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Great Ideas and Tips for Entrepreneurial Success from Jeff Bezos of Amazon.com

By Kanaga Siva

For ten years the world has been watching with Awe and Admiration the Phenomenal success of

Jeff Bezos the Founder and CEO of Amazon.com. The goal of each and every Entrepreneur be they Home Based Business or not is to achieve success and rise to the top.

Success does not come easily. It requires Hard Work, Commitment and Dedication to reach the top as an Entrepreneur. Attaining your goal is often easier if you can follow the path already trodden by Brilliant Entrepreneurs. Pick up some Great Ideas and Tips that rocketed them to Fame and Fortune and try to implement them.

In this respect the Phenomenal success of Jeff Bezos, dubbed by Time Magazine as the " King of Cybercommerce" comes to mind. His spirit of Adventure, Imagination, Innovation and Creativeness are some of the qualities that have made Amazon.com what it is today.

In 1994 he set up his Home Based Business in a two bed roomed house in Seattle with extension leads running to his garage. There was no turning back and the tremendous progress he made is history.

Today Amazon serves over 45 Million customers and well over 600,000 Associates. Amazon.com is the Internet's most popular brand name. It is the largest Internet retailer in the world. Jeff Bezos the founder and CEO is a multi-billionaire and one of the richest men in the world.

A few quotes of Jeff Bezos will display the characteristic thinking behind the success of this brilliant entrepreneur and the dominance of Amazon.com.

1."A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well".

2."If you do build a great experience, customers tell each other about that. Word of mouth is very powerful".

3. "There are two kinds of companies, those that work to try to charge more and those that work to charge less. we will be the second".

4. "We see customers as invited guests to a party and we are the hosts. It's our job everyday to make every important aspect of the customer's experience a little better".

5. "What we want to do is something completely new. There is no physical analog for what Amazon.com is becoming".

About his vision Jeff Bezos says "Our vision is the world's most customer–centric company. The place where people come to find and discover anything they might want to buy on line."

To top it up he places great emphasis on the importance of the six core values–he insists on. 1.

Customer obsession. 2. Ownership. 3. Bias for action. 4. Frugality. 5. High hiring bar. 6. Innovation.

Here are some very useful Ideas and Tips that all Entrepreneurs including the Home Based Business Entrepreneur can pick up from Jeff Bezos.

You have to be:

1. A Dreamer and never give up your dream
2. An Optimist and be Confident in what you do.
3. A Strategist, ready to meet all situations and circumstances.
4. Prepared to tread into areas where others have never trodden before.
5. Customer focused more than Marketing focused.
7. Obsessed about customers not competitors.
8. Innovative and keep on innovating.
9. Always thinking Big.
10. Working hard and charge less.

Finally a tip from Jeff Bezos for all Entrepreneurs, " Work hard, have fun, make history". Yes, That's what the "The King of Cybercommerce" has done with Amazon.com.

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for Articles, Resources, Ideas and Advise to start a Home Based Business and for other recommended Programs.

Create a theme product or service for your niche market

By Amin Khan

I've already stated the implication of supply/demand in your business strategy. Now consider if there's absolutely no supply of any product, but you can identify a human need in an existing market.

Boy! You just broke the bank.

That's exactly what happened with Amazon.com. That's what happened with Yahoo. That's what happened with a host of success stories that has glaring effects on our minds.

Yahoo is perhaps the best example to demonstrate the power of filling a gap in an existing market. In marketing lingo Yahoo identified a market niche.

Everybody knows it was a basement startup. But since Yahoo sensed, anticipated, and then fulfilled a basic need of people wanting to get exposure through a workable means, it went beyond success limits.

Yahoo didn't maintain the top 10 or 20 search engine positions rather it pioneered the search engine directory itself. People have no choice but to submit their URLs in the Yahoo directory. By the way, have you heard of Yahoo? Okay! Okay! You got it. :-)

I'm certainly not saying that everybody on the planet possess the same mindset like Jeff Bezos of Amazon.com, or Tim Koogle of Yahoo. But as Jim Rohn once said... "Human beings have the remarkable ability to turn nothing into something. They can turn weeds into gardens and pennies into fortunes", you can be sure not to loose hope.

Think about it. Does it make sense to you selling

over-saturated products aimlessly to the masses?
Especially when there exists a cut-throat competition?
Look outside the window. Sometimes if guns don't work,
it's always a good idea to make use of a cannon.

Imagine the tremendous power of identifying a market

niche. Power, that made people phenomenal rich. Power
through which companies like Amazon.com and Yahoo were
born.

The good news is that you don't have to worry about
any underlying technical glitches in carving your own
niche.

Today's technology makes it super easy for you to put
your business up and running within no time. Yahoo
certainly didn't have this luxury. Yahoo also didn't
submit it's URL in any search engine at the time when it
was created.

All you need is a new theme, an idea, or a proposal
which sets *you* apart from the crowd. And amazingly the
idea does not and should not have to be super-duper.

Remember, simple things work best in life.

Now if you're telling me you can't come up with an idea
or a particular concept, you're falling back in the
shadows of darkness. Don't let yourself scared about it.

Do you know on the internet even the craziest ideas
with focused themes have created fortunes. You too can
do it. There are no ifs and buts.

If you think what's stated above make sense, then you
would certainly love to read part II of this article.
I'll give you some best kept secrets, insights, tips and
comparisons that will make you realize the true worth of
your imagination.

You will also discover how to make your business stand
out from the crowd using simple real world marketing
techniques.

So don't miss it!



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