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Building Your Internet Business

By Dianne Salmon

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Are you an opportunity seeker? Do you chase those internet opportunities that promise you that you can make \$10,000. a month or more in less than 3 months? Well if you are then wake up, because they are scams. You will never make \$10,000. or more a month in less than 3 months on the internet. Yes it is possible to make that much, and more on the internet, but it takes time.

You have to build and grow your business. It's not just about putting up a web site, or using a replicated web site and promoting it to free classified ad sites and FFA pages. Which for the most part I find to be a waste of time and energy.

You can promote your site more effectively by writing ezines or articles. If you are not a writer, or don't think that you can write an article or ezine there are a lot of people who will let you use their articles for free. All you have to do is include the author's byline. As a matter of fact, you can use this article for free. Just include my byline that is at the bottom of this article.

Another way of growing your internet business is by giving your web site functionality. What I mean is give your visitors a reason to return to your site. Put a message board on your site so visitors can interact with you and other visitors. Create a community atmosphere so visitors are likely to return.

The best business building method that you need to have in place is a way to capture data from your visitors. You need to be able to capture your visitors name and email address. Make sure you have a form on your web site to do this. Offer your visitors free information, reports, or courses in exchange for their name and email address. With this method you are building yourself an opt-in email list of people that you can contact later.

You can follow up with them and announce new products on your site. You can send them your ezines or articles and build a relationship with people that you will be able to sell to over and over again. Just be sure to include an option for them to be able to remove themselves from your list. And if they request to be removed, remove them.

You can also build your internet business by participating in joint ventures. Joint ventures can be an extremely lucrative way to build your business. You can learn more about joint ventures by getting a free copy of Terry Dean's 101 High Profit Businesses You Can Start Online With Little or No Money. If you want your free copy of Terry's book send an email to <mailto:choiceresources@getresponse.com> and the link to download his book will be emailed to you.

This article was written by Dianne Salmon. Dianne Salmon is the owner of <http://www.choiceresources.com> She offers free tips, advice, and information on starting, growing, and building your internet business. Subscribe to the Choice Resources newsletter and receive your free tips by sending an email to <mailto:Dianne@choiceresources.com> with subscribe in the subject line.

Why Branding Is Vital For Your Home Business Success

By Mal Keenan

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On a hot Sunday afternoon when your body fluids have been drained dry by the scorching sun, which would you rather order? Coca Cola, or Jeebejus Sweet Soda? The answer is as clear as it is universal. The more established brand would be chosen almost every time.

This is why branding is very important in building a home business. Cyberspace is fueled by information, and information travels fast. Everything on the Internet is delivered with digital speed. Competitions would sprout from out of nowhere on a daily basis. The only way to contend is by beating them to the punch when it comes to consumer recall, and this can be done through effective branding.

In building a home Internet business, much care and attention must be given to your enterprise's name. It is the means by which people would refer to it, after all. Once a name has been decided on, the next logical step would be to build on that brand and expose it to as many people as possible.

Building a brand, and consequently, building an online presence, can be as fast or as meticulously slow as you want it to be. As we've mentioned earlier, everything on cyberspace is faster, and this includes branding your home business. But you also proceed at your own pace, and in the process, giving your market the impression that you're emphasizing quality over popularity.

Here are some branding techniques you could use to help you in building a home Internet business:

- * Always use your name. A lot of people are hesitant about online transactions. Giving them your real name would be taken as an invitation for their trust. Additionally, your name would give them something to remember you by.

- * Article marketing can help in branding you as an expert on the subject you wrote about. And you

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being a representation of your enterprise, will in turn help in branding and building a home Internet business.

* Consider crafting a logo during the planning stages in building your business. Visual representations are sometimes easier to remember than written words.

* Build relationships. Relationships would help you achieve a level of credibility and reliability. Additionally, those whom you have befriended would be more than willing to give a good word about you, either in private correspondences with their own network, or publicly by giving you a testimonial for your products or services.

* Provide bonuses and excellent after-sales services. These value added attractions would make your clients feel special, and they would remember you well because of it. Consider this detail in building an online business.

* Publish your own eZine. Having a constant medium through which your thought and your business messages can be conveyed would be a fantastic vehicle in building your brand.

These are but some of the more popular ways of branding, as utilized by veteran Internet marketers. It would serve you well if you'd follow their footsteps and give a good start in building an Internet business that would be remembered for a long, long time.

Mal Keenan can show you step-by step how to set up and run a successful online home business. Learn the 7 essential strategies to internet marketing success. To receive your free 10 part mini-course visit:



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