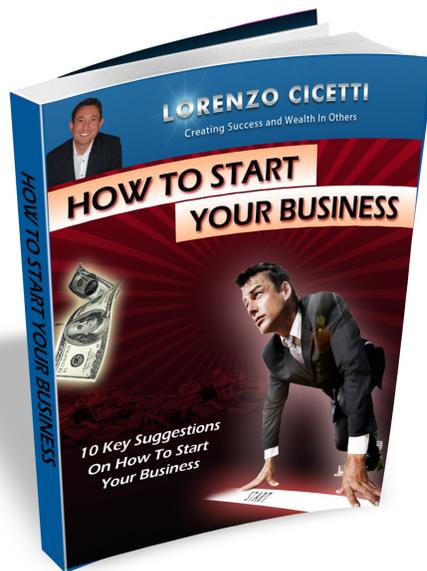


# How To Start Your Business



## A Guide on How to Set Up Your Own Online Business

Brought to you by: **Lorenzo Cicetti**

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By: **Lorenzo Cicetti**

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## **Introduction**

Hi fellow entrepreneur.

First, let me thank you for purchasing this exciting new guide on how to set up your own online business. I really appreciate that.

Let me introduce myself. I'm not the best at presenting myself, but I want to tell you a story; a story about me, how I came from almost nothing and now have more than anything I could ever want.

My name is Lorenzo Cicetti, I'm an Italian, I'm an husband to my wonderful wife Maiko and a father to Leonis. Here is me with my family.



And here is a smiling face of my son Leonis, I'm so proud of him, love him so much and I'm extremely grateful that I can be at home near him and my wife.



Here's is what I do. I'm an Internet Marketer and a success coach. I help people turn their dreams into reality, their visions into real success. But the road to true success isn't easy; if you've tried and failed many times just like me, you know what I mean.

Now my story isn't the ramblings of an old man talking down to you; I'm actually quite young! But what I lack in age, I make up for in experience.

I'm not going to lie. I know a lot of "inspirational" people will tell you they had an awesome life and will show you how. My life hasn't been easy. I started out in an average family who was cash strapped. My father and mother constantly reminded me that, "Money doesn't grow on trees!" and "We can't afford that." My parents loved me, but they didn't expect great things from me, and I ended up falling into drugs and alcohol. Finally I got tired of this destructive way of living and decided to get an education, and found what most people would call a good job.

I worked in the Finance Sector for over ten years, but it was killing me. I couldn't stand the long hours and time away from my family. I ended up 30k in debt, and kept working so I could buy things that I thought would make me happy. So many of us work awful jobs just trying to make ends meet, but for what? You're just working and wasting years of your own life to enrich some faceless corporate executive who doesn't even know who you are, and he doesn't care about your dreams.

I didn't understand why I wasn't getting anywhere. I did what we are all told to do: study hard, get a degree and land a good paying job. My job taught me many skills, but I didn't feel like I was going anywhere in life. I started feeling that life was not worth wasting on a job that was wrong or a bad fit. I wanted greater autonomy, freedom to do what I wanted. I couldn't find it, and then I suffered a major breakdown. I just snapped; I couldn't handle it any more: the long hours, all the debt, it seemed there was no end to this cycle.

This was when I decided that it was time for ME; it was my time to take the dreams I had for myself, my family, and my future and start on the path to success. I kept thinking, "If I die tomorrow, is this all my life would be, or could ever be?" I took a good look at myself in the mirror and started taking an inventory of all the things about myself that needed to change, and I began changing them.

But how do we change? I figured I would find the answer online, and searched for weeks. I came across a page much like this; a woman who had been deep in debt just like me had been working horrible hours and found a way to change her life. She wanted to help other people. It finally dawned on me that not only could I help myself, I could help other people too!

I know how it is to be afraid of the future, to be drowning in debt and to have no one believe in you. But if you really think about your life, you have to know that you were meant for something so much bigger! You can become the person you want to be, and create the opportunities that you want for yourself. You just have to ignite that spark in yourself, and let it burn as bright as you are!

I had thirty dollars in my bank account when I thought, "Why don't I work for myself?" Why not create a business that will endure after I'm gone, that my children will run while enjoying the freedom that I never had. I knew that was what I wanted to do so I went to the bank and took out a loan. I was committed to the process. When I started, my English was awful, and I had no idea what I was doing. After I started my business, did my life become easy overnight? No! But through hard work, I did something new with my life: I became my own boss, only answering to myself! No more bosses screaming at me about reports, no more evaluations and no more working long hours on a fixed income. Three years later, I am a real success! I show people that if I can do it- a

guy from Italy, who couldn't speak English, and who only had a computer and the desire for a better life- anybody can do it!

Now I help people like me, like YOU, make the money they need to reach their dreams and goals in life. I know that every person has potential; you are a magnificent and magical human being, full of limitless possibilities! Already, you have the will, the spirit, and all the resources inside of you to achieve even the wildest dreams! This is why I'm a success coach: I want to see other people succeed, to be freed from the cycle! Let me help you reach your dreams, and be free of your old life forever!

If what I've been talking about resonates with you, if you're like the Lorenzo of ten years ago, I want to help you! I have faced these problems head on, and I know the pain they can bring. I have felt the pain of uncertainty and depression, and I know how to help you take charge of your life. I don't want anyone else to suffer through it. This is why I became a success coach!

**I have a mission now:**

**To help 100 PEOPLE BECOME FINANCIALLY INDEPENDENT AND HIT the \$10,000/month mark before the end of 2011.**

**If you believe you have the desire, the drive and the spirit inside you to be successful, then please contact me! I'm here to help you achieve your goals, dreams and the life that you deserve!**

**To know more about me and how I can help you starting your business you can visit [www.ayeartoretirement.com](http://www.ayeartoretirement.com) or <http://meetlorenzo.com>**

Now back to business. As you know, more and more people today have become dissatisfied with their jobs (like I Was) and their pension provisions. So the interest in starting an online business has begun to increase. Yet many who look at such a project find it difficult to know where to start because of the mountain of information available on the subject.

However, during this book we will help you to wade through the mountain of information available. This will, in turn, help you to decide on what is the right sort of online business for you.

One of the first things that you should bear in mind when setting up an online business of any sort, is that you must treat it as just that – a business. This means that you must

be prepared to put in the time and effort in order to reap the rewards, even if you are only starting it as a part time venture at first.

Next, you must be prepared to invest some money into it. You do not need to put in \$50,000 like a normal franchising. In fact, if you want, you could actually set it up on a very low budget (\$2,000-20,000). Also, what you should remember where an online business is concerned, the running costs are very low compared to a more traditional business.

However, the best place to begin is by picking what you like from the existing successful online business models already out there. So talk to others who have already made money in the niche that you have chosen, and then study, then implement the steps that they took to make it the success it is.

So now you need to think about just what sort of business it is you like to run. Some of the more popular types of online businesses to be found are: creating and then selling digital products (e-books are a good example of this). Also, you may want to make downloadable audio and video products for your customers, or you may just want to get into affiliate marketing instead (easier and everything is ready for you). We will look at affiliate marketing a little further on in this book in a little more depth.

For some, the thought of creating their own products seems very daunting, but if you happen to be an expert in a particular niche, then coming up with ideas should not be that difficult. It is important that you carry out some market research to make sure that people would buy related items.

The best way of starting an online business is to copy somebody who already did it and can mentor you. This will help you to focus your attention, as well as help to create a small income more quickly. But over a period of time, you will soon develop new skills, and through persistence and patience, you will soon see some very good results appear.

**Warm regards,**  
**Lorenzo**

## **Chapter 1 –**

# **What Reasons Are There for Starting an Online Business?**

There are plenty of reasons as to why many people start an online business, and below we will provide you with just a few of them.

For many people, the main reason that they decide to start an online business is to earn an extra income. Usually, this is in addition to the income that they are already earning. However for others, what starts as a part time venture, soon becomes a full time one.

Another reason that people decide to start up an online business is that they have more control over their working life.

Also, it provides them with a chance to spend more time with their family and friends. Today much too much time is spent working, and many people find that they have little or no time to spend with those that they love.

Furthermore, there are other reasons as to why so many people now choose to set up an online business.

### **What rush hour?**

No longer do they need to get up in the morning to rush off to work and get caught up in all that traffic. Now that time which would normally be wasted sitting in traffic can be used to their advantage. Plus, it is up to you when you work, so if you don't want to start until late in the morning, you do not need to.

### **Prosperity**

Because of the rapid advance in technology, many online businesses today tend to be prosperous, and so getting involved in this type of business is a good way to make some money.

### **Costs of Starting Up**

This is probably one of the biggest reasons as to why many people choose to start an online business. As many of the transactions are completed online, there is little or no need for lots of paper and documents. What one really needs in order to get an online

business going is a computer, a high speed internet connection (ADSL), printer, fax machine and few other essentials that an office may need.

As you can see, these are just a few good reasons for why setting up an online business might be the ideal choice for you.

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