



STARTING AN ONLINE BUSINESS

How to Avoid the Scams, Find the Right Products and Design & Develop a fully Automated Web Business.

By Dimpex International © 2004

“We Don’t just Design Websites, We Create Successful Web Businesses”

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1. INTRODUCTION [[back to Menu](#)]

The information contained here is the result of years of hard-won experience with the Internet. It's intended to help you avoid the mistakes that many have made in the past, and in many cases, paid a great deal to learn from!

Anyone with a home computer can open and run a successful online business, for VERY little money. There are lots of excellent ways for someone with little or no experience to open and run an Internet Store from home. Low cost hosting deals, Internet Malls, etc...we WILL talk about that, but that's not the hard part.

The hard part is finding products to sell without getting raked over the coals by the thousands of "middlemen" out there who are lying in wait for you to come along and fall into their clutches. They're good at what they do, and they'll use you up and wring your pockets for every cent you have, then hang you out to dry.

The key to avoiding these traps is having the right information available to you – and that is what you'll find in this guide

2. SELLING ON THE INTERNET [[back to Menu](#)]

More and more people are catching the fever. Dreams of a mansion in the hills, early retirement, or just being able to supplement the regular income everyone wants to sell on the Internet. There are pundits out there who claim that the ECommerce wave is over. That "dot-coms" are crashing.

What they don't mention is that it's the over-capitalized, top-heavy dot-coms that are dropping out. The ones that raised millions of dollars, rented fancy office suites and paid WAY too much money for overdone web sites, trainloads of products, and national TV advertising.

This is a good thing for you and me. It paves the way for small, home-based Internet businesses to carve out our own chunk of the multi-billion dollar ECommerce pie. Ecommerce is riding a wave that won't break, no matter what the talking heads say. If anything, it's going to get *bigger*. There IS money to be made, and plenty to go around.

THE TRICK IS STARTING SMALL & GROWING BIG

How, though, can you even start your own internet business when you may not even know how to get past the "Start" button on your computer? Even if you are an experienced

computer user, most people don't know what a Merchant Account is, or how to write HTML to build a storefront. Where's the starting point? Where can you go and stand on a big black "X" on the ground and say, "This is the FIRST thing I need to do in order to start my online business"?

Be careful! There are a lot of companies out there who tell you they will help you set up your new online business. **While some of them are legitimate**, there are LOTS of scam artists as well, who are HOPING that you don't know where to start. They will prey on you. They'll tell you that you don't have to know ANYTHING. They'll say that all you have to do is send them a few hundred dollars (or even as little as thirty or forty dollars) and all will be magically revealed. Your new store will appear like a rabbit out of a hat, and they will handle **everything**, from the storefront to the bank accounts **to the products you will sell**.

THIS IS IMPORTANT: Any "Complete Internet Store Solution" that offers you **both a web site AND products to sell, should be AVOIDED AT ALL COSTS!**

Nearly all of the "Internet Store Solutions" that offer you a web site **and** products to sell are trying to sell you a **"rubber-stamp" Internet Site**.

It's like getting a thank-you letter from the President for supporting his political party during his election. We both know that the Big Guy isn't going to sit down and type individual letters to hundreds of thousands of people. Some functionary throws a big list of names into a computer, and the computer prints out the same letter over and over again, each with a different name:

"Dear **Mr. Joe Smith**, I would like to personally thank you for your support during my recent Election campaign..."

"Dear **Mrs. Alice Jones**, I would like to personally thank you for your support during my recent Election campaign..."

"Dear **Occupant**, I would like to personally thank you for your support during my recent Election campaign..."

You get the idea, right?

THAT's what a "rubber-stamp" Internet Store Solution gives you. You'll end up with an

Internet Store that looks **EXACTLY the same as everyone else's** who bought one. Same exact pages, looks, graphics, and **all the same products**. Only the NAMES on the stores are different.

Your so-called "Internet Store" will sit there and twiddle it's thumbs, alongside thousands of other IDENTICAL internet sites, also busily twiddling THEIR thumbs. No one will ever even find them on the Internet, much less BUY anything from them. You'll end up a **permanent resident of an Internet Ghost Town**, and **you'll pay** for the "privilege".

(Philosophical question...if thousands of Internet Sites twiddle their thumbs, and no customers are there to see it, do they actually twiddle at all?) :o)

Why do they do it? Why do these scam artists go to all the trouble of setting this whole thing up? Because:

It looks GOOD to you. Everything in one place, for one fee. Internet Store, ready-made Products, Marketing Tips and Information, Promises to bring thousands of customers to your store. All in one place for one "setup fee", and "reasonable" monthly payments. You hardly have to do ANYTHING!

It's EASY for them. All they have to do is create ONE web site, and duplicate it thousands of times, one per customer. Then they simply **take your money, plug in your name, and they're done!**

They don't care if you EVER sell a single product. Most of them don't stock those products anyway. They simply have a "drop shipping" arrangement with the REAL wholesale supplier. If you ever DO sell something, all they have to do is send an email to the REAL supplier, and have the product sent to your customer. (Of course, they make a profit on THAT, too).

They make it look as easy as possible to you, hoping you'll send them your money. Then all they have to do is click a few buttons and hook you up with a useless Internet Store that SEEMS to work. While you're trying to figure out (a) why your "store" doesn't make any money, and (b) why you suddenly can't get ahold of the magician who sold you your store and disappeared, said magician will be whistling a happy tune all the way to the bank. With YOUR money.

This goes for eBay Auctions too, folks. There are a huge number of people out there selling "Overnight Auction Riches" packages that just don't work. You'll see them online, in TV, etc.

Don't let it happen! Here's my number one rule concerning the Internet: **If it seems too good to be true, it IS too good to be true!**

Actually, that's not even my rule. You know you've heard it before. It's simple common sense. It's probably been around since the first caveman stumbled over a sleeping bear, and thought he had dinner all locked up!

If it seems too good to be true, it IS too good to be true. How quickly that simple common sense statement flies out the window when someone promises you money!

Be smart. You may only have one chance to take your future in your own hands. Don't hand that one chance over to one of the thousands of scam artists who will lie to your face and leave you with nothing without the slightest twinge of conscience. Their sites look professional, they sound like they know what they're talking about, and they can't wait to get their hands on your money and run.

As I said, **there are good** Internet Store solutions out there, but there are **not** many of them. You need to be sure you work with a **reputable** company when setting up your Internet Store.

So, with that said, where do you start this whole process of selling on the Internet, and doing it the RIGHT way?

Probably the best place is a quick review of how retail sales works.

1. A factory produces a product. Factories don't want to get involved in SELLING products to individual Retail Stores. They're too busy MAKING the products. So, they sell huge amounts of the product to a wholesale distributor, all at once.
2. The wholesale distributor adds a bit to the price of each product, and generally sells them in bulk to a retail store.
3. The retail store breaks open the cartons, adds to the price of each individual product (their markup) and sells the products to its customers.

Sounds pretty simple, doesn't it? Well, it IS simple, when you're the customer. All you have to do is walk into your local Dogs A' Scratchin store, pick up a can of flea powder for your dog Baldy, pay at the register, and you're on your way.

However, when YOU become the retailer, there are other things to think about. When you OWN the Dogs A' Scratchin store, you have to pay rent for the building. You have to decide which products you're going to fill your valuable shelf space with. You have to decide which newspapers, TV and radio stations you're going to advertise with this month, to bring in new customers. You've got to order your products. Pay your distributors. You've got to replace damaged inventory, because Mrs. Nelson's wiener-dog went charging down aisle four wearing that lampshade-thingy around his neck, and crashed into your brand new display of Kitty Perfume.

Selling on the Internet is no different. Your Home-based Internet Business is a living, breathing extension of **you**, and there are things to learn and things to consider when you build and run it. **You need to create and run your business yourself.** If you let some chucklehead tell you that all you have to do is mail in three cereal box tops and fifty dollars, and they'll do it all for you, you might as well save the cereal. You'll need to eat SOMETHING when you lose your money

3. AVOIDING THE SCAMS

The Internet is loaded with so-called "suppliers". Everyone who has a **couple of wooden birdhouses or glass figurines to sell** wants you to think they are a real, live wholesale supplier. They use phrases like "Your Wholesale Source", "Direct To You", and "This is YOUR road to Internet Riches!"

They use words like "Ultimate", "Central", "Connection", and "Millennium".

If you let them huff and puff at you, they'll certainly blow your house down.

I often am not sure whether I should be amused or horrified at some of the tricks that these people are using to take your money.

When you open an Internet Store or sell through eBay Auctions, you obviously need products to sell. We will talk more about Product Sourcing in the next Chapter.

The most critical thing to remember about Product Sourcing is that you NEED to be as close to the manufacturer of your products as possible. The more "middlemen" you have to go through, the more fingers are dipping into your profit potential. The Internet is FULL of middlemen, and they've all got their sights set on YOU!

Here are some of the things you should watch out for, in both Drop Shipping and Bulk Wholesaling:

"We will drop ship thousands of products for you!"

Ever seen a claim like this on the Internet? There are literally **THOUSANDS** of so-called **"drop shippers"** out there who are acting as **MIDDLEMEN** for **ONE REAL Drop Shipping Supplier**. All of those thousands of **so-called drop shippers** lead back to the **same supplier**.

There is a big supplier of imported off-brand merchandise that does drop ship directly from their warehouse. They sell some decent products; I actually worked with them a few years ago. You won't find any well-known brand names there. Their line consists of several thousand widely varying gift-type products. Again, you won't recognize any of the brand names...it's all no-name, imported merchandise, probably mostly from China and the Pacific Rim. We'll call this company "XYZ Wholesalers", for the purpose of this discussion. That's not their real name, of course.

You can sign up with "XYZ Wholesalers" directly and sell their merchandise on your web site. They **do charge** an "account setup fee". I worked with them few years ago, as I said. However, I no longer work with them. I found the products difficult to sell, for one very good reason. As I said above, they have been around for DECADES, and have signed up TENS OF THOUSANDS of people, who are all trying to sell this exact same merchandise on the Internet, as well as through Catalog Sales, Home Parties, etc. That kind of competition, plus the fact that there are so many more people (millions of people!) already trying to sell giftware in general on the 'Net, made it impossible for me to make any real money.

Now, here's the problem: along comes Joe Reseller. He signs up with "XYZ Wholesalers" as a retailer, and has the right to sell their products on the Internet. Then he goes out on the Internet and claims that HE ACTUALLY IS XYZ Wholesalers! He tells you to sign up with his web site. He'll drop ship all those products to your customers and make you rich. **What he's really doing** is sitting in his bedroom in front of his computer, re-sending your orders to the REAL "XYZ Wholesalers", and making a profit from you that you should not have to pay. **He's set himself up as a "middleman", and is trying to fool you.**

List of Wholesale Companies, Only \$3.00!

Ever see an ad like that on an auction site? So have we. We bought one. OK, we KNEW we were getting ripped off, but we just had to see it. A few days after paying our \$3.00, we got two Xeroxed pages in the mail containing the most worthless information we've ever seen. If I

thought I could make money on the Internet selling wooden birdhouses made in somebody's garage, I'd go into business with my neighbor.

These lists sell for anywhere from \$2.50 to \$6.00. Why do you think they're so cheap? Because nobody had to put any EFFORT into them! It's easy to hit a search engine, type the word "wholesale", throw the first 20 responses on a piece of paper, and sell it for \$3.00.

IF YOU WANT THESE "Useless" LISTS JUST [CONTACT US](#) AND WE WILL GIVE THEM TO YOU FOR FREE – Why Pay For Them !

Will it help you earn money? NO!

98% of all the Drop Ship and Wholesaler Lists and Sites on the Internet are fake!

Yes, we bought *them* too. ALL of them. They call themselves "Ultimate", "Central", "Millennium", "Connection", "Global", "Super", and "Incredible" lists and sites of drop shippers. Again, we knew we were being ripped off.

The overwhelming majority of these printed lists and online sites claiming to contain Drop Shippers and Bulk Wholesalers have been circulating the same, tired old listings of cheap import companies and off-brand, cottage industry products around and around for years.

They claim to contain "hundreds", or "thousands" of companies who will drop ship for you. Some of them contain hundreds of listings, but that's easy. Either reprint the same old listings you've been printing for 20 years (whether they're still in business or not!), or just go to a search engine, type in "wholesale" and copy the first 500 responses you get. Then slap them in a rag-print magazine or throw them on a web page and call it a "Directory". Same result.

Lists and "directories" such as this sell for anywhere from \$7 to about \$30. One of the newer ones has the nerve to charge you \$59 and change for a *very small* amount of useless information! They're rarely ever changed; even if they contained any worthwhile information, they would be outdated very quickly. Some of them are online or downloadable, but contain the same tired old junk and dozens of middlemen that the print directories do. Again, we've bought copies of EVERY SINGLE ONE, and continue to do so, and never found ANY of them to be worth anything.

Super Drop Ship and Wholesaler Information CD!

You've probably seen these on auction sites as well as web sites. Tell you what, we'll make this one short and sweet. Read the warning above this one, dump all THAT junk on a CD, and sell it for six bucks. Same thing.

Complete Internet Business Opportunity!

Have you ever come across a "Internet Business Opportunity" like this: (?)

- They'll create a storefront for you!
- They'll provide you with THOUSANDS of products that they'll drop ship for your store, and **allow you to sell only their products!**
- They'll provide you with Merchant Services so you can accept credit cards without having to open a bank account!
- All for a ONE TIME PRICE of just \$50!

Wow, doesn't that just seem too good to be true?? That's because it IS too good to be true. Oh, sure, they'll do what they say. It's a legal business. But tell me this...just how much money do you think you'll make?

Think about it for a minute. THEY establish accounts with wholesalers. THEY mark those wholesale prices WAY up. **They force you to buy products only from them.** Then they get YOU to put in all the time and effort to SELL those products to people, at a VERY slim profit margin for YOU.

Congratulations! You've just become a commissioned salesman for someone else's business!

Um, not quite what you had in mind, was it?

For a Mere \$149, and \$50 a Month;

Run across one of these yet? A company who claims to be a "drop ship distributor" or a Bulk Wholesaler, but has a "setup" or "membership" fee?

Let me say this very clearly:

A REAL WHOLESALER DOES NOT CHARGE YOU A FEE just to *set up* a wholesale account!

ANY company that wants you to BUY YOUR STORE'S PRODUCTS FROM THEM, and wants you to pay an "account setup fee", should be AVOIDED at ALL COST! Almost without exception, these companies are middlemen. You will never make any real money with them. **They take your "account setup" fee, and that's all they really wanted in the first place.** Good luck trying to get a refund!

Wolves in Distributors' Clothing

These places spend a great deal of effort trying to convince you that they're real suppliers. We spend a lot of time sorting these profiteers OUT of OUR lists of Directory candidates. Here's how they operate:

- They put up a site that contains all kinds of unrelated product lines, and tell you they'll Drop Ship for your Internet business.
- They may charge a small "account setup fee".
- You sign up with them, thinking that they are an actual wholesale supplier, and you place their products for sale on your site.
- Your customer orders a product from you, and you send the order to this fake "drop shipper" (middleman).
- The middleman, in turn, places the order with the REAL drop ship supplier, and has it sent to your customer.
- You end up paying a lot more than you should for the product, because the fake "drop shipper" is marking up the price to YOU.
- You lose profits that should be yours.

Free Drop Shipping and Wholesale Information sites

Sounds pretty good, doesn't it! FREE sites giving you the names of all the drop shippers and bulk wholesalers you'll ever need! Ok, let's back up and think about that for a minute. Free? Hmm. Remember the Number One Rule? If it sounds too good to be true, it IS too good to be true.

Yes, we've checked these people out, too. Again, just take all the junk information I talked about above, and slap it on a free web site.

Why do they do it? Simple. They hope they'll get enough people coming to their web sites so that they can charge OTHER companies for advertising space. While you're out there chasing your tail and wasting your time with useless information, they're making money by selling ads to someone else. How nice for them! Doesn't do anything for YOU, though. In fact, it hurts you. Wasted time equals lost profits.

In Conclusion

Many of these people are very clever. Their sites look legitimate and they present themselves well. All they really are is just another middleman that is sponging off of your hard work. **All they will do is waste your time.**

4. FINDING REAL PRODUCTS TO SELL [[back to Menu](#)]

OK – now that we have the scams out of the way let's have a look at how the real world of business operates. It is important to remember that the possibility of having a successful online business is very real and many real life cases such as giants like [Amazon.com](#) or small profitable operations the likes of [Cureyourarthritis.com](#) are proof positive.

It is the second small business category that we will focus on (unless you have loads of cash and want to start up a giant dot com venture) as this is the best way to start an internet business in this day and age.

SO WHAT PRODUCTS SHOULD I SELL AND WHERE CAN I FIND THEM is probably the biggest concern faced by most aspiring internet entrepreneurs.

Well, there are **TWO Basic categories** that products can fall into:

(a) DIGITAL INFORMATION & SOFTWARE

The biggest seller on the internet is “Information” – the whole reason why the internet was born in the first place. Most people (probably including yourself) use the internet to search for information, whether it is “Jim” trying to find a cure for his progressive balding or “Sarah” who is desperately trying to find a fix for her ensuing credit problems.

The internet is loaded with tons of information, so how do you find a way to make money? - **Well the answer is to Find A Niche and Grow Rich!** You have to create an information product or find a source for information products you can sell that are high in demand. These publications are usually called ebooks and you have probably heard this term frequently. However, please beware – again the scam artists have found a way to “pollute” this wonderful market for information products by creating “junk” that they target to unsuspecting business opportunity seekers. You have probably seen these so called packages that offer you over “6000 ebooks with resell rights” which you can sell over & over again. Well the truth is you will get what you paid for – 6000 ebooks that are utterly worthless and no one will be interested in buying as most of them are probably available for free.

The Trick is to create or find a source of Information that people are “HUNGRY” for. There are two ways of doing this :

- (i) **CREATE YOUR OWN EBOOK(s)** : Do you have a special expertise ? Have you overcome a problem using specific techniques? If so you can write your special skill sets in the form of an ebook and market it online via a website and/or online auctions. You can find more details by [clicking here >>](#)
- (ii) **FIND A RELIABLE SOURCE OF DIGITAL PRODUCTS**: These sources are hard to come by but some good time in online research should find you a good source. Again, please remember that you want to find good digital products that people would want to buy. Use your judgment. If their website looks unprofessional or has too much “Marketing Hype” then avoid these at all costs. Also sites that charge you a monthly fee for access to resell their products should definitely be avoided.

UPDATE: To make things easier we have now created a [library of High Demand Digital Products](#) that our clients can resell for profit.

(b) RETAIL PRODUCTS

The second category is tangible retail products such as those you would find in retail stores. These are products you would buy from real wholesale distributors and sell for retail on a website or online auctions. Now notice that we use the word “real” wholesale distributors – As we mentioned earlier, there are a number of scam “wholesale sources” out there that only rip people off. We have bought all these so called “wholesale lists” and “dropship directories” and have “broken our backs” searching for real suppliers.

Since we are in the business of developing Online Business Ventures, our clients requested us to find Product Sources from genuine suppliers that would either dropship products direct to clients or provide products in light bulk wholesale. We needed to find product sources that we could use to develop online businesses. Long story short, from our extensive research we have only found ONE credible source to date – **The only “real deal” has been the [WWB Product Source Directory](#). How do we know it’s the real deal?** Well, we bought it ourselves and found a wealth of real suppliers that supply products at wholesale pricing. **It has allowed us to develop several web businesses for our clients such as [PetMemos.com](#) , [TanMyBody.com](#) and [SuperPetBowls.com](#) just to name a few.** This is the source we direct all our clients to since there are over 2,000,000 products from over 4000 brands that they can select from. It is the only directory that has been recommended by both Ebay & Entrepreneur Magazine. We highly recommend this directory if you are serious about selling Retail products on an Online store [\[More Details Available Here\]](#).

5. DESIGNING AN EFFECTIVE WEBSITE [[back to Menu](#)]

OK – Once you've decided on what product you are going to sell online, how do you go about selling it? Well the first and foremost step is to design an effective website store complete with payment processing.

DESIGNING AN EFFECTIVE WEBSITE

By “Effective” we mean a website development that includes essential elements that convert visitors into buyers. Whether you chose to design your own website or use a [professional developer of online stores](#) there are KEY FEATURES every website MUST have to stand any chance at success

These Key FEATURES are:

- **A Unique, Customized, Professional Design structure:** This means that the website needs to be developed from scratch with original graphics and content. NO TEMPLATES – today's internet shopper is very savvy and expects the same from a website. Forget FLASH and irritating “bells and whistles”. This only makes visitors leave your site.
- **An Exclusive Domain Name & Logo:** i.e. [www.yourcompany.com](#) with a unique Logo Design that looks professional.
- **FREE GIVEAWAY:** this is an absolute essential and a great way to capture visitor information. You offer visitors a free gift (such as an ebook that costs you nothing) if they submit their e-mail or sign up for your newsletter. By collecting such e-mails you build a large mailing list of people who are already interested in your products. You can then continually market your products via e-mail to already qualified leads. You can also sell advertising space or place affiliate links in newsletters you send to your mailing list. To see this in action have a look at one web business project we created for a client [[www.getonthebeach.com/freerecipes.htm](#)] We incorporate a free gift giveaway in all our clients websites and highly recommend it.
- **INFORMATIONAL CONTENT:** There's a lot of competition out there, right? So the issue, if you want to be successful, becomes making yourself a little *different* from everyone else. A little more *memorable* to the people who view your site or your auctions. A little more *interesting* than the other guy that's selling the same product.

You need to give people a reason to like you, to trust you, to remember you, to *come back* to you time and time again. If there's a "secret" to Internet sales at all, that's it.

How do you do that?

Well, one very good way is **information**. Tell your customers something they didn't know about the product you want them to buy. Give them information they'll be glad to have when they buy it. Give them ideas on uses for that product that they wouldn't have thought of on their own. For example, a web business we created for a client [www.superpetbowls.com] sells unique feeding bowls for pets as their primary products. So we incorporated useful information such as Nutritional Tips for Cats and Dogs and Pet Guides from clickbank.com to beef up the site with content that will make visitors come back regularly.

- **OTHER STICKY FEATURES:** "Sticky" features are those that Retain visitors to a site for as long as possible and those that make them Re-Visit on a regular basis. These features can include: Tell-A-Friend script (helps spread the word about your website), polls, message boards, free games, news, quotes etc. etc. [[see working examples here](#)] Be creative – put yourself in the buyers shoes and consider what you would expect from an online store.

See the [Web Design Do's & Don'ts](#) Entrepreneur Magazines suggests

[WebKnix.com](#) includes all these key features and more in their Web Business Projects and offer very affordable pricing to clients. THEY DO ALL THE WORK SO CLIENTS CAN FOCUS ON MARKETING.

6. ACCEPTING PAYMENTS [[back to Menu](#)]

Internet shoppers are instant-gratification junkies. They don't want to mess around sending you checks or money orders in the mail. They want it NOW, and if you can't make that sale right at that moment when they are interested, they WILL go somewhere else.

You have to have a way to accept their purchases with their favorite credit cards. If they don't see those all-powerful Visa and MasterCard logos up there on your site, they'll dismiss you as a small-time operation, and go elsewhere.

So what are your Options?

(a) Merchant Accounts

These are accounts you set up with third party merchants which processes your customer's credit card information, verifies its authenticity, and checks with the customer's bank to be

sure the funds are there. However, these accounts can be very costly and can be very difficult to get approved. **Unless you have a large source of funds to invest on a monthly basis, we DO NOT recommend merchant account for start up online businesses.**

(b) PAYPAL

In our opinion, PayPal is the best way to accept payments from your buyers. It allows you to accept credit cards or instant bank transfer (Debit) with one simple, cost-effective solution. There are no setup charges, monthly charges, or gateway fees. With PayPal, you pay as you go—with rates as low as 1.9% + \$0.30 USD per transaction. **We use it ourselves on [our website](#) and also incorporate PayPal in all our [clients' websites](#) to accept payments.**

7. MARKETING FOR SUCCESS [[back to Menu](#)]

So now that you've built your "super store" stocked it with great "products" the only thing left is to "open the doors" and let the customers "fly in" – **simple right? Well no that simple!** We consistently tell our clients that marketing their online business is one of their greatest priorities. This applies to any business that wants to succeed on this planet be it online or your traditional brick & mortar. You could go ahead and open up a Gift shop in your neighborhood shopping center, stock it with the finest gift items from Sweden, and open up your doors and wait for clients – but this will not guarantee your success. Without sending out flyers, advertising in local papers etc. etc., you are sure to close down. The same principals apply to Online Businesses.

Remember Folks – the world is your potential market. Capitalize on it by reaching out to them. **Take McDonalds for example - if you think they're in the business of burgers then thing again! McDonald's is in the business of marketing. Think about it – what is so super special about their cheese burger that you couldn't make at home – the trick lies in Marketing. *Drive through convenience, Happy meals for kids, Buy one get one Free's, Movie promotions* and the list is endless. All this adds up to millions of customers shelling out money for burgers and fries they could easily prepare themselves at a fraction of the cost.**

It is this "game" of marketing that sets apart the failures from successful online businesses.

Remember the Big DOT COM CRASHES – it is so fresh in our minds isn't it? Here's why they crashed:

- **Huge Investment – No Back up Plan:** Sure they had brilliant ideas – so they went out, found large amounts of venture capital, designed a website for hundreds of thousands of dollars (some paid over a million), spent millions more on TV and Radio advertising, and came crashing down within a month or two. The Mistake? – They

underestimated the “average internet shopper”. You can not assume that just because you spent millions of dollars and had the highest paid team of computer programmers that your online venture will be an automatic success. It is simply the wrong way and down right foolish to start up a business like that just because it’s the “New Wave”. You have to start small and then grow big. Ask Donald Trump – he will tell you the same thing.

This is the philosophy we teach all our clients. There are many low cost marketing tools you can use effectively to build a strong profitable online business the right way. If you are interested in these techniques you can access them in our [Marketing Tools Section](#) on our website.

8. CONCLUSION [[back to Menu](#)]

IF YOU ARE INTERESTED IN STARTING YOUR OWN ONLINE BUSINESS WITH REAL PROFIT POTENTIAL PLEASE [VISIT OUR WEBSITE](#). WE REGULARILY HAVE UNIQUE ESTABLISHED READY TO GO WEB BUSINESSES FOR SALE OR WE CAN DESIGN A CUSTOM WEB BUSINESS PROJECT FROM START TO FINISH

**WE DO ALL THE WORK SO YOU CAN FOCUS ON
MARKETING**



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