Internet Based Businesses

How to Plan a Successful Internet Business

Out of Box Businesses

- eCommerce - Selling Products Online
- Interesting Content - Selling Ads
- Lead Generation - Sell Leads to a Biz
- Outside of the Box

• How to define “Out of Box” is by the ready made development tools Well defined business model. Common practices and customer expectations.
• Do you have know expert knowledge of products? Not required, but you better be willing to learn• Websites are great for distributing content so it may require writing ad copy or blogging

Solid Growth Potential

- eCommerce Offers Many Opportunities
  - Selling Items From Perfume to Plows
  - Large Chain Stores to Mom & Pop
  - On-line Stores Don’t Pay Rent...but

• eBay is not the commerce website to model after becoming more Amazon.• The startup costs of building a secure website is low is but getting known is the expensive part.
• Drop shipping offers nice advantage of not stocking with shipping direct from manufacture
• Many folks think is cheap with no rent, but like a highway to get into the faster lanes - you need a better car

Blogging Still Works

- Turning Words into Dollars
  - Topics from ‘How To’ to ‘Had Enough’
  - Major Media Players or Rising Stars
  - Low Cost Blogging Tools (WordPress)

• Do you like to write? Be prepared to do it often - daily and frequent posts.• Blogging is a hard emotional startup as it takes a lot of postings to build an audience.

B2B - Buyers of Leads

- Turn Expert Knowledge into Leads
  - Lead Types from Hair Loss to Schools
  - Play the Role of a Trusted Advisor
  - Various Approaches from Blogs to

• Having insight into the industry helps to establish a relationship with Lead purchaser.• Email marketing as follow-up very strategic and integration with social media channels.

The Business for You...

- What's You Passion?
  - Ecommerce - More Analytical/Process
  - Content - Up-to-Date on Trends
- Study the Competition
  - Many Free Tools to Measure Traffic
  - Live by "Just a Click Away" Rule

Your Are So Special...

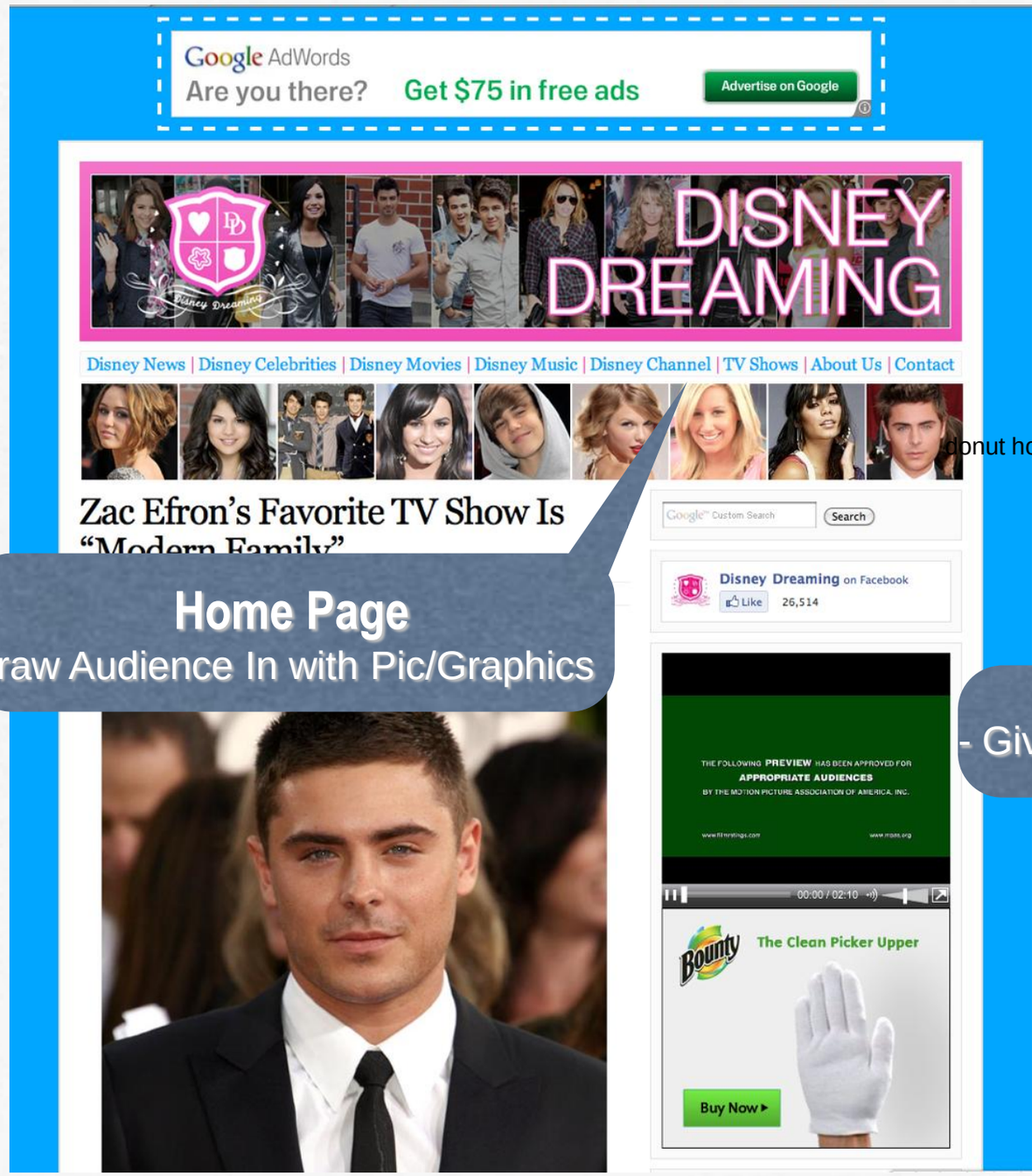
- Everyday Low Low Prices
  - Search Engines Help & Hurt
- Customer Service Still Matters
  - On-line Reviews
- Brand Uniqueness
  - Starts with the Web Address

Predicting Cash Flow

- Cost of Building the Website
  - Open Source / Ready Made
    - Development Costs & Content
- Bringing in Traffic
  - Search Engines & Social Media
    - SEO/SEM & Devoting Time

eCommerce Example

Content Example



Home Page
Draw Audience In with Pic/Graphics

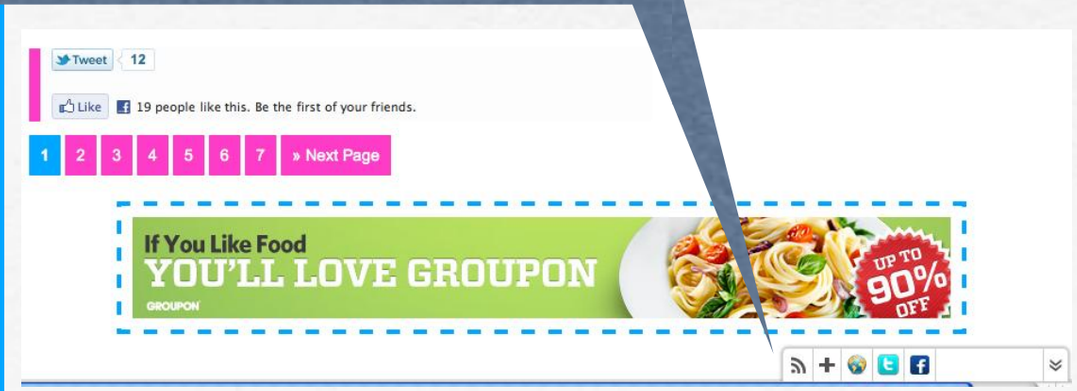
Blog Pages
- New Content for Search Engines - Ads

donut house

Zach and Nathan from the group Allstar Weekend cover the song "Hold It Against Me" by Britney Spears in this new video. We think the guys did an amazing job, but our favorite part of the video is when Nathan just walks away at the end of the song – haha!

Watch the cover of "Hold It Against Me" below and let us know how you think the guys did!

Social Media Links
- Giveaways to Build Community



Lead Gen Example

Top 10 Tips to Success

1. Define Your Business Type - Outside of the Box Will Cost You
2. Understanding the Internet - Always Changing Environment
3. Establishing Profit Margins - Mind the Gap
4. Information Centric World - Can You Engage Good Copy Writing Skills Helpful
5. Web Traffic is Vital - Is Anyone Out There?
6. Realistic Market Share Goals - Target the Search Engine Tail
7. Avoid the Scams - Lots of Businesses taking Advantage of Gold Rush
8. Internet Business Time - Visitors Decide in Seconds 24 x 4 World
9. Build v.s. Buy - Due Diligence on Value should be Based on Solid Analytics
10. Web Analytics - Very Unique Marketing Insights