

Can your business resist having a 'shop-front' in every corner of the World?

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By Sanjay Sharma

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Having an 'Internet' presence is like having a shop front in every corner of the world. Your online presence helps you find customers from every location on this planet.

Take some time to compare the benefits to having an online presence: once upon a time the idea would have been regarded as impossible unless you were a Global concern, with millions to spend on research, office resources, staff, presence building, and merchandise stocking. The whole process can take a few weeks to a few years and thousands of dollars.

Getting a website on the Internet is a lot easier, immediate and a lot less expensive. The learning curve and hence 'first step' is steep, but short. Matching the simplicity and the low expense is the highlight for any businessman, because the result is incomparable.

The first step to getting an online presence is to think up a unique name, called a "domain name" then to register your domain name, which should not cost you more than US\$15 per year. For example: if your company name is 'XYZ Exports', you may consider registering a domain name like 'xyz.com', or 'xyzexports.com' or even 'xyz-exports.com'.

Now you have to decide what type of website (online shop front) you want. You can have a website, which will provide information about your products, company, and contact details. Or you may decide upon a website that will not only provide useful business and product information to your prospective customers, but will 'collect' valuable marketing information and even take orders from ready-to-pay customers, in effect, making the sale for you. These days there are many reasonably well priced local web designers who will be able to make your website 'glow' at a reasonable cost.

Once your website pages and images are ready you will need 'web space' so your site can be seen on the Internet. It is just like renting shop-space in any market place. You rent web space on Internet, which is the 'world wide' marketplace. You get this web space from a Web Hosting company like

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M6.net. There are few web hosting companies that can compare services and prices favorably to M6.net, offering real value for money and hosting your website shop front for as little as US\$8 per month. M6.net not only allows you to host your website but to offer your visitors other useful services, usually with little or no extra cost, these services can be essential for your business to grow online.

The usual services on offer are email accounts (sales@yourwebsite.com, info@yourwebsite.com etc.) for you, your staff, your website and perhaps friends; there are automated forwarders and auto-responders, for when you are not around to answer your emails. Advanced services are: Web mail interface, which allows you to check your email on the Internet just like Hotmail offers; a Stats server, offered for you to see who and how many visit your website, this is great for marketing value.

Compatibility is offered for tools such as FrontPage, imperative for use by website builders and designers. Security in the form of SSL (Secure Socket Layers) also helps you to get sensitive

information (credit card details, etc.) securely from your customer over the Internet giving you the edge on the competition.

Companies like M6.net offer shared SSL certificate security services for free. But, on top of everything else, M6.net is unique in offering a web based Control Panel built purely in-house by qualified developers, which allows you to maintain your website with only few clicks and without any technical knowledge or experience.

So, don't just trade locally with your competition, surpass them, have your shop front on the Internet and let your business expand across the boundaries of regions, states or countries.

M6.net - <http://www.m6.net>Contact sanjay@m6.net for any query regarding this article.

Sales Appointment – The Dog

By Birmingham UK Com

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I once found myself in a rough area of town on a business appointment. My directions told me that I was to visit a corner shop and talk to the owner about some new financing for the purchase of his property.

Eventually I found the battered shop in a local street known as 'bomb alley'. Litter was all over the place and there were at least 3 abandoned cars in the road.

I knocked on the Corner Shop door, it was after closing time but I had been assured that the occupants would be in. Sure enough I heard scuffling around inside as my customer fumbled with his door keys.

He was a man in his mid 30's, scruffy looking but amiable enough. As he ushered me inside his dog

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rushed past and made a bee line for the living room. The guy was a kind enough soul. First thing he did was offer me a cup of tea.

I got about half way through my presentation before it happened. His dog suddenly shit in the corner of the room and then wandered off upstairs. I couldn't believe it. I was horrified. What was worse is that the man didn't appear to be all that concerned. I tried my best to carry on but both he and I were a little uncomfortable from that point. I really began to wish I was someplace else.

Fortunately his dog hadn't put him off signing the documents and the deal was done. As I was about to go he seemed a bit more relaxed. I exchanged small talk in the hallway and told him if there was anything else I could do he only needed to call me.

At this point he looked concerned and seemed a bit hesitant. I asked him if everything was OK. Just as he was about to answer the doorbell rang. Some young kid at the door, " Hey Mister, you seen my dog?"

At that point, hearing his masters call the hound made a bolt for the open doorway and ran out into the road. To say we were both amazed was an understatement. Just why hadn't the guy said anything? When I questioned him on this he said "Well apart from its little accident it seemed like a nice dog and I didn't want to complain".

I laughed and I cried all the way home.

From the website of www.birminghamuk.com

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