

# How to Start Your Own Online Business

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## Introduction

Your online business is a reflection of who you are. The more committed you are, the better off your business will be, especially if you are involved in something you love.

Now that you have signed up, you will receive instructions on how to begin your success as an affiliate. You will be able to see all of the courses and ebooks we have to inspire you and get you going. These will be sent to you in a separate email. We'll be happy to mentor you if you [send us a personal email](#). Please indicate your requirements and needs in the body of the email.

The rest of this document will help you get started in your own online business. We wish you good luck and don't hesitate to write or call us if you have any questions.

## Types of online business

We have listed here several types of online business that you can enjoy and make a profit at the same time. Each type is packed with valuable information and links. If you register, we will send you a link to a free powerpoint presentation on internet marketing by Jerome Freedman, ph. D.

- **Affiliate programs:** you refer business to other people for a bounty
- **Creators:** you create your own products and sell them online
- **Resellers:** products you purchase from others to sell online
- **Service providers:** you market your services online
- **Auction sellers:** you sell any of the above at online auctions

## Affiliate Programs

Affiliate programs should be taken seriously. As you will see as you research this topic more fully that many people are making lots of money just working from their

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home. We recommend that you click [here](#) to register so we can send you a link to our Internet Marketing presentation. This presentation is accompanied by many interesting ideas and opportunities to help you get going.

Your own ebusiness is a good activity to pursue while you are waiting for your next full-time job. In fact, it has become so for me! As long as you are keeping busy learning about internet marketing, you won't have time to feel the pain of not working.

For my money, the first two affiliate programs are the best I have found. However if you are serious about internet marketing, you should check out some of the other recommendations

### [Internet Marketing Center](#)

The Internet Marketing Center was one of the first sites I looked at when I started learning about internet marketing. They provided me with much valuable information about how to get started. I purchased *Insider Secrets to Email Marketing* which led to many other benefits. They reviewed [Jewels By Mala](#) for their subscription only web site, *Secrets to Their Success*. I'm afraid you'll have to subscribe to see what they said or simply call or email me and I'll point you to a private link.

### [Amazon](#)

Amazon had one of the first affiliate programs, and I guess that it is the largest. I've been using it for years

### [Commission Junction](#)

This is a classic depository for many companies offering affiliate program. Once you sign up as a "publisher", you will choose the programs that you want to activate and start sending them referrals. You do this by placing banner ads and/or text ads on your website.

### [Adreporting.com](#)

Adreporting.com is very similar to Commission Junction. They have good tools to

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explain how to use cost per click (CPC aka PPC, i. e. Pay Per Click) to generate income.

### Clickbank

Quite possible the largest affiliate clearinghouse on the net. Clickbank however only provides 'digital' products - ie, e-books and the like. These sell well.

### **Product Creators**

If you have created your own product line, you can greatly enhance your business by having an online presence.

If you can build it it, they will come. Of course, first you have to build content to attract and PREsell them.

Are you a small business or a craftsman that creates/manufactures/retails your own hard goods (i.e., products that you can actually touch and that you ship -- non-digital products)? For example...

- an artist who paints oceanfront landscapes
- a small business with a niche toy product
- a craftsman who creates unusual wooden gifts
- an ironworker who designs ironwork sculptures

Year by year, both retailers and shoppers are moving ever more online. Online retail is the low risk, easy, efficient way to sell. And, for shoppers, it is the ideal way to buy (fast, convenient, reliable, endless variety, and cheaper).

So why do 98% of small business online retailers (called "e-tailers" or "e-stores") fail?

And why is this little-known and unreported, disastrous "98%-fail" statistic good news for you?

Because you will not put the (shopping) cart before the e-horse of traffic. Instead, PREsell with content, then sell to those warm, PREsold visitors.

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The basic concept, as with any product or service or whatever you want to sell, remains the same...

- 1) Develop your own site in the niche that you know and love.
- 2) Fill that site with high-value content.
- 3) Use that content to attract your own niche-targeted traffic.
- 4) Build a following through your own email list through a monthly or weekly newsletter.
- 5) Use your email list and site content to PREsell your targeted visitors.  
And finally...
- 6) Convert that PREsold, warm, willing-to-buy traffic into sales of your product.
- 7) Diversify your revenue plan to include other models (ex., AdSense, affiliate income, services, etc.), all related to your theme.

Simply create great products, get paid by credit card in real-time, boosted by thousands of affiliates who refer traffic to you, and enjoy the rewards of your labor.

### Resellers

If you resell or represent products or services, you can greatly enhance your business by having an online presence.

Whether you are a regional rep of medical equipment, or a rental agent for villas on a Caribbean island, it's all about PREselling by delivering the information that your prospective clients seek. Great content is where it all starts.

When you do this the **MICAH** way, you attract targeted visitors. These people develop a sense of warmth and confidence in someone (you!) who delivers quality information on the topic that they were seeking.

And people buy from folks they like. It's as simple as that.

Obviously, for many rentals and sales, you don't have to even accept real-time credit cards online to do a thriving business. If you sell medical equipment B2B, you'll likely invoice.

So what's the key to using the Web to multiply sales and/or rentals? Bottom line?...

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Provide high-value, relevant content, not a "sales pitch." Your solid, original content builds motivated traffic and PREsells your visitors.

Targeted, warm leads will call YOU, not vice-versa (no more cold-calling and chasing). The sale is 99.9% of the way home!

### Service Sellers

If you are a service seller, you can greatly enhance your business by having an online presence. Look at these facts:

#### Fact #1

The sale of a service is basically the sale of specialized time... someone with a specific knowledge or ability sells hours which deliver solutions required by a "client."

#### Fact #2

The Net is largely used by people to search for specialized information and solutions!

#### Fact #3

The "delivery" of a service is frictionless. In other words, you do not have to pick-pack-and-ship products (the way Amazon does, for example).

#### Conclusion

There is no better way to grow your service-delivery business than through a Web site that works. The basic concept is so obvious...

**STEP 1)** An over-busy surfer who needs your service, during a quest for information or a solution, finds you, a service seller who OVER delivers that sought-after info through your Web site.

**STEP 2)** The surfer is PREsold (i.e., you gain trust and credibility).

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**STEP 3)** The surfer wants more information, signs up for your specialized email newsletter.

**STEP 4)** It's a matter of time before that surfer contacts you or sends that first "RFQ" ("Request for Quote").

It is all so obvious. And yet... the selling of services through the Net is, by far, the most overlooked opportunity today.

### Auction Sellers

If you sell products or services on internet auction sites, you can greatly enhance your business by having an online presence.

A Net Auction business may be the world's most perfect entry into e-commerce. It's fun, easy and cheap and fast -- you can even start with less-treasured items stored in your basement, attic or closet, if you want! Consider the benefits... minimal start-up costs, total absence of the need for any programming and technical expertise, lots of actively searching and targeted traffic, world-wide social interaction with people who love the same things, flexibility and the list goes on and on. What could be better?

But like any business, offline or online, there is a right way and a wrong to go about it. Most folks start wrong... and keep going down that wrong road. They may get off to a fast start... but they eventually realize that they've built nothing... and that they essentially work for eBay.

And that is where MICAH comes to the Netpreneur's rescue (hopefully before s/he needs rescuing, actually!). MICAH, as a company, is an all-encompassing resource guide that provides nuts-and-bolts strategies and ideas to build a successful Net Auction business, from the ground up.

Although eBay would like you to think differently, there is much more to a Net auction business than simply registering at eBay, listing items and then waiting for the auction to finish. A Net auction business is a "real" business that takes effort, commitment and smarts. MICAH looks after the "smarts" part of the deal with its comprehensive guidance.

## What You Need to Get Started

**Domain Name.** – It must be a unique domain name that will become a brand name for your business. Here are some examples of domain names that I use:

- [www.mountainsangha.org](http://www.mountainsangha.org) – Meditation Practices: this one became a carryover from a meditation group I participated in after 9/11. I chose this name because we met in the foothills of Mount Tamalpais in Marin County, California.
- [www.mindfulnessbreaks.com](http://www.mindfulnessbreaks.com) – Mindfulness Breaks™: this one was exactly what I wanted! Mindfulness Breaks are moments in your day when you take a moment to clear your head (mind) and take a deep breath. [Mini Mindfulness Breaks](#) are posted every day. These are quotes from famous people all over the world. You are directed to take a breath, read the quote and examine how it applies in your life.
- [www.m.jewelsbymala.com](http://www.m.jewelsbymala.com) – Jewels by Mala: a website for my wife's precious and semi-precious jewels that she has for sale. This is another case of getting the domain name I wanted.
- [www.enneagram-instrument.org](http://www.enneagram-instrument.org) – The Enneagram in the Electronic Tradition: this one was a natural choice at the time. Now, I would eliminate the dash in the name, but it is here to stay. Here you will find a description of nine personality types and their habits and high points.
- [www.mindfulnessinhealing.org](http://www.mindfulnessinhealing.org) – Mindfulness In Healing: this one was derived from my original cancer website, Yellowstream, which describes my thoughts, feelings and treatments for the cancer I first had in 1997. Some of my early posting from 1997 are there, but now the main effort is to market my book, [Healing Cancer with Your Mind: 7 Strategies to Help YOU Survive](#).
- [www.2wellbeing.org](http://www.2wellbeing.org) – 9 Minute Meditation course: this one became the website for the course because I bought the domain and failed to launch it the way I wanted it to. It is probably useful for me to change the name of the course to 9 Minute Meditation: The Path to Well-Being!

**Web Hosting Service.** -- Any reliable and cheap web hosting service will do the job. It needs to be able to host unlimited domain names and / or subdomains. We have been using [Bluehost](#) since 2004 and are happy with their service.

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**A Website.** – A platform for making your products and services available on the World Wide Web. These come in several varieties:

- HTML Website – a website coded with HTML tags, which you have probably seen already. For example, when you see something like <http://mountainsangha.org>, you are looking at the HTML code for a link to a website. Programmers, like me, use programming languages like PHP, JavaScript, Java, ASPX and others to enhance an HTML site with interactions with a database using MySQL and others. We also use CSS (Cascading Style Sheets) to improve the look and feel of a website.
- WordPress – a website which does the HTML coding for you based on what text you type into website pages or posts. Pages are somewhat permanent and represent the intellectual property of your website. Posts are news and stories that you want your followers to read. WordPress is easy to set up and [Bluehost](#) has an automated process for doing so.
- Other do it yourself platforms exist which function like WordPress in that they generate the HTML code for you. These include Joomla, OpenCart, Weebly, Shipify, Wix, SquareSpace and many others. We chose WordPress because of its extensibility.

**Social Media.** – In these days, a social media presence is absolutely necessary. People rely on social media for the latest and greatest and spend a lot of time on their mobile phones reading articles and looking at photos. Here are some examples of social media presences that you should have (click on the links to see them):

- Facebook – at one time the leader of all social media, but its popularity has waned a little (IMHO). With Facebook, you need a [personal page](#), a [fan page](#) and possibly a public or [private group](#).
- Twitter – now famous for the tweets of popular and unpopular celebrities. I don't pay too much attention to twitter, but you can see my posts [here](#).
- LinkedIn – the professional social media circle. Many people use LinkedIn for business connections. I use it primarily to have a presence there. [Click here](#) for my LinkedIn account.

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- Pinterest – used mostly to pin pictures of interest. [Click here](#) for my primary board.
- Instagram – also used mostly for pictures that you take with a mobile phone a post instantly. I use Instagram a lot these days because of my friends and family. [Click here](#) for my Instagram posts.
- Google+ - Google's entry in social media. I make my posts [here](#), but don't pay much attention to them.

**[An Auto-responder system.](#)** -- You must use a third party auto-responder system. Do NOT host the list yourself as it will automatically BLOCK your IP address. We recommend [SendReach](#) for this purpose. We have been using it for six years now and are very satisfied with it.

**Payment Account.** -- You must sign up for a service that allows you to accept payments from customers. We use PayPal for this purpose. We've tried using Authorize.Net for Visa and MasterCard on our sites, but the monthly fees and the amount of sales made this option not a good one for us.

### Action steps to create your own online business

1. Master business basics
2. Develop the best site concept
3. Brainstorm profitable topics
4. Grow, prune and group best affiliate programs
5. Refine site concept and register domain name
6. Build a site that gets the click!
7. Submit... And build free search engine traffic
8. Build more traffic
9. Build relationships... Publish your own e-zine
10. Know your visitors