

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

4 Tips To Picking A Home Business.

By Kenny Konechne

4 Tips To Picking A Home Business. by Kenny Konechne

I look for four things to help me separate the Good from the Bad and the Ugly.

#1 Credibility:

I want to know who is behind the product. What are their credentials? Will I be spending my time and efforts with a professional business that knows what they are doing?

#2. Simplicity:

Will I be able to navigate the web sites and find the tools and understand how to properly use the product or service?

#3. Needed products or services.

How much competition will there be?

#4. Cost

Is the business priced at an affordable range for all income levels?

Is the fee hidden at the end of a long sales letter or do I have to fill out a form to get to the price.

#1

I have answered interesting ads to find web sites that have no information at all about the people or the company behind the product. For all I know it could be a whiz kid with a computer in his bedroom reselling someone else's products.

Anyone can take a professional course on writing sales letters and learn what psychology triggers responses in people's behaviors.

I haven't seen an insurance policy yet for networking programs.

Without a credible person or company behind the product or service, at best you are gambling.

Why spend your time and effort and money to gamble on an unproved company even if it is free?

4 Tips To Picking A Home Business.

What are your chances? 50/50 if the company survives. 0/0 if they don't.
What's your time worth?

#2

Many times in studying the web sites I come to I take into consideration how long it takes to load.

I look for choices available to the reader.

I do not like flash presentations and should have the choice to continue viewing the site without them. Most professionals using flash have an option button to skip the flash. It is a proven fact that college graduates and older do not go for flashy presentations. They prefer a well written attention grabbing script.

If there is no such option and people are forced to wait for a flash movie to load, 50% or more will leave.

It has been my experience that if the web sites design is not simple then the inside navigation is not simple either.

If a site is hard to navigate or uses unusual terms most people will not stay.

#3

What about the product or the services, How much competition will you face?

Let's assume your looking at a nutritional offer.

Go to a search engine and put in nutrition and see how many web sites are selling a nutritional product. What about this particular product stands out above the rest?

Maybe the product or service is rare or addresses a need for a majority of the population. Do you need it? Is it something people you know might need or want if they knew about it?

#4

Cost. The bottom dollar for anyone. Most people have little money to invest in any type of business, yet know that working for someone else is not going to get them far.

Keep that in mind when you look at a business. Is it affordable to you and to people you know?

Do they have a free option to help you get started?

Is their free option good for more than 30 days?

If it is, they have people first in mind. If you have to upgrade after 30 days then In my opinion they are just trying to lure you in, using you to fill a slot, pushing you to join.

Sites that hide the price until you fill out a form I tend to stay way from.

Overview:

It is your money, your time and your future. Do you want to gamble with it or make a

4 Tips To Picking A Home Business.

good business decision?

If you look into the four points of a good business that I look at, I believe you will lower your risk considerably and will find a far better opportunity. Where do you start?

Here is a new web site that I think covers the four points very well. www.everydaywealth.com

Being successful in any business takes a little common sense. Your chances of success will start sooner if you follow these 4 tips in your business decisions.

I am a farmer/rancher from South Dakota that needed to diversify to create extra income. After 25 years experience in marketing, the last 5 of those years on the Internet, I've learned what to look for to find business's that the average person can make an extra income with and sustain their way of life. Kenny Konechne 605-778-6697 [everydaywealth.com](http://www.everydaywealth.com) Referral ID # WFYB5669

The Seven Deadly Sins of Web Business Design

By Caterina Christakos

Before you take a road trip it is usually a good idea to know where you are going. It is the same when you are building a business, creating a marketing plan or building your web site. Know what your end result will be when you are planning and designing your site will help you to build it properly from day one.

Here are the 7 Deadly Sins that most web business owners commit when designing their site.

Picking a business without knowing whether there is a demand.

Picking too broad of a subject. If you pick a huge subject like real estate the likelihood of soaring to the top of the search engines is slim. Niches tend to be easier to conquer and more profitable.

Picking a low cost web host. You get what you pay for. Many low cost web hosts go out of business leaving your business lost in cyber space.

Failure to analyze keywords for profitability. Picking the right key words for your business can be the difference between making and losing money.

Failure to create and maintain your site's meta tags. These are the html tags that tell the search engines what your site is about. No meta tags equals little to no traffic to your site.

Failure to optimize your web business for search engine ranking. Just adding meta tags will not earn you a number one ranking. You need to know how to pick a domain name, and how many times to include your key words within your site.

Failure to submit each page to the search engines on a regular basis. The greater the number of pages

4 Tips To Picking A Home Business.

in your site that are spidered, the better the chance that your buyers will find you.

For more great information on how to optimize your web business click [here](#)

Caterina Christakos has worked as a web designer, web design consultant and internet marketing specialist for companies all across the US. This is the web business design software that she recommends the most:

The Seven Deadly Sins of Web Business Design
How To Choose A Home Business Opportunity
College Football Picks Explained
A Bad Book Review? You Aren't Doomed. Here's Why.
How To Picking The Right Contact Lenses

Gate Crash into the Interior Design Industry.
Home Remodeling Secrets
Write Around The World FREE!
Time Stretching Tips
Making money at online auctions



This Free E-Book has been brought to you by Natural-Aging.com.



100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!