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**12 Steps to Creating a Business Online**

**By Jim Edwards**

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"E-commerce"

A word pervading our society, making headlines around the world, and causing the stock market to rise and fall with startling ease.

It seems every business news story centers on some technology company's "DOT-com" or "DOT-bomb"!

With all the positive and negative hoopla, business owners of any size company can throw up their hands and feel the "E" world has left them behind.

Every business owner, salesperson, or professional asked one of two questions in the past year, either "Am I using e-commerce correctly?" or "How do I effectively get involved in e-commerce?"

You can buy hundreds of books and pay thousands in consulting fees to analyze and debate the answer to the first question.

To answer to the second question just follow these 12 steps.

## 12 Steps to Creating a Business Online

Step 1 – Buy a domain name (your own DOT-com). Go to [www.NetworkSolutions.com](http://www.NetworkSolutions.com) and research names. Can a customer easily spell and remember it?

Step 2 – Write down your online goals and prepare a time and money budget.

How soon do you want your e-commerce site up and running?

How much will you spend?

How many hours will you devote to the site and when?

Step 3 – Surf the web to find other sites you like and dislike. Learn from others' successes and mistakes by taking the best of what their sites offer and adapting it for your own use.

Step 4 – Design your site on paper. Define elements, look, feel, colors etc.

Step 5 – Hire a professional to set up the graphics and navigation, but with the intention of you or your staff maintaining the site's day to day operations, communication and updates.

Step 6 – Invest in a digital camera and web publishing software such as Microsoft Front Page or Adobe Acrobat to keep up with the site's maintenance.

Step 7 – Maintain, change, and update your site at least once a month. (The one exception to this rule are those one-page, sales letter websites. Once you have one of those that performs well and makes sales, don't change it!!)

Step 8 – Promote your site at every opportunity. Tell people about it. Put your web address on your business cards and in all your ads. Some companies even advertise their web address when they put you on hold on the telephone.

Step 9 – Give people a self-serving reason to visit your site. Coupon savings, discounts, special incentives, free information, and free newsletters represent excellent enticements for attracting visitors to your site.

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Step 10 – Concentrate on obtaining an email address from every customer and potential customer.

Obtain permission to send periodic, value-added mailings to your database.

Use a list server to organize and maintain your mailing list.

Step 11 – Always look for and use the simplest solution or option.

Whether adding a shopping cart, database or other option to your e-commerce operation, seek out and use the simplest answer for your needs.

Step 12 – Become educated and stay current in the world of e-commerce.

Learn the marketing and sales techniques of the online world.

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Finally a step-by-step, "color-by-numbers", day-by-day program for going from zero to making money online in just 33 days! 100% Guaranteed!" You can start with a few bucks and a good idea to make lots of money online! I did, and I'll teach you how no matter what product or service you sell...

Click Here => [http://www.myinfobiz.net/33\\_profits](http://www.myinfobiz.net/33_profits)

Jim Edwards is the co-author of a "paint by numbers" guidewith step-by-step VIDEO that guarantees to teach you how to go from zero to making real money online in about a month!"33 Days to Online Profits"

### **Three Planning Myths**

**By Denise O'Berry**

Are you — like 70% of business owners — working without a plan? Here are three myths that need to be dispelled about strategic planning for small business.

1. It has to be formal — Not so. The value of a strategic plan for your small business is in putting the ideas on paper, creating action steps that will get you where you want to go and implementing those action steps.

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2. I'm too small — Not so. Even a one–person business can benefit from a strategic plan. A strategic plan can help you make decisions about time management and budget. Use your strategic plan to help you determine whether to attend an event or advertise in a publication. It's a check and balance tool.

3. A strategic plan is like a ball and chain — Not so. It's your plan. Too many business owners feel like once it's on paper, it can't be changed. Wrong! It should be an active document that gets reviewed and updated at least monthly, if not weekly. You're the business owner, you wrote it, you know what's happening in your market — adjust as necessary.

Denise O'Berry helps small business owners take action to grow their business. Find out more at

Three Planning Myths

Business Opportunity From Home: Online Auctions

Easy Steps To Easy Sales

7 Necessary Steps You Should Know When Building

Four Steps To Eliminate Frustration and Turn Your Online Failure Into Internet Success

Disaster Preparedness and Crime Protection Manual

Instant Unzip Software

Secrets Revealed Of A Successful Online Marketer – Willie Crawfo

My Online Friends – Dating Website Script

147 Killer Epublishing Strategies



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