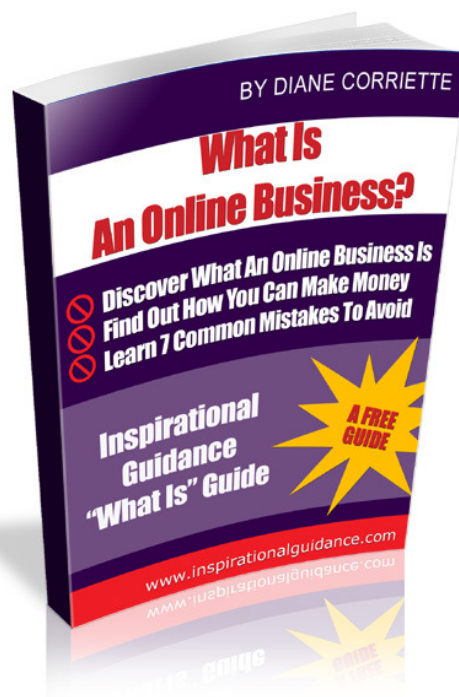


# What Is An Online Business?

*& How Do I Make Money running one?*

"A complete  
beginners  
guide to  
what it is...  
And how you  
can make  
money  
online



Created by Diane Corriette **Blog Podcast**

<http://www.blogpodcast.net>

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Earl Nightingale**

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## Outcomes Of This Guide

Our free guides provide you with knowledge, skill and attitude. When you take the time to read this guide by the end of it you will be able to :

### Knowledge:

- Outline different areas of an online business
- Identify the key elements needed to succeed online
- Explain the benefits of running an online business

### Skill

- Identify the 7 mistakes that people new to the internet make
- Understand how to avoid those 7 mistakes
- Create 3 short-term goals to continue moving forward

### Attitude

- Explain what it takes to be an online entrepreneur
- Identify whether running a home business is a viable option for you

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## What Is An Online Business?

An online business (also called an internet based business) is a business that is run using the internet. Just like a brick and mortar business you will have a product (or products) that you sell to a particular market.

The three main advantages of being online is :

1. Your internet business will be open 24 hours a day 7 days a week (this is where the term "make money while you sleep" comes from)
2. It will be available to take orders from people around the world
3. You can sell products that are delivered immediately to your customers (digital products) through an automated process that you set up. Or take orders for a physical product that is delivered to their door.

So now you know what an online business is

*"An online business is a business that is run using the internet. It automatically sends the product to a customer after they pay (or delivers it to them), can take orders from anywhere around the world and if my process is set up to automatically happen I don't even need to be there!"*

This is what makes running an online business so powerful but of course if you are just starting out you will be one of many businesses already online so it is important you know who you want to target (e.g. pregnant mothers, golfers, gardeners, travel lovers etc) and what problem you will help them solve. If you are not solving a problem why will they listen to you?

This free guide solves a problem.... It helps women who are completely new to internet marketing understand what an online business is. Once you have read it you won't have that problem anymore but your new problem will be "Well, how do I get started..." and yes I can solve that one for you too 😊

One of the biggest mistakes that people new to running an online business go through is not finding out who their target market is and then wondering why they never seem to sell anything.

Always think about what you want to do from the view point of the people you want to reach – your target market.

## **Benefits of Running An Online Business**

I have already mentioned 3 big benefits of running an online business above – being open 24/7, customers around the world, automation so you don't have to be there – but there are other benefits for anyone looking to make money online.

It doesn't take a huge time commitment. Obviously you get back what you put in and the more time you give your online business the more income you will make if you have set everything up right and you know who you are targeting.

If you have family it is easy to work around them and you can fit your business into family life.

There is also an opportunity to build ongoing passive income. What's that? It's the ability to get paid over and over again for something you develop. An example is my membership site called My Internet Marketing Mistakes at <http://www.myinternetmarketingmistakes.com>

I had to write the report, put the membership site together, find other people to contribute to the site, create the audios and upload it all so it is available for people to buy. However, now that work is done I don't have to do anything else except marketing it. I can sell that product over and over again – just like a book – but never have to do anymore work. The income from that is called passive income because after the initial work you enjoy making money over and over again.

A big benefit for anyone at work looking to leave their job is the fact that the internet has no limit to how much you can earn. You can earn a few hundred a month or you can earn a few hundred thousand!

It is the ability to run an online business on autopilot, develop a passive income revenue stream and knowing that there is no limit to how much you can earn that makes running an online business so attractive to people.

## **Different Types Of Online Businesses**

There are way too many ways to make money online for me to list them here in this short guide and I have created a "What Is" guide on the topics mentioned below. I have also provided you with examples of websites that you can look at as examples. Below are different types of online businesses that you can run:

**Blogs** – A blog is a tool used to communicate a particular message to a particular audience around the world. You write, create audios or develop videos that provide information people will want to read on a regular basis. It takes time to build your audience with a blog and to begin making money with it but if you focus your efforts it can produce results fairly quickly for you. There are now dozens of stories about people who were given book deals, sold the information on their blog and made thousands thanks to their blog.

Inspirational Guidance is an example of a weblog – a website and blog combined together at <http://www.inspirationalguidance.com> and so is How To Booklets at <http://www.howtobooklets.net>

**Membership sites & Social Networks** – A membership site provides information on an on going basis to a group of people. For example there are membership sites for people who want to lose weight. Everyone will pay a fee to gain access to the information inside the site.

As an example take a look at <http://www.myinternetmarketingmistakes.com>

Membership sites provide information that you can download but it does not provide you with an opportunity to connect with other people. That's what a social network will do.

**A social network** is a little different but uses the same concept, everyone will sign up because they have an interest in the topic. Women Internet Marketers is a social network <http://blogdirectory.ning.com>

**Affiliate Marketing** - This involves you selling the products of a supplier, when you sell their goods they give you a commission based fee. Its a great start because you do not need a product, they take care of all the customer service, and with some companies you don't need hosting and a domain either, marketing through email is possible.

An example of an affiliate marketing promotion is Blog Success. I promote this product because I believe in it's ability to make you a success. It is important you promote products you have used and/or you know the product creator well. Your online reputation is important so avoid promoting something just for the money.

When I promote Blog Success and someone joins I receive an affiliate commission. Check it out at <http://www.2diane.com>

**Info-preneuring or Information Products** - Information products are amongst some of the greatest money-spinners currently churning up money on the Net. And anyone can create an information product. Imagine you know how to build a bookcase from scratch. That already makes you a lot more knowledgeable than me-the only thing I know about wood is that it looks great in my living room!

Maybe one person in a thousand will want to know how to build the kind of bookcase you know how to build. If you're not a well-known carpenter, no publishing company is going to touch you. It's just not worth the marketing. On the Web, one person in a thousand gives you a potential market of 340,000 customers. If you write a book and sell it on the Web for just \$10 per copy you

could make as much as \$3,400,000. All you have to do is tell people what you know-and tell them it's out there!

**Niche Marketing** - Now you have your information product on how to build a bookcase, this is called a niche market. You are not talking about knitting, or how to improve your golf swing so you will not want to market to those people.

Niche marketing is basically marketing your website to a particular market. Once your bookcase product is selling well there is nothing to stop you putting up another website about improving your golf swing, or looking after your new kitten. You just decide on the product, create it and put up a website. But again, you must first do some research into what people want if you really want your site to be successful.

**Google AdSense** - Google provide adverts that can be placed on your website, when someone clicks on this advert you get money (don't get any ideas about clicking it yourself, Google monitor that and ban you forever!). What has become popular is to have a site that contains articles on a topic, e.g. Looking after a kitten and the adverts will reflect the topic, so there may be adverts on vets, insurance, food especially for kittens, etc etc. As this information site will help people they are more likely to read the article and then click on one of the adverts. Even better, if you have a product you are selling and you write the article, chances are people will then take a look at your product and buy it. People are making a fortune using Google AdSense websites, although Google changed the way it reviews sites late July/early August 2006. The key is to provide quality information, not just a load of clickable adverts and you will be okay.

Finally....

**Turnkey Businesses** - A turnkey business (also called plug-in) is a business that provides everything for you. You will usually be given a product, a website and some training/tools in how to market. Some turnkey businesses offer

incentives to be paid if you recruit others to take up the opportunity. This is a great way to get started because you have everything you need. It is definitely important to look for a company that provides you with help and support. A great example of a turnkey business is Success University at <http://expand.successuniversity.com> because it provides everything a beginner needs to get started online.

You are given all the tools, the hosting, the products to deliver to customers, the automated system to ensure it all works. All you have to do is get people (known as traffic) looking at what you have to offer.

The above is a small part of what is possible online, there are many other opportunities like selling using eBay as an example and I encourage you to research and find out which one works best for you before getting yourself involved in one. I only help people run a business based on my own personal experience, so I would never try to teach how to make money using eBay because I have never done it myself!

## **A positive mindset is essential if you are going to succeed**

If you are easily disappointed, if you know that you give up easily, then you really will want to learn how to strengthen your attitude because you are going to need broad shoulders and a "stuff upper lip!" to survive.

Not managing your time properly will be a major frustration for you because you will feel as if you are never getting anything done or getting anywhere. Spending time watching TV when you should be focusing on building your business will mean you are likely to fail. So here are 7 tips to developing a positive mental attitude that will help you to build your online business.

### **1. Be Committed**

That's the first key to success. Well actually creating your desire is, but once you have your desire commitment to achieve your goals is essential. When something is new and exciting it is easy to do, but within a few short months (or even weeks) of starting. Affirm your commitment to achieving whatever target you have set yourself, and remember to reward yourself every step of the way. Baby steps, one achievement at a time, build up to become one large achievement and that is the way to do it. Setting yourself a goal to make £300 in your first 3 months and then not acknowledging yourself for making £20 for a sale can cause frustration. Remember it is the small parts that come together to make the whole!

### **2. Accept Challenges**

Being your own boss and owner of your own online business can be scary and a bit intimidating. You may decide to start building your business while still in full time employment and that in itself will cause challenges. Or you may just leave your job to focus on your online business (*note: I am not saying you should do that or encouraging you to do that - you must do what works for you and take responsibility for the results you get - good and bad!*) It takes guts to have a

dream and to go for it. **You** ultimately determine whether your business succeeds or fail.

### **3. Be In Control.**

Keep your mind focused on important things. Set goals and priorities for what you want to do and accomplish. Develop a strategy for dealing with potential problems-and when those problems surface, feel confident in your ability to handle them. The worst you can do is fail and failure is not even that bad if you can learn from it and move on. Focus on failure not being an option and focus on what you will achieve when you succeed. A positive mental attitude is essential to survive online!

### **4. Don't be too Critical**

There is no use criticizing yourself once you've made a mistake. Saying "I should have landed that account or handled that situation differently" is not going to make any difference at all. It's just going to drain you of your energy and discourage you. Simply learn from your mistakes and move on. Let me repeat that - Simply learn from your mistakes AND MOVE ON!

### **5. Practice Makes Perfect**

And stop worrying about getting everything right. It's not going to happen. If Time Warner can buy AOL, you can create a website that brings in a mountain of cash. Just keep trying. The only thing that separates you from a millionaire is mindset (assuming you are not a millionaire already of course!). Learn, learn and learn some more. Paying for courses and seminars is an investment in yourself and in your business. If you value yourself then you must have this attitude towards it. You can learn the hard way by doing things and seeing what works or what doesn't. Or you can go to a seminar, listen to what works, adapt it to add your own flair to it, and make it work even better!

## 6. Ask for Help

You want to work *for* yourself not *by* yourself. There is nothing wrong with asking for help. Don't think you're incompetent simply because you can't do it all.

Professionals hire other professionals to do the job properly. Don't be afraid to bring in a specialist when you need it. Set up a group of people who you can call on and who can call on you. Mastermind groups are very popular. Join a Mastermind group that contains people who can help you in your business. Or better still, join a group that has a community of people all working towards the same goal as you, there will be people just starting out and people who are more experienced. You can learn from them both in different ways if you remain open.

A positive mental attitude in life is essential and in a business even more so; when you spend months on a project that makes you no money wanting to continue may seem tough, but as long as you are willing to look at what didn't work or what you may need to do to bring in a profit then you are a survivor! I encourage you to read ebooks about people who have set up and are now successful, they will have their own story to tell about what it took.

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## **My 7 Online Business Mistakes That You Can Avoid**

When you first start out in internet marketing it can become pretty overwhelming pretty fast and before you know it you are spending 10-12 hours online without actually making any money for your efforts.

I started online back in 2005 and what I have found in my relative short internet marketing life is that it doesn't take much to end up with more debt than income, which is what promoted me to write about it.

So below are 7 mistakes that I made when running an online business and how you can avoid them:

### **Mistake #1**

Joining way too many email lists and trying to listening to what every expert was telling me to do and becoming overwhelmed. My inbox was full of information but some of it was saying different things and I became confused about which expert to listen to. If you have 10, 20 or more emails coming in from different people consider unsubscribing from the ones you don't read and focusing in on the ones you do.

### **Mistake #2**

Listening to many voices expect one. I took on a mentor very early on and I am glad that I did but I didn't give his advice long enough. While he was mentoring me I was still listening to all the other experts and sometimes ignoring what my mentor said because of something I read in an email! If I was doing it all again I would tune out all the other voices and only listen to my mentor for the time that I was with him and a few months after that until I had achieved the goals I set myself.

### Mistake #3

Believing the hype! Yes we all get caught up in product launches and ticking clocks that tell you the price is about to go up, or special fast action bonuses only for the first 100 people. I got caught up in it all time and time again. I ended up with fast action bonuses that I never used anyway and products I never got round to using plus a huge credit card bill. If I was doing it all again I would only be focused on buying products that directly relate to my business goals and I would stop to think about exactly what value that product will bring to my business.

### Mistake #4

Not building a list. I was running my internet based business for 12 months before I realized that I had no real business because I had no list. It was only when I took part in my first mastermind group and everyone began to talk about group promotions that I realized I had no one to promote to! Building a list would definitely be my first priority (after finding my target market of course).

### Mistake #5

Not staying focused. With no target market, no list to build, no idea about what I really wanted to achieve I moved from one business idea to another. Whatever the latest product was I bought into it in the hope that somehow the product will be the thing that helped me decide what I wanted to do. If I was doing it all again I would definitely take my time reading the information provided by experts and use that to help me decide on my target market and business vehicle that I would use to make money online.

#### Mistake # 6

Believing that it's easy to make money – just put up a website. If only that were true I am sure many thousands more would start their own. Building an online business takes time, effort and investment - In that order! Many people will WANT to start a business and will talk about starting one but only a very small percentage will do that work needed to get one going. Once your website is up there is a lot you need to do that will help you build a subscriber base of people who want to hear from you (known as your list) and to get people to your site (known as traffic). Our guide on how to build your list and drive traffic to your online business will help.

#### Mistake # 7

Thinking you can do it all alone and/or without learning! Would you walk into a hospital and expect to be the heart surgeon without training? Would you walk into a five star hotel and expect to be the manager and do nothing about what it takes to manage? So please don't try and start an internet business without getting help. If you are already running a brick and mortar business or you work freelance/are self employed you will have some experience but it's still very different and it is important you get help to succeed.

Your business growth will directly relate to how much time and commitment you put into learning. Starting online brings a HUGE learning curve with it and you can greatly reduce the time it takes you to succeed by getting people to do what you don't know how to or by learning how to do it.

So now you know what an online business is, how you can benefit from running one, the different online businesses you can run and what it takes to succeed the question is are you ready to start your own?

If you believe it is easy you will be very much mistaken but anyone willing to put the effort in can succeed. Only a few of you reading this material will actually go on and take action to use this information and create a profitable business, a few people will read it, and go on to read other information and attend workshops, but many people will read it, realize what is possible, get excited about it, and then go back to their life and do nothing with it.

The only place that success comes before work is in the dictionary! You need to do the work to create the success. Anyone who has been called an "overnight" success will tell you about the years and hours of work that got them to that point. Stop wanting a quick fix and get on with doing this right!

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## About Diane Corriette

I spent my 20's living a life I was unhappy with and I take 100% responsibility for that. Now, after years of re-training and looking at what I wanted for myself I now build businesses online that provide me with ongoing passive income.

My online activities started in 2005 and now in 2009 I have decided to start helping people build an easy to maintain business that provides an opportunity for high profits using blogs, podcasts & membership sites.

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