesn't come without effort. So when anyone claims that their product would fetch you a 5-figure profit overnight, we should be smart enough to know they're out to trick us. The problem is that a lot of folks fall for these kinds of scams which are nothing but blatant, day-light robbery, and then they complain that internet businesses don't work at all.

If they assumed that they could earn 5-figure profits overnight just by buying a product and not putting in any effort, then there are a lot of tricksters who would oblige and take them for a ride.

So it is necessary to be cautious when the deal seems too good to be true. But on the other hand, when genuine opportunities come your way, that is no time for letting skepticism take control over your decisions. Therefore you need to judge a business carefully and not let your emotions take over.

I hope that you are reading this with an open mind. You see, every business needs to be established on sound business principles. When these principles are adhered to meticulously, there is every possibility for the business to flourish and expand beyond your wildest expectations. I wish to state that if you consistently follow the suggestions made in this report, it will really help you kick-start your Internet Business and put you far ahead of your competition.

This book basically consists of two sections. In the first section, I will be introducing you to the principles of an online business through 3 important business principles. In the second section, I will explain how exactly to implement those principles in your own business. So in the first section, I will be giving you an overview about these 3 principles and in the second section, I will deal with the nitty-gritty details of implementing those principles.

Section I

So what is it that really makes Internet Business work? Or what is it that really makes *any* business work for that matter? The answer is obvious. Customers! To be precise, a steady flow of customers. Just think about it. Where is your money going to come from! From the customers' pocket, of course! So they are the most important component of your business, or any business for that matter.

If a business can generate a steady stream of customers, then it can sustain itself and start to grow. So getting these customers into your business is the first and major step in kick-starting your business.

Principle # 1. Attract a lot of customers to your business

Don't let the simplicity of the above statement fool you. It might sound simple and obvious, but it is a tremendously powerful principle if you really understand and implement it in your business. It will also save your business from disaster.

You see, many people don't understand this basic and important fact. The business needs to make money, but where is the money? In the customers' pockets! So unless you have customers, you won't make any money. You need a lot of customers, because that's where the money is!

People starting a web business many times think that if they buy a high-priced product from a Guru or if they join a scheme, then their

business would become profitable. It is precisely this mentality that makes them fall for scams. A lot of folks get duped because they don't realize that the money is with the customers and not in a scheme. McDonald's doesn't make money by joining a scheme. Walmart doesn't profit from a scheme either. They get their money from their customers. In fact all the big businesses get their billions of dollars from their customers. It is the customers' money that makes them rich!

I hope I am getting through. It is such a basic truth that many folks miss it. The simplicity of this truth makes people miss it completely many times. But now, YOU KNOW! So understand that your customers are the most important component of your business. Get a lot of customers to your business in order to succeed.

Now, you might think that its easier said than done. Yes, getting customers to your business is not a piece of calk, but its not rocket science either. I'll show you how to get them without much trouble! So for the time being, just remember that the first and foremost thing that we need to start a business is **CUSTOMERS**.

After you get those customers, you must be careful not to make the next big mistake that almost all newbies make - and that is, making a single sale to your customers and then forgetting them. Rather, you must go out of your way to convert each customer into a LOYAL customer. Now what is the difference between a plain vanilla customer and a loyal customer? Well, a person coming into your store, buying a product from you and then walking away never to return for another purchase, is a customer. On the other hand, a person who walks into

your store, makes a purchase, walks away, and then comes back another day and buys more, walks away, and then comes back for more now that is a loyal customer.

Newbies manage to get customers. They fail to convert them into loyal customers. This is one of the main reasons that newbies fail to get their business going. Even before they start, they have set the odds against themselves.

You see, although getting new customers is a not a very difficult task, it is a time-consuming and labor-intensive one. Initially you should spend sometime to get new customers, but once you get them, you should start catering to the needs of your present customer base and concentrate on keeping them satisfied. When you do that, your customers will come back for more. They will buy more from you. You would have converted them into **loyal** customers. In a moment, I will show you how to do exactly that.

For a brief period initially, concentrate on getting new customers. Once you get a good number of them, shift that task to the back burner and start concentrating on catering to the needs of your present customer base and converting them into loyal customers.

Principle # 2. Convert your customers into “loyal customers”

Now you might be wondering from where and how you’re going to get these customers when you don’t have a product to sell them in the first place. Good you thought about that. I’ll show you where to get a

lot of valuable products. And most of all, I'll show you how to get them FREE! Now this is getting interesting!

Let me at the very outset ask you not to think that these products are given FREE because they are worthless. No! They are great products created by the best Internet Marketing Gurus on the planet. In fact these very products are being sold at very high prices all over the Internet right now! You're actually getting an insider's tip on how to get them free. And by the way, I am not promoting some kind of illegal method of getting your stuff free. Let me make that clear as well.

What many folks don't know is that from time to time, there are massive **Give Away** events organized on the Internet where loads and loads of new products are given away free of cost on the Internet. These events are known only within the Internet Marketing circles. While insiders get to feast on these products for free, outsiders unaware of these give away events have to shell out their hard-earned money to get the very same products at a high price. I will show you where to register for these events so that you too can get them for FREE!

Principle # 3. Stock an inventory of high quality products

So these are the 3 important principles on which to build your Internet Business. Once you implement these principles in a systematic and consistent manner in your business, you will see your business starting to establish itself and flourish. In the next section, we will deal with the implementation of these 3 important principles.

Section II

The first section was fairly simple because we were just having an overview of the list of business principles. This section however will be a bit more detailed. Listing some principles is easy; implementing them is the tough part. So we will spend some more time in this section and go through the exact details of implementing the 3 business principles we covered in the first section.

Let me start with the last principle first.

3. Stock an inventory of high quality products

You will have a lot more confidence to approach your customers boldly when you are already stocked with loads of high-quality products. It is vital that we offer top-quality products that are brand new to the market. Your customers will not appreciate stale products that have been floating around for 2 or 3 years. So let's go ahead and grab a lot of great, brand-new products.

What you are about to get is a huge list of absolutely new products that's never been available on the Internet before. You will be among the first ones to possess it! These products will become available on March 19th 2008. The doors will be open until March 31st 2008. Within these 13 days, you can fill your hard drive with some of the latest and best products on the Net. Register your slot immediately by clicking the link below.

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1. Attract a lot of customers to your business

One of the most difficult things in marketing is to make a stranger buy a product from you. He doesn't know you to start with, and you don't know him either. Trying to make him purchase a product from a person he has never met before, is an uphill task. So the best thing to do is to stop trying to sell him anything, until he gets familiar with you. When you have established a good relationship with him and he trusts you and knows that you are genuinely interested in him, that is when you are ready to make a sale. Then he will be more than ready to buy from you.

Now how do you establish a relationship with him in the first place? Give him something for FREE! Yes, just give away a product completely free. No, that's not a crazy idea. It makes very good business sense. While there are a lot of fly-by-night operators on the

Net, when you offer a valuable product for free and don't expect anything in return, that really makes people sit up and take notice. They immediately see you in a different light. They not only begin to trust you, they also feel almost obligated to offer you something in return. Who said there is no such thing as a free lunch? In the internet business world, a free lunch is not a very uncommon thing! So, give them something for free, and earn their trust. These are the people who will later become your customers.

But make no mistake, you are NOT setting a trap for them here. This is not a bait that you're offering. This is a matter of genuine give and take. You offer them something really valuable that will make a difference in their lives, no matter how small. When you give, you will always receive. "Give and it shall be given unto you, good measure, pressed down, shaken together and running over, men shall give unto you". When you sow, you will reap. Ask any farmer, and he'll vouch for it.

In the real, physical world, offering a free lunch might turn out to be an awfully expensive affair. But when you're doing it online, its not going to cost you. Remember, in the third tip I was mentioning about getting products for free through special give away events conducted on the Net? Now some of those are the products that you would be offering to your prospective customers as well, in order to develop a solid relationship with them. Since these are downloadable electronic items like e-Books and software, you won't incur mailing costs either. Once you have built an inventory of good products, you need to advertise on the Net that you are giving away valuable stuff for free.

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