

Citibooks' Tips and Ideas on...

Home-Based Business

Volume 1

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Money Making Secrets to Work at Home?

Pablo Molina

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Money making secrets to work at home, on the Internet; this is the dream of a huge amount of people worldwide. There are more than 500.000 monthly queries on the major search engines, only on the United States, for the phrase “work at home”.

The true fact is that most of the get rich schemes, earn a thousand dollars per day, get wealthy while asleep, become a millionaire investing one buck, make a fortune typing at home, find gold in the backyard, etc., are considered fluff, scam, hype or fake. The Internet audience gets overwhelmed, oppressed, by the huge amount of information there is on the net, making it difficult to take their decisions.

So the question is:

Is it true that an ordinary person, with ordinary skills, with no start-up money, or at least not a lot of it, can make a living out of their work at home, online?

The answer to this question is:

YES. But the fact is there is no free lunch anywhere, no even in the Internet, the most powerful communications tool ever dreamed by human beings. There is always work involved, especially in the beginning of any online business. It is of critical importance to get advice, to know where to start, to have a guide for the necessary resources and techniques that are a must to start an online business, to develop a Web page, and to get traffic and sales.

The first thing people need to realize is that the virtual business world in the Internet is in no way any different than business in the real, offline world. A person or a company that sells good products or services, that has its goals settled in the long term and that is concerned in providing customer support during the sales process and after it, will be more likely to succeed in both the online an offline worlds.

So what makes any different to work at home online than to do so offline?

The answer is: the capability of communications. Working offline from home

requires the use of a phone and an e-mail account. A seller needs to contact other people, and even go out to visit them in order to pursue the sale. The marvel of the Internet is its world wide reach to a huge amount of people: potential customers. And best of it, the possibility to automate, replicate and duplicate peoples and corporations efforts in order to increase revenues without growing costs. Once an online business is set and working, it can continue to do so with a lesser effort than an offline one.

But let's go back to the original question: could it be done by an ordinary person?

It can as long as this person, or group of persons starting a company, has the will, the determination and the persistence to do it. But first, where to start? The answer is as simple as in business offline. Start on finding out what is needed, or even better, what people will, what they want. Finding the product or the service people will like to buy is the first right step in the road to success in any business. What is great of the Internet is that all this information is available even for free. Once the Internet audience knows where and how to search about others needs, then it will be easier to select the product or service to be sold. So, when somebody is surfing the Internet, and a very appealing sales letter comes up on the screen, the first question will be; what is the market need of the product or service offered? That is the first secret that has to be found. The rest of the secrets needed to work online are techniques, resources, useful links, and advice; but not the advice e-merchants want to sell. The Internet starter businessman needs honest, affordable, and straight to the point advice. This is especially important when is known that daily 67.000 new users get online in the Unites States alone. At this trend, there will be 76 million new users by the end of this decade. So, the market opportunities are huge, and so are the possibilities of getting scammed.

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About the Author :

Thus, the last question is: where to get this honest, affordable, useful advice without paying a fortune for it? The public can go to the links below to find the answer directly from an Internet entrepreneur. <http://moneymakingsecretsrevealed.blogspot.com/> <http://www.richworkathome.com/>

Pablo Molina, born and living in Ecuador, South America. High School degree in Tampa, Florida, USA. BA in Business Administration, Ecuador. Financial consultant in real estate.

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Getting Out of the Information Loop...

Pablo Molina

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This is something I saw being discussed today by some Network Marketers.

It's regarding the moment you realize that you know enough.

A lot of people get into a trap or "loop" of buying eBook after eBook and course after course looking for the magic formula to success.

I honestly believe some of it stems from laziness. We think this MLM stuff should be easy... So we search in vain for the easy formula.

Until that day we realize the formula is never easy (simple yes - easy no) and that we already know how to be a success in MLM.

I've seen people who have spent 1000s of dollars looking for the magic formula. But they never find it. Why? Because there isn't one. Or when one emerges it doesn't last long; the market becomes saturated with people running after the opportunity and overnight the opportunity loses its power.

That is why I think it is so important to hang out with the people who are making it happen. Not only should you choose your company with great care and a lot of thought but you should also choose your sponsor with as much if not more care. Then commit to it and don't be distracted because you see everyone else running to the New Big Thing.

Everyone's going to be selling you something. All of them will convince you it's the next best thing, but they are just **SELLING** something.

I'm not saying don't buy anything. I am saying focus on a specific area and get to work. Don't get bogged down by purchasing every new thing that comes along... This will never stop. There will always be new products to google over...

You need to know when to stop. It's a bit of an addiction, but admitting you have a problem is the first step:).

So take a look at what you have. Find your business, find your sponsor and

mentor. Take a look at yourself and make a decision to start acting. Start putting your money into your business instead of info products.

Start today!

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About the Author :

Bob tirelessly teaches people how to succeed in MLM. There is so much junk on the internet, it is refreshing to finally cut through the chase and get down to actually making the money that is available with MLM. <http://www.newwavemlm.com>

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Data Entry Jobs Uncovered: The Truth about Data Entry

Vijaya Kumar

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About the Author :

Vijaya Kumar is an online business entrepreneur with 5+ years experience. He currently administrates several successful websites including Paid [Survey Reviews](#) and [Online Jobs](#), which provides a scam-free database of online money making opportunities.

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Working From Home - Could You Cope?

John Sheridan

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It is a well-known fact that more and more people are choosing to work from home rather than face the daily agony that is otherwise known as commuting. There are many companies that are even encouraging this practise amongst their permanent staff as a viable alternative to travelling to work.

In most cities, workers will have to commute to and from the office, which depending on where they live could mean adding an extra one or two hours to their average day. At its very best commuting can be a tiresome and stressful activity made up of countless public transport delays, shoulder-to-shoulder contact with complete strangers and to a large extent, mind-numbing routine.

This sort of start cannot possibly be conducive to a productive working day, and at long last there are more and more companies beginning to realise this. However, it is worth mentioning those at the opposite end of the scale that actually thrive on running the commuter gauntlet morning and night and would never consider doing anything else, though I think they must be very much in the minority.

For many people, working from home has long been seen as the sole domain of freelancers who many think get out of bed when they want to, start work and stop work when they want to and generally come and go as they please, which on occasion may be true, but more often than not it's exactly the opposite, because one vital requirement of working from home is self-discipline: without it you may as well go back to commuting.

There are multiple distractions in the home that all too easily lure the unwary away from their work. There is no manager looking over your shoulder, nobody to tell you how long to have for lunch; you can wander away from your desk at any time you like. There might be a television programme you want to watch, the grass may need cutting, a visitor arrives or the dog needs walking. You can do all this if you want to and it sounds good doesn't it? - until at the end of the working day you suddenly realise that you haven't actually done much work at all whilst leaving a backlog to catch up on the following day.

However, once you are over the distraction stage it can be very rewarding to work in the comfortable and familiar surroundings of the home. You may find

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