

# Online Business Basics

A Practical Primer for the Newbie Netpreneur



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The Beginner's Action Guide to Making Money on the Web  
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## Welcome! A Few Words from Angela ...



Online Business Basics received a lot of positive feedback.

Apparently it's hard to find basic, down-to-earth information like this. I've been told time and time again how much people appreciate this eBook - one of the main reasons being that it answers a lot of questions that people are afraid to ask, fearing that others may think they're 'stupid'.

The way I see it is, we've all been 'newbies' at some point. And starting an online business can be confusing, with everyone throwing around terms you don't understand, like 'FTP your affiliate program doorway page to the server, or use a redirection URL instead of your coded link'. The beginner's typical response to something like this is ...

... **Huh?**

This eBook will give you some of the information beginners need to know. Making money online is an ever-changing process. Things that work today may not work tomorrow.

The way I see it is, doing business on the 'net is a continuous learning process. Although I make a good living online I'll never call myself an "expert" - I think of myself as a student, always learning something new and constantly experimenting until I find something that works (or works better!).

In this book you'll find some of the things I've learned along the way. Those of you who already know me from my websites or newsletters already know that I won't hype anything up. Everything here is based on my personal experience.

This eBook is a short primer to the Online Business Basics members-only website. There's a description of the site near the end of this book ... but if you'd like more information on it now, please visit <http://www.onlinebusinessbasics.com/>.

 The Online Business Basics members site is updated weekly. If, at the time of writing of this eBook, a certain topic has been covered in more detail on the members site, you'll see the information symbol to your left. Simply login to the site if you're already a member.

**You should be connected to the Internet in order to get full benefit from this eBook. There are "live" links located throughout the text that will take you to useful websites. Happy Reading!**

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## So You Want to Make Money Online?



Ever heard the phrase, "Build it and they will come"?

On the web, it's more like, "Build it, promote it consistently, distinguish yourself in some way, and **maybe** they will come".

There are millions upon millions of websites. It's simply not possible to slap together a website, dump it online, and wait for the money to come rolling in. Making money online **can** be done - all sorts of people are doing it: retirees, students, stay-at-home parents, blue-collar workers, technical professionals, people with disabilities - but all of these people have **worked hard** to achieve what they have.

**This eBook is intended to be starting point for 'newbies' to the web: people who want to start their own online businesses but aren't sure where to begin.**

Before we get started, here are a few things to think about ...

- **Are you comfortable with your computer?** Most online business information focuses on marketing, and rightly so; marketing skills are vital to your success. However, you're going to have a hard time if you don't have how to effectively use your computer!

**Go To:** [The Newbie Club](#) is by far the best site I've found for, well, newbies. :-)  
Inevitably you're going to run into computer problems - we all do, unfortunately - so click here for a free membership to [The Newbie Club](#). You'll get access to 90 experienced technicians who will help you with your computer troubles, plus a wide variety of tutorials.

- **Do you have a little money to invest?** I will be the first to say that you can make money online without spending any -- however, let me also point out that it's much harder and it will take much more time ... if you last that long! Although you don't need a lot, you should be prepared to spend some. You'll find a checklist later on in this eBook that will list a few startup costs to consider.

**Go To:** The [US Small Business Administration](#) website. There you'll find some options for financing your business.

Most people continue to work their full-time job (if they have one) and work on their business part-time. This is how I started myself; I used part of my earnings from my job to finance my business.

- **Are you willing to make a time commitment?** One thing I've always believed is that there is a vast difference between building a business "part-time", and building one in your "spare time". I mean, let's be honest here ... how often do you feel as if you have "spare time"? Building a business online is just like building a business offline: it takes commitment. Resolve to spend a certain number of hours per week

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working on your business, and then just do it. The more time you can spend, the faster you'll become profitable!

This next article ran in several newsletters in 2000, and received a lot of popular feedback. I'm going to use it here as a sort of "pep talk". If you're already trying to build an online business, you can probably identify with this article! Here we go ...

## **Bringing Your New Business Back to Life**

You drag yourself into the kitchen after a hard day at the office. Staring glumly at the empty fridge, you try to block out the sounds of the kids squabbling, the dog barking to go outside, and the blare of the TV in the background.

You are just **so tired**.

Day after day, week after week, you promise yourself that you're going to work on your business.

'What business,' you think bitterly, 'The one that still hasn't produced a single thin dime?'

That's the one. It is incredibly easy to get discouraged when your business isn't making money ... and even more so when your life is filled with other priorities. You're just plain worn out - and you don't savor the prospect of spending your precious free time struggling with a business that has yet to turn a profit.

But the simple fact of the matter is: If you don't work your business, who will?

To get anywhere in life you have to work hard. It may involve some short-term sacrifices ... that's where you'll have to sit down with your family and figure out whether those sacrifices will justify the end result. Here are a few tips to help you get back up and work on your business:

### **Drop the negativity.**

For example, instead of moaning about how you still haven't made any money, focus instead on how great it will be to make your first sale. Believe me, that first sale is an incredible feeling! It energizes you in a way that's hard to describe.

### **Take it one small step at a time.**

There's no point in setting a lofty goal, only to fail at achieving it. Keep your goals realistic. For example, you could make it your goal to do 5 small advertising or promotion activities every day. A bunch of small steps will eventually lead to the achievement of the larger goal.

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### **Don't be afraid to ask for help or encouragement.**

You can find a lot of supportive people if you just ask. A good place is right here on the Internet, on message boards. You can start looking for forums that interest you at <http://www.delphi.com/> . Or join the [Small Business Community](#) to both share advice with other small business owners.

### **Re-prioritize.**

There is no way that anyone can do everything. Let small things go while you concentrate on your business. The house does not always have to be perfectly clean, and a garden with a few weeds won't hurt you. Ask others in the family to help out.

### **Be willing to make a few smart investments.**

While we would all prefer to spend nothing and make millions, it's simply not realistic. Many of us have heard the phrase, "It takes money to make money" - well, there's more than a grain of truth to it. Smart investments save us both time and money in the long run. Do your research, and don't be afraid to spend a few dollars. This is a business, after all, not just a hobby.

### **Force yourself to do a little most days.**

I know it's hard; I literally dragged myself to my computer every single day for about two months and made myself do 5 small tasks - despite having already sunk several hundreds of dollars into my business and not having seen a single sale. It was hard, all right ... but in the end it paid off: it took me one year to build my business to the point where I could quit my job.

### **Stay 100% focused on what you want.**

Keep your final destination firmly in mind: do you want to be able to spend more time with the kids? Do you simply want to leave the stress of the corporate world? Do you want the independence and sense of achievement that comes from running your own business? Imagine what it will be like once you achieve it. Focus on **why** you want the business in the first place; it will help to keep you motivated.

Only **you** can change the course of your life. So what are you waiting for? Get going! :-)

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## Debunking the Myths of Making Money Online



Spend a few days online and you'd think that the Internet is a community of multi-millionaires.

Everyone seems to be making \$10,000 each and every month using a simple, guaranteed system that requires virtually no work on your part ... and they're all kind enough to want to share it with you.

Forget it. If they were actually making that kind of money, why would they have to resort to spam and hype?

I truly believe that the Internet offers one of the best opportunities for the "average" person to make a good living from home.

However, there are a lot of misconceptions about making money online - I know from personal experience - I fell prey to some of them myself! Let's examine some of the myths of doing business online ...

**Myth #1:** The Internet is a great money-making opportunity for everyone. Anyone can succeed!

**Reality:** If that were true, we'd all be rich. The Internet is a goldmine of opportunity, no doubt about that ... but it's just like any other opportunity: some people will do well, others won't. The Internet only gives you the opportunity; YOU have to shape that opportunity.

**Myth #2:** Once you have a website, you can just sit back and watch your bank account grow.

**Reality:** Ha ha ha! This is one of the most ridiculous lies told. There is no such thing as easy money. You will not be able to pay a few bucks for a "24 hour cash machine" website and become an instant success. You're going to have to work hard and do plenty of learning. Toss a site onto the web, sit back, and do nothing and you'll reap exactly that: nothing!

**Myth #3:** Yeah, but **some** opportunities can make you rich really fast! Some guy emailed me and said he made \$2000 on his first day.

**Reality:** Maybe he did and maybe he didn't. Most people involved in these so-called "opportunities" are merely **hoping** to make that kind of money. They usually reap some benefit from signing up others (ie. **you**) ... Remember the old saying, "If it sounds too good to be true, it usually is ..."

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**Myth #4:** All I have to do is build my downline and I can live off their sales ... I won't have to do anything!

**Reality:** Maybe ... but I doubt it. Many people jump into and out of opportunities equally fast. Most never make money.

The fact of the matter is, the only person you have control over is yourself. You cannot force anyone else to learn how to market online; you can't force someone to work hard or work for a certain number of hours a week.

I'd recommend that you concentrate on building YOUR income. Support your downline, sure, and if they do end up making some money then it's just "extra money" for you. :-)

**Myth #4:** You have to be an HTML expert in order to create a website.

**Reality:** HTML is simple to learn, and there are many excellent books and tutorials on the subject. Two popular books are "HTML for Dummies", by Ed Tittel and Stephen N. James, and "The Complete Idiot's Guide to Creating a Web Page", by Paul McFedries. Both are available online through Amazon.com or simply drop by your local bookstore. There are also many tutorials on the Internet; a good one can be found at <http://www.pagetutor.com/>.

You can also use what's known as a "WYSIWYG" editor. WYISIWYG is short for, "What You See Is What You Get" -- it's a type of editor that lets you create web pages without having to know HTML.

**Myth #5:** You have to learn to do everything yourself.

**Reality:** It's good to know something about everything when you're running a small home business. But if there's something you cannot do, just hire someone. I know that it may sound daunting; after all, who has that kind of money when you're first starting out? Don't worry; there's a way to get **professional, affordable services** - simply hire a **freelancer**. By using a freelance community, you will be able to view each freelancer's rating to find out what their previous customers thought of their work. Plus you will be able to review their portfolios. You can register for this service [here](#) (it's free).

**Myth #6:** The more money-making opportunities you join, the more money you'll make.

**Reality:** It's best to concentrate on just a few select opportunities; otherwise you end up spreading yourself too thin. Start with one opportunity and work with it until you're satisfied with your progress; then add a second. Multiple streams of income is a great advantage of doing business on the Internet - just be sure you do it gradually. It's better to have 2 or 3 money-making products, then to have 20 unprofitable ones!

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