



## Setting up a low maintenance internet business

The basic principles for newcomers

## Introduction

So, you have decided that you want to start an on-line business.

Well done, good choice

Or maybe you are just thinking about it...surveying the ground, to see if there is anything in it. Sensible, always wise to do a little homework before committing too much time and effort.

Alternatively you may be in a more serious situation, desperate to escape from an awful job, or more critically be dealing with the horrible prospect of redundancy.

Either way, you are not wasting your time as the internet offers so much potential to start a business or grow an existing business.

We are still in the early days of the internet's growth and if you get in now the potential is unlimited.

That's the good news.

So what's the bad news?

Well I am not sure it's bad news as such. It is more the need to state the obvious, a reality check before we get too carried away. The fact is that while there is great potential in the internet, it is not a 'magic wand' that you can wave to earn an instant, easy income.

You can set up a business that will earn you a lot of money, and a business that will earn you money while you sleep or while you are on vacation.

**BUT .....**

.....to get to this stage you will need to put in work upfront.

You will need to learn new skills and you will need to set up your new venture in a business-like manner. This will take time, but it is achievable and it is not rocket science.

So are you up for it? Are you prepared to learn some new skills and commit some time to this?

Good ....then read on because in this introductory guide I will explain what your internet business can look like, and I will point you in the direction of resources you will need to start growing your business as quickly as possible.



## My top five reasons for starting an internet business

If you are still reading, then I hope that means that you are prepared to spend the time and effort required to build an internet business.

Good.....smashing.

Let's look a bit closer at my favourite reasons for starting an internet business.

**Reason 1** – You don't need any significant start-up cash to buy expensive equipment, or make any long term commitments.

In the off-line world, if you were planning to start a business then in most instances you would need some start-up cash to cover some or all of the following items;

- Shop / workshop lease
- Raw materials
- Stock purchase
- Equipment / tools
- Delivery
- Advertising
- Staff
- Etc.....

Yes, it is possible to start small, say with a stall at your local market. But conservatively I would think you need to invest upwards of \$500 to get enough stock to sell and to hire the stall for the day.

With an online business this is not the case. The biggest cost item that you need is a computer. Computer ownership rates in the US and Western Europe are reaching saturation point. Hence in most cases the computer is already there in your spare room or study, waiting for you to get started.

The real beauty of the internet is that there are so many free resources available. Whilst I would recommend you spend a little bit of cash to get going, in theory you could set up a website and have started your business for \$zero.

**Reason 2** – You can start in your spare time while you still have the day job.

Given the low start up costs, and the fact that it is not time critical when you work, an online business is tailor made for those who want to get started and earning a regular income before they take the leap and give up the day job.

Put in an hour or so a couple of evenings a week, or set aside a longer slot over the weekend, and you will be amazed by how much you have achieved after a couple of months.

Once you start earning a regular income you can decide if you would like to quit the day job and grow your online business. Alternatively you can keep the day job, but enjoy spending the extra \$250, \$500, \$1,000 or \$2,000 a month you are now earning in your spare time.

**Reason 3** – No more 9 to 5, not more Commute, no more boss...no more JOB!

I must say this reason stuck a specific chord with me. I strongly believe that the concept of the 9 to 5 job is soulless and soon to be redundant. The main reason why so many of us feel stressed or unfulfilled by our day jobs is because they are based on the 1980's idea of showing commitment by spending long hours in an office building.

It doesn't matter if you can accomplish more working 4 hours a day from your laptop from home, too many organisations insist on keeping their staff in the old style work routines.

Learn the skills that you need to set up an online business (websites, blogging, automation, social networking....etc...) and you will have the tools you need to take you skills and break out of this old style 1980's work routine.

Ultimately you can be your own boss, working when you want, hitting the targets that matter to you, and reaping the reward for all your hard work.

**Reason 4** – Work on a subject you love.....get creative!

You may have a passion (in fact I hope you do). In the past unless you lived in one of the big cities, it would have been difficult to find enough people who shared that passion to enable you to make a business out of it.

The internet changes all that.

You may be one of only a handful of Cake Decorating enthusiasts in your town. But you can bet your final dollar that you will find many thousands of like minded souls on the internet. All of a sudden, when you go on the internet, that cake decorating instruction course you have created has a massive market.

**Reason 5** – Earn serious cash or earn enough and then go and have fun

There is no doubt, if you work hard and get creative you can earn serious cash through an on-line business.

While that is good, what is even better is that you are in control. If money is not your main driver then once you have earned enough to live the life you want, why carry on working 40+ hours a week?

If you want to just keep your business ticking over and reduce your hours. The go have some fun in the time you have created.

Try doing that in your regular job!

## A couple of concerns?

Whilst I am sure at this stage you will see the attractions of an online business, you may have some concerns. Let's look a bit closer at some of the regular ones that crop up.

**Concern 1** – You would miss the social side of your current job.

If the interaction you have with your work colleagues is important to you then I can see that you might not want to give that up.

That said, it is possible to get a web business going in the evenings and at the weekend. So if you want to earn a little extra every month then there is no reason to necessarily give up the day job.

It is also worth noting that once you get going with your online business you will form links and working relationships with other owners of internet businesses. Communication is good with these people and joint ventures are common. So in time you will get a new set of work colleagues.

Finally, despite the set up work involved, in time you will be able to reduce the level of work you put in to keep your online business profitable, and you will be able to schedule your work to suit your social timetable (rather than comply with your bosses 9-5 requirements). This will allow you to spend more time with your family and non work friends.

**Concern 2** - It's risky...I would rather have a steady pay cheque each month.

I can certainly understand this concern. For that reason I never advise anyone to quit their job and jump straight in. Instead just try things in your spare time. Build things up slowly and see how you feel in six months time when you are starting to pull in a decent income in your spare time.

At that point you might not be so concerned about giving up the monthly paycheque.

**Concern 3** – I just don't have the time.

Yes, I will admit that you do need to commit time to this to make it work.

You will need to take regular and steady action to identify what sort of business you will be creating and then to achieve the goal of setting up that business.

The beauty of an internet business is that provided you take action regularly, it doesn't matter when you do it. Get up a little earlier and put in an hour before you head off to your day job. Give up an hour in front of the TV every night. Take an hour after the kids have gone to bed.

It doesn't matter when, just that you do!

Whilst I know there are some very busy people out there, I also know that if you want to do something and you prioritise it, then

you will be able to find an hour or so 4-5 times a week. If you do that, in a couple of months time you will be amazed at what you have achieved.

Another way of looking at this is to compare it with the alternatives. If you need to earn some extra cash, then I would suggest that a few hours from the comfort of your home each week is a lot easier to achieve than taking a bar job a couple of evenings a week, or working all day Saturday in your local supermarket.



## Keeping it simple – 2 types of internet business

In reality there are a thousand different ways you can set up your internet business (that's part of the fun – you can do it your way).

But to start with, let's keep things simple and look at the two following approaches;

- 1. A normal business ...but on the internet**
- 2. A low maintenance internet business**

Now stick with me on this one, because it might sound like I am about to contradict myself. A low maintenance internet business will (as the name suggests) be one where you ultimately don't have to spend too much time on it. Now I know that I said above that there was no 'magic wand' (and that is true) but you do want a business that will be easy and hassle free to run once it is set up.

Let me explain a little further;

The key power of the internet, the key point that will help you achieve all those benefits we have just discussed above, only really comes if your business is structured so that you don't have to do all the labour intensive, time sensitive work that characterises a normal business.

Think of some of the things you would have to control if you ran an off line business.

Of the top of my head..... you would need to make sure that product is packaged and addressed correctly, that it is delivered to the post office on time, that the quality of the product coming off the

production line is up to standard, that the phones are answered, that the deadlines are met.....etc...

What this means is that your businesses potential is limited by the amount of time you are prepared to put in every day and the space you have for production and storage.

Of course you can increase this if you hire staff and take on a bigger office / warehouse. But all this means is hassle and overhead cost.

What happens if you want to go on vacation (you worry about quality and orders being fulfilled) what happens if orders dry up but you still have your large overhead (rent and staff salaries for example) to pay each month? What happens if your staff don't perform. Do you want the management hassle? What if you fire them and then they sue you....

OMG .....

Hassle.....

worry.....

weren't we trying to get away from this?

Absolutely..... I am not setting up my own business just to be faced with those sort of issues. It's too much like the 'proper' job that we wanted to get away from.

A low maintenance internet business removes all these hassles, but still delivers the sort of benefits that we discussed above.

So what does a low maintenance internet business look like?

Basically it uses three of the most powerful features of the internet.

1. **Access to a mass market** – We touched on this above, but what this means is that your business can focus in on very small areas of need and still find many people who want to buy your product.
2. **The ability to automate sales and product delivery** – As you already know, computers and the internet allow us to automate many formerly mundane tasks. When your business is set up and you come to sell your product you will really start to harness this power.

When someone (possibly on the other side of the world) clicks the 'buy' button on your website, you will have set things up so that they will automatically be sent to your online merchant account (i.e. Paypal) where they will make payment. Then when payment is received your customer will be redirected to where they can download the product they have just purchased.

Alternatively, if you are selling a physical product, an order will be sent to a dispatch company who will put your customers order on their next delivery run. This will more than likely happen while you are sleeping or sitting in the

garden with your family, and you will have to do nothing.

**Cool?.....Yes cool!**

3. **The ability to outsource small jobs at a low price to skilled people with no long term commitment** – Now and again you will come across problems or bits of work that you can't deal with yourself. This is not a problem, simply outsource it. Online sites like [www.elance.com](http://www.elance.com) and [www.fiverr.com](http://www.fiverr.com) are full of skilled people offering quick, cheap and hassle free services to help you out.

What all this means is that if you deal predominately in information products that can be delivered by email or download, or sell physical products that are manufactured and delivered by others, then you can set up a business that will pretty much run itself.

Now that is what we want.

Much as that thought is a wonderful one, let's have a quick reality check. You still need to work hard to produce your product and set up your systems in the first instance (see I told you I wasn't contradicting myself).

But once you have done that you don't have to deal with all the day to day hassles of a normal business. You will, of course, need to keep an eye on things and keep your product range fresh and relevant.

But that could be done in a couple of hours a week for a while if you wanted to take a bit of a break.

Alternatively you can start working on another product, and then another, and then another. In the space of a year you could have 5-10 businesses online each bringing you in money while you sleep. This can all be done from your own home, without the need for a huge amount of cash being put at risk.

What better way can there be for the average guy or girl to build their own business!



## **A low maintenance internet business – How it's done.**

In this section I want to give you a brief overview of the sort of products that are best to sell, how you find them or create them and how you go about marketing them.

In this Ebook I will only be skimming the surface of what is possible. But it will save you months if you have a good overview at an early stage.

Visit my website ([www.thegetonlineguide.com](http://www.thegetonlineguide.com)) and you can access some great free resources that will give you even more detail.

I would say there are 7 steps to building a low maintenance internet business

### **1. Find a Niche**

So what is a Niche?

The dictionary definition is;

*'a specialized but profitable segment of the market'.*

Given the mass market that the internet can connect us with, if you can unearth such a market, that is currently under supplied, then you will be able to make sales. You will not have to spread yourself across a range of related markets to make a living (as you might have to with a conventional retail store, for example).

On the contrary with you internet business you should be looking for reasonably tightly defined Niche's. That way you can target your

marketing, and know that most people who visit your website will be interested in your product and therefore likely to purchase your product.



In terms of your low maintenance internet business, you want to identify a Niche that has the following three characteristics;

## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

