**Starting an Online Business for Next to No Money**

Great to be here with my friends from S.C.O.R.E. and let's thank S.C.O.R.E. for putting on another free webinar for people and is a great resource that S.C.O.R.E. is. If you are looking to start a midget, -- business, start a business on a budget, you have no better friend than S.C.O.R.E.. I want to thank you for taking time out of your day to join me and to join us. I am up here in the great Northwest looking out this window and it is a yellow sky from so many fires. I hope your apocalypse is going better than ours. A little crazy this year is it not? But the good news is tough times allow people to make new choices and we have a great topic along those lines today. How to create a business for next to no money. I have been creating businesses for next to no money for quite a while now. In fact my first one was when I went to UCLA. I would drive down to Tijuana and [indiscernible], they was an ugly sweatshirt but trendy in time. I would sell them and double my money and at the time I thought I was some kind of entrepreneurial genius until I realized that my dad's credit card is paying for my gas and my profit margin wasn't what I thought it was and maybe, even now, I wasn't the genius I thought I was. But I learned a lesson and I have taken that to start a couple of businesses and I will talk about some of them today because I think it will be enlightening. We are going to talk about these three things today. Starting a business, starting an online business, and starting an online business on a shoestring. We need to talk about all three of those things. I will be discussing in a quick hour quite a bit. At the end of this if you have questions we will answer questions, and if you have more questions I will give you my contact information and you can't contact me afterwards and I will be happy to do this. So why are you here today? Why are you looking to start your own business? Why did I go into starting my own business? For me I was a terrible employee. I kind of had no choice. I had this entrepreneurial dream and I grew up in a small business family like many on the call today. It tends to run in families. Why do you want to start your business? It could be that you have a bad boss. The boss from the movie office space was a bad boss. When I did my first real business which was a law firm back when I practice law and I don't do that anymore. I had the worst boss ever. She kind of helped me realize that I needed to go in a different direction. There is so many great things about starting your own business whether or not it is being more creative or the ability to make more money. Maybe you have a great idea and it will not let go of you. That happens to a lot of people. I wish there was someone who wants to be their own boss for whatever reason, and there is a person who gets an idea and they cannot let it go. It goes into their head and they keep thinking about it and they just want to do it. It is fun for sure. Is it hard, challenging, and other things? For sure, like life. But being your own boss and running your own business or online business can really be a joyous experience. Maybe it is in this world that we are living in with high unemployment, you have no other option and have to start a business. You want to start one without a lot of money and you want to start an online and we are all virtual, and absolutely that is a good reason, and for me, that was true as that bad boss I had fired me thankfully, and my sweet wife gave us the green light to let me start my business at that time. Lots of reasons to start a business. But as you do I want you to think about the idea of a shoestring business. Starting a business without a lot of money is harder. No doubt about it it is more challenging than those people who have a lot of funding and they have money in the bank to start their business or they have an investor. Also their uncle Ben gave them their inheritance early. But that is not us today. In my business that was true as well. But I want you to think about these startup steps for a shoestring business and I will go into each one of the steps throughout the webinar. We are going to do a personal assessment. Is entrepreneurship right for you? That is a really important question. Second, coming up with a good idea. Notice I did not say a great idea. But it does have to be a great idea. Third we will be creating a great name and brand. Then fourth, diving into it. How do you create a site? What does your social media look like? What did your marketing need to look like. Number 5, small business nuts and bolts like incorporating and insurance. Finally getting your business funded. I wrote a book with that name called getting your business funded. In my book the small-business Bible I have a section on creating funding and we will go into some creative funding options throughout the webinar. So let's think about in particular the idea of a shoestring startup. So here we are looking at a startup and if you are going to do a shoestring business there is a couple of things I want you to think about. I am not going to read the bullet points except when I have to and right now I will do a couple. Be wary of a business that requires inventory. Why is that? Because it will cost money to buy inventory. What I will point you toward is a business that doesn't require that you buy inventory. That would be our second bullet point like either a service-based online business or e-commerce. Both of them don't require that you have to spend a lot of money in buying products that you will resell. You have to be creative and keep your overhead low and do things yourself. You are going to go to LegalZoom or whatever it is to do your law and you will probably have to do your own bookkeeping. I will give you some great tools and sites that will allow you to create a beautiful site for next to no money or how about no money? I want you to remember there is so much free help available out there. When I first started my law firm there wasn't a lot of help. I was out there like any entrepreneur at that time and I will not tell you how long ago but it was a while ago. There was a lot of help and the small business administration, but all of these online resources that are available now and there is organizations that want to help you. Don't go at it alone. There is two mates out there and get yourself a S.C.O.R.E. mentor. You can go to S.C.O.R.E..org and get someone who will coach you through the startup process. There is the small business development, and Corporation. The SPA, and again, let's think about not spending a lot of money. You will have to work extra hard if you don't have extra money and you will have to keep your overhead low. But the good news is you can do it. Here is what I want to tell you. Any street that you drive down and you see all of the small businesses on the street and a lot of them are close now. But even online you see all of these businesses, and they all started with someone and here is Janet, and she had an idea in her head one day and said I have a great idea for a business or a good idea. I bet she did not have enough money and I bet she didn't know how to do it. But she learned how to do it. The next business then figured out how to do it. Down the street with the red chairs and all of these entrepreneurs figured out how to start a business and how to get the money. What I want to say to you is if they did it you can do it too. If they did it, then you can do it too. I will give you a couple of examples of shoestring startups to give you an idea of how people do it and how they get the money and how they learn how to do what they don't know yet. When I first started my law firm and I was trying to figure out how to start my business, I was fresh out of law school and I had a lot of debt. I had new babies at home and hardly no money in the bank. I started a business without a lot of money and I started this book starting a business on a shoestring. In the book the author says how he created this business called discount city. One issue that affects the entrepreneur is finding the funding that you need for your startup as that is challenging. It is not as if there is no money out there but of course there is. When it comes to business funding we can first talk about the usual suspects in which I will in a little bit like a personal asset, bank loans, credit cards, and friends of the family. Those are the old standbys and they are for reason because they do work. But the challenge that you are having is that usually there is not enough money and you need to find more money to start businesses. So let's talk about discount city for instance and I mentioned this in the small-business Bible. I talk about how Arnold Goldstein created this and he explained it in his book. He launched discount city with $120,000 worth of merchandise on the shelf and fixtures that was worth $20,000 and had three months of deferred rent. We are almost at $150,000. Out of his own pocket how much did he spend? $2600! That is what I call starting on a shoestring. So how did he pull it off? He did a couple of things that I mentioned in my previous life. He was creative and he hustled, and he used something called supplier financing where he got his different suppliers to get him product on the ferment. Or on consignment. When he sold them he paid it back and he got the rent deferred. He was super creative. I will give you a couple of my examples because I do think they are relevant and I am not doing this to impress you but to impress upon you that it is possible. I have started four businesses, two online and to off-line and three have been successful but one not so much. All of them with little of my own money. What I started my law firm the first time I went to friends and family like I bet some of you might have and found a good friend of mine who was willing to take a risk because entrepreneurship is a risk. My dad was an entrepreneur and owned a bunch of carpet stores in Southern California. I ask him what he did for a living and he said I am an entrepreneur. I said what is that? He said that is a person willing to take a risk with money to make money. Risk is part of the job description. One of my businesses did work and can you guess which one didn't work? It was my expansion of my law firm. I was in one city and decided to open a second branch in another city. I put a lot of my own money into that venture and it didn't work out well. I was too spread out and I cannot run both very well as I was not that good of a manager at that point. It didn't work, but then I created my first online business, Strauss syndication. I started writing for USA today and I realized I could syndicate my column and create content for other people. This was back in 2000 and the content was new and I created the content business out of nothing. It cost me enough to build the website and start to hustle and I said who needs content? I thought the Chamber of Commerce could use the small-business content. I started emailing the chamber of commerce and I said I work for U.S. today and I create content and would you like content for your website? That I started creating that. Then the self-employed.com, this is a great site full of useful information for small business people and it cost me nothing. It cost $28,000 to create. Where did it come from? One of my clients at the time came to me and said we want to work with you Steve and what can we do? We thought the self-employed business is our next market and came up with this idea of a website just for them. So that company financed the creation of the website. The web designer, the content, and the backend. So the point is finding the money and figuring out how to do it and creating an online business for not a lot of money and it is certainly more than possible and very possible. Let's figure out how we will do it. I mentioned we will have the step-by-step process. The first step is the personal assessment. I think the question is are you an entrepreneur? If you are out of work should you look for new job or should you start a small business? If you have a job, can you keep your job, or should you start an online business? So do you have a vision that you need to do? In the next slide I will talk about that because not everybody is an entrepreneur. Some people are an artist and some people are an engineer and some people are athletes and some people are lawyers. Some people are great employees and some are not. What I want you to think about is if this is really right for you. It is not an insignificant question because it is the first thing I am asking you. Make sure it will fit you psychologically. Are you an shoestring entrepreneur because it is harder and more creative. You really have to be committed. So if you have a job, the question is your idea of keeping your job and doing what you are doing, does it make you happier or more excited than the idea of leaving that job and starting a business? If that really gets you excited that you are probably an entrepreneur. Or the idea of getting a new job. Does it make you happy or the idea being your own boss make you happier. Obviously I'm telling you what the answer is. But you have to answer for yourself. So what is an entrepreneur? I first learned about it in this great book and I suggest anyone might want to pick it up. This book is called making a living without a job. I was slaving away at the law firm with a bad boss and trying to figure out what I will do. I found this book and loved it and explained how to do it. I wrote Barbara over the years and said that book changed my life. We kind of became friends and in this version of the book many years later I got to write the forward. I think this is a great book. So what is an entrepreneur? Are you a self-starter? Are you willing to take a risk. Are you able to live without a great paycheck? Can you live without the structure of a job? Do you have skills that you learned in work or life or experience I can transfer to your new business? Can you handle pressure? These are all the things you need to think about as you think about coming an entrepreneur or a small business person. So once we do that then the question is, you have to come up with a good idea. I have a picture of, and what is that thing that looks like a pig with an alarm clock on it. If you ever watched this show shark tank and I think it was in the very first season they had a guy come on with this contraption. He called it the waking bacon. He said there is nothing better in the world than waking up to smelling bacon. I created an alarm clock that will cook bacon and you wake up and smell the bacon. Not the greatest idea ever right? You are cooking while you are sleeping and it is in a wooden case and there is a fire danger and does anyone care about having a giant pig next to their bed? Not the best idea. The shark not surprisingly didn't think it was the best idea. So see number 5 and when I said get feedback? One of the mistakes I see people make when they want to start a business is they have idea that they think is great, but no one else does. I want to make an alarm clock that will cook bacon. How much money did this guy spend and time and in reputation going on television and maybe embarrassing himself. Find out if other people think your idea is a good idea. Do your research and is there a market for the business that you want to create? Is there a market for it? If there is no market for it and you love 18th-century architecture and that is your passion and you want to start a business analyzing and blogging about it I am telling you that idea, and your friends and family would tell you bad idea. You need an idea that has a market the people will spend money buying and they will click to your site and they will find you or something you are selling and they will like it and they will want to buy it because they needed. Look at your skills and narrow your choices and come up with some really good ideas. So what kind of businesses can you start? Let's take a look at that. There is all sorts of online businesses you can start. You could start an e-commerce site. That is a site on your website where you are selling a small version of Amazon. Whatever it is that you want to sell you create an e-commerce website and do a lot of great marketing and you going to market your business and your site. You can do what is called a drop shipping site. This is a really great shoestring tip I will give you. One of the first things I said is that you don't want to have an inventory business. But what if I told you there is a way to have an inventory business without buying the inventory? The answer is yes you can do that and that is called drop shipping. That is a system where there is a wholesaler and you create a website where you are going to put that manufacturers goods virtually on your website. You do a deal with the manufacturer or the wholesaler that they will do the shipping and the inventory, and all you are doing is being a third-party middleman for that person. You will create a store and you will work with different companies and you will have all those different great tools on your website. As soon as somebody buys that hammer, the order will go to you and then go to the drop shipper. He will then package it and send it using your label and you and the drop shipper will share the money. In exchange for not having to carry inventory you are sharing your profit with him. But how great is that? Not carrying any inventory and it will not cost you any money and every time you make a sale you and the manufacturer share the profit. Do your research. I was to have more time to tell you about but I cannot. But you can sell your goods on Amazon or eBay. You could freelance your services. You can sell products or services. You can sell your services on your site or up work. If you are a designer or a rider or if you have a skill like that, you can go to this site and bid on different projects that people have, or list who you are and people will find you. My fantastic designer does all of my tech stuff and I met her on up work many years ago and she works with me to this day. People go there to buy services and to bite goods. There is all sorts of sites like that. That is a fourth way you can sell your things on line. You can create an website and sell your advertising. Any site that you see has advertising on it. Those are the five ways. Can I dial into one of those a little bit and that is Amazon. That is an amazing way to get started. I don't need to tell you that we are all shopping on Amazon, but what I do want to tell you is you can sell on Amazon. Amazon has become one of the great lucrative marketplaces for small businesses. More than 15,000 people will sell on Amazon. Let me just read this quote. More than 50,000 American small and medium businesses surpassed $1 million in sales in 2019. 25,000 made more than half $1 million. A lot made $100,000 on Amazon selling their goods. The small businesses have the ability to make money and Amazon is a great place where you can go. I did an interview recently a couple of months ago with a woman, and she had a business called spa destination. If you go into Amazon and search for that you will find her business. It is a luxury line of natural sponges and other products. She sells them on Amazon. She started out in 2014 and last year how much did she make? $3 million in sales. That is crazy! When I spoke to her about it she said she loves to sell on Amazon because Amazon has all of these different tools that will allow small business to succeed. They teach you how to do it and there is a dashboard to tell you what is selling and what is not selling. You get tips and strategies. Amazon is a great possible resource for you to become an online seller. Here is what you don't want to do. These are two things that you often read about, and if you do any research you can get into affiliate marketing or blogging. I am telling you not to do either one of those things. The businesses that I mentioned, they all work. Selling yourself and creating a website or drop shipping or e-commerce. I am not saying that affiliate marketing isn't but not something that you want to spend a lot of time in. That is someone who is like a glorified salesperson. I have a business and I will let you sell my business for you and I will give you a couple of pennies every time you make a sale for me. Some people make a lot of money but most people don't. Blogging is very similar. You have to have a really popular blog that will get millions of hits before you start making money in order to sell ads on your blog. I block and lots of people blog don't think you will and make a lot of money, enough to live on. The third step is you want to create a great name and brand. We have come up with you are an entrepreneur and there is different kind of small business online that you can start. No matter what kind of business online or off-line, big business or small business, you have to come up with a great name and brand. Not just good but great. So what kind of business? Here is how you do that. Here is how you create a brand that people will remember and think about I want to buy from. You want to figure out who your market is. You need to do some research into who buys what it is that you will sell? Who buys services like you want to sell? Then you will create a brand like that and I have a picture of Gene Simmons. He has one of the great quotes about branding I have ever seen. When I say the band kiss he just comes into your mind. Whether or not it is the outrageous music or look or whatever it is, gene Simmons once said I like being in a rock 'n roll band but I love being in a rock 'n roll brand. Isn't that clever? He knows it is the brand that makes him wealthy. That KISS brand and doing a show when you are six years old may not be as fun as it used to be, but selling stuff online because you have a great brand is much more successful. They brand their business to the market. I do want you to think really especially as you are thinking about a brand about the name of your business. You only have a few seconds when someone first find your business or website to impress them and to make them want to stick around. You looked at a new business really quickly and it either does something for you or doesn't. If it doesn't do something then you will surf on. One way to impress people is by having a great name. One of the ways to do that is to put the value of your business and the name of the business you will choose. Like Jiffy Lube. You know exactly what you will get from the name of the business. Or Baja fresh. I will get Mexican food that is fresh. So in that three seconds when I first hear about Baja fresh I know what it is, and like when I saw bills Mexican website, not as cool. Finally and along this line, the last bullet that I have is you want to get a great URL. It is hard to find a great.com these days. They are all gone. But there is a lot more suffixes that you can use, and there is ways to be creative. But you do want to have a great URL that will reflect your business. Branding, that is it in a nutshell. So what is your brand? It is a promise and here I have a picture of Starbucks. In the pre-pandemic world, what was Starbucks? A nice place you can go and hang out for a while and get an expensive cup of coffee and visit friends and read the paper or do whatever you want to do. The brand was so fantastic he would go spend four dollars for a cup of coffee and my thinking was expensive but you would all do it. That is the value of a great brand. So what is their promise? You will come into a clean place and get a good cup of coffee and that you will get to hang out and your small business and your website, the same thing. Your logo, purpose, and vision rolled into one. You want to be unique and special. There is a lot of competition out there. There is 30 million businesses in the United States and 95% are small businesses. That is a lot of competition. You want to come up with a hook and angle and something for your new business that is to an extent, unique, different, and special. Are you going to be the friendly online counselor? Or the upscale marketplace? Maybe the mobile notary? You can be run-of-the-mill, but when you are the run-of-the-mill, then that is what you are. What I am hoping and telling you as you go about creating this website and deciding you will create something special, you want to do it a little different because that is what makes you more memorable. We want to have people remember you and to like your site and that will happen if you are different and special and unique and better. As you go about branding one thing that you can do is create a great tagline. Even if you can't get a great URL you could come up with a great tagline. You can use that in everything you do and you are telling people who you are. In that three seconds of people first encounter you or maybe when they first see you you want them to think about who you are. So here is Motel 6 and we remember that amazing campaign that we will leave the light on for you. You can go to a Motel 6 and it will be like mom's house, we will leave the light on for you. By the way, Tom Beaudette and lived that line. A great tagline makes a huge difference and can really help you. So let's drill into printing your site and social media and marketing. When you create this website whether or not it is an e-commerce site or your own website or if it is a drop shipping site, you have three options. You can hire a designer, and there is lots of different programs that allow you to have people create their own website. If you hire someone to create, if you have a specialty need for a more complicated website, you can hire a press designer. You can do it yourself, or you can use an online service which is by far the very best. When I say do-it-yourself and I would jump ahead for a few seconds. Here is somewhat that I know that creates her own website. He will sell class straws. Create, creative person, but maybe he should not design his own website. These are the three ways you can create your site for your new business. Of the three the Best Buy the far is to go to one of the different sites out there that allow you to create a website. Here I have mentioned, this is Yahoo small business, shop of phi, Go Daddy, and there is others. I mentioned Yahoo small business because I know them pretty well. I have done some work with them and they are good. What you want to have is a site that will give you a beautiful design that you can create the site pointing and clicking, and you can go over to Yahoo small business or one of those other sites and sign up and create a site in a half of an hour and they will give you a design template and it will allow you to create e-commercewebsite, you have companies that you are going to work with or have worked with, do it. That will make a difference in people see that and will take a second glance at you and that is important. Testimonials, when someone comes to your site, they will want to learn about you. The about page is super important. Especially with what we are talking about when you are starting your new business,

So find the right newsletter and advertise there. Public relations and PR and getting a newspaper or website, to do a story about your business, that is great. Something with co-op advertising. But I want you to do is think about it and none of them cost a lot of money. They take a lot of time like everything we are talking about takes time especially when you are doing it on a shoestring, but not a lot of money. Then you can do content marketing. That you make sure at the bottom of it you have your URL and you website and people would share your content, and then they can find your business. You have an article and in that article you have an embedded link back to your website or you create a video, or in the video it will link back or mention your website. You created great content and within that you have a link or way for people to learn about your business and come back you. It is an easy way to get people to share your content and organically discover who you are and not spend a lot of money. Step five is the nuts and bolts of any business and I will not spend a lot of time on this. You will take a name and get the URL for that business, and then you will create a legal entity. I will talk about that in the next line and your employee identification number. You will not want to use your social at least not for very long. You will go and get an and ploidy identification number and that is the unique number for a business and that will be your identify her. You will file the right documents and set up a big account in the name of your business and to meet your lawyer and accountant and set up your books and keep your business life and your personal life separate. Your finances for your business on different than your personal finances. Then we would talk about getting your business funded. I want to talk about the different ways you can start your business. It can be a sole proprietorship. You file a fictitious business name statement and open a bank account and it is Steve Strauss doing business and that is easy. Ideally

They raised $13 million. Here is a guy I worked with who wanted to create an album. He was a musician and he marketed and went on kick starter and went to the studio and created an album. If you join you will get a copy of the album and we will autograph it and blah, blah, blah. He marketed it and raised a lot of money, enough to get started using kick starter. Another guy that I know didn't do that. What happened is when you go to kick starter you have to have a great idea and second you want to tap your network. What JJ Jones did he is he threw some on kick starter. You have to come up with a cool idea for your business and give some great rewards to people. The single start of food cart and maybe a dinner after somebody and in exchange for $100 for investing in your business. Then you market it and go to your network and your friends network and tell people you are crowdfunding and say you are starting this business and you are giving out great ideas and you share that with everyone you can share it with and you market it. You get people to turn the light on and discover you. So crowdfunding will work. It is a way to get people to invest in your business without having to play that and pay them back. How about angels and OPM. You can get people to invest in your business. The guys that invested in Trivial Pursuit got seven people to give $70,000 -- $1000 toward Trivial Pursuit. Also micro finance. Maybe you don't need $50,000. Micro finance is a loan of $500 or $1000. There is things and you can do them through Kiva and the small business administration will do micro financing. These are mostly nonprofits that allow you to go there and get a small loan and the approval process is easier. I am having a hard time getting to the next slide. Hold on. There you go. I have become an expert. By the wait one more thing. The FDA. They have a payroll protection program and they have a lot of money right now and they want to lend it to you. So check out the lenders and another creative option these days to find money for your business. You want to think big and think bigger, and businesses have done it and you can do it too. Connector idea and come up with a great name and brand and create your site and social and get your business funded. You can do it. I did it, and lots of people did it. If you need more help and I will take questions now and you can always email me. There is my site on the bottom right and this is my new venture on the left and if you opted in I can send you some information about it next week. If you did opt in I can opt it when we take a quiz or assessment after this and I can send you information about my shoestring startup ideas. Back to you Alexa. I did it all in 56 minutes.

Thank you so much Steve. We have just a little bit of time to address some questions here, and we have received so many wonderful questions today. I want to focus on some of the popular questions that are coming in. So Steve, many attendees today have asked about protecting your ideas and your brand and your products.

Great question.

If you can talk a little bit about this on best practices for protecting and when is the best time to take action on doing so?

Great question. There is a couple of ways you can protect your idea. First I will say is don't worry about it as much as you worry about it. Most people don't want to steal your idea. Most people are so busy with her own life in their own thing that they really don't have the energy to steal your idea and create a business around your idea. But nevertheless, one is you want to use a nondisclosure agreement. If you have a great idea and share it with someone you can assign an NDA for us. You fill it out and basically it says I will share my confidential idea or information with you and you cannot use it without my written permission. It is very good. If you are writing something you want to get it copyrighted. The U.S. patent and trademark office, you will want to copyright your written material, and if you have a brand that you want to protect, you want to trademark it. Pretty easy to do copyright and trademark on your own without the help of a lawyer. If you are creating a product that is unique and you want a patent for, you don't worry about it or use the website for copyright and trademark.

D. Another very quick question throughout the session today and getting online once you're there you have your website, and it is up and ready. How do you get people to it? What is some of the key ways?

I mentioned the long-term thing where you have keywords on your site and you create content, and people will find you via Google. What I was talking about marketing and I had a slight about marketing. You want to create a social handle and share content. If you can buy some paper click ads, like for $50 on Facebook. You advertise on Facebook and you narrowly target the people who are your demographic or audience and have them see your ad. That once they learned about you don't have to buy them. If you can spend money buying an audience to start with, it is easier to have it grow organically. If you can get on the podcast and mention your business. Everybody has one these days. Or you can guess the blog. You are going organically and shoestring wise, talk about your business and all the places where your audience might be and get them to learn about it. Once you start it it is a tipping point and it will start to grow. That is how you start.

Steve, can we take one last question?

I am happy to go as long as you D me.

We will take one more and this has come from a lot of different folks today. Regarding any suggestion that you have four areas that you have seen that are right for opportunities the days.

If anyone has seen the television show but profit, there is a guy that goes to businesses that are failing and helps them turn it around. I talked to him to two weeks ago and he said this is the best time ever to start a business. This pandemic or recession or depression is the best time ever. That is because he said there is a lot of money that is available, and there is a lot of need. When I mentioned to think about your market and think about your need you have to make sure there is a market for what you want. Maybe people need a cleaning service or maybe they need cleaning supplies or sanitation services. Think about what people in this market needs. So upscale expensive things, less likely people will buy those. People look to save money in a recession. If you can figure out a way to help people save money, that is what will work. What you want to have is a business that fits right now. So people are conservative and they don't want to spend a lot of money. But they will spend money if you can help them accomplish that goal. Think about the goals people have in this environment and look at all the different businesses catering to that right now and there is a lot of opportunity right there.

One last question Steve. This has come from a lot of different folks today. Just wanted to know right now especially the on line business market. It is becoming saturated or is saturated. Can you provide to summarize a couple of key elements that will make their businesses stand out from one another?

The Internet is saturated that has been for a long time. I said there is 30 million businesses in this country. It is not a lot different than what it has been. What works? What works to get people to notice you? Online, you have to offer something that people need and have a site that quickly will solve the problem for people. Something they need and your site or whatever you sell on your site or the services you offer people, if it will fix those needs. I think that is what always works. If you market your business you want to get as many people that you can in as many different ways that you can to learn about your business through your marketing. I mentioned video because of people like to watch. I mentioned articles because of people like to read. So cast as wide of the net that you can and have a site and a business that is solving problems that people have. If you do that you have a business whether or not it is a great economy or a bad economy, you will have a business that will succeed.

That is all the questions we will have time to take during today's live session. I would like to recommend a couple of things after the webinar ends. That is reach out to your S.C.O.R.E. mentor that can assist you with the questions you have asked today if they was not answered . Your mentor can assist you with helping you to apply strategies that Steve has been talking about today. If you are not already working with a mentor, they are free. For the life of your business. If you have never worked with a S.C.O.R.E. mentor before you can get further information by going to the website, www..tran10.org, and I have that link showing on the slide right now on your screen. Also we are going to be sending out a postevent email shortly after the webinar today. We will include the slide deck, and Steve has provided his contact information. You can reach out as well and if you have further questions and would like to connect with Steve, we will send you a link to the recording of the session so you can go back and reference anything in more detail and at your own pace that Steve discussed today. On behalf of S.C.O.R.E. I would like to thank you all for attending and give a very special thanks to Steve Strauss for presenting with us again today. Make you so much for your time and in sharing such valuable information with the audience today. Spirit my pleasure. Make you Alexa and thank you to everybody coming in.

Thanks again everyone and take good care and we look for to seeing you back next week. [ Event Concluded ]