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E-Shopping Has Arrived! Why It's HOT And How You Can Get Your Piece of the Gold Rush

By Sam White

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The Internet isn't just another way to do business any more. Increasingly, the Web is becoming THE way most people want to shop and buy.

Recent holiday shopping shot past even the most optimistic predictions, surpassing the \$7 BILLION in sales mark at last count. Half of all North Americans use the Internet to make a purchase.

While only 46% of Americans have a computer at home, most e-business sites get their biggest surge during the middle of the day when most people are at work. Internet sites let people do their shopping chores at their desk during a coffee break. Given the busy lives most of us struggle with, the amazing convenience and selection offered by the Net is a powerful motivator.

Will a few giant corporations take over online selling the way they've dominated regular retail sales? Not a chance.

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There will always be plenty of room for small, home-based entrepreneurs. The Internet is simply too big for any one tycoon to dominate. The Web requires millions of business owners like you, working together, to make it succeed. That's why even massive online firms like Amazon.com rely on thousands of small individually owned affiliate sites to drive sales.

Here are important things to look for when setting up your Internet store:

- 1) Get the latest technology that allows you to have an advanced e-commerce site up in seconds. There is no longer a need to spend thousands of dollars and months of your valuable time waiting on a web design team to finish the job.
- 2) Insist on online sales reports. You should be able to access your customer info and downline genealogy 24 hours a day.
- 3) Increasingly, highly responsive customer service is what satisfies customers and keep them coming back to buy. Use your instant information to insure no orders become orphans or are filled incorrectly.
- 4) Keep your online store simple to operate 24 hours a day even if you are on vacation. Make it as paperless as possible with all forms and customer messages handled online by your website and autoresponder-driven email.

Sam White shows people how to earn full or part-time income working from home with their own Internet mall. His instantly created e-commerce storefronts let you sell America's most in-demand electronic, home, and business products automatically, around the clock. Find out if E-Commerce is for you at :<http://www.homebusiness.to/kmnet>

Buying Gold: Things To Look Out For...

By Christine Loxley

The first rule when you are buying any type of gold jewelry is a simple one: make sure that the gold is hallmarked. Gold is stamped according to how pure it is as you can have 24K, 22K, 18K, 14K, 10K, and 9K.

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There are some instances where the hallmark comes in the form of a fraction to show the exact percentage of its purity. When looking into gold jewelry you need to look if there are the letters GP or EP anywhere on the piece of jewelry. GP stands for gold that is not pure gold but gold-plated. This is important because a piece of jewelry that you think is inexpensive can carry this insignia and it basically means that there is not much actual gold on the piece. EP means that the gold is electro-plated.

If you run into someone selling gold where there is no marking on the gold at all assume the worst that it is goldtone which is not gold in any way but a metal which is golden in color. If the price of a gold piece of jewelry is too good to be true it probably is. There are many types of gold available at different prices just be aware of the different worth of each type of gold and then see if it is a good deal or not.

You can not judge gold by its color. Even though with gold with a higher level of purity it will be brighter in color than a lower level purity gold. If you are looking into buying gold jewelry which is older if it is solid gold it should still not tarnish. If the piece is made from goldtone or is gold plated than it generally will show some sign of tarnishing.

These are some little things to know about gold, but considering gold and gold jewelry can be expensive it can be wise to have a professional jeweler or metals expert look at a piece you will be buying to see if it is the read deal or just fool's gold.

Christine Loxley contributes to

<http://www.goldjewelryworld.com>

a site of

<http://www.goldjewelryworld.com/goldjewels/index.html>

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