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**How To Run Your Business – From A Beach In The Caribbean!**

**By Darryn Hayward**

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If you sell a product or service online, it is now entirely within the realm of possibility – that is, technically – to run your business while you're "catchin' some rays" somewhere.

Impossible, you say?

Not anymore! This article will describe four simple techniques that will allow you to run your business – and rake in the cash – without even being present.

The first thing you need to do is arrange to accept credit cards on your website. Internet shoppers are impulsive, and want everything NOW. If they have to go offline to phone you, or write a check, fill out a form, address an envelope, go to the post office, etc. ... many people won't bother.

Make it easy for them. With a merchant account, the info is automatically processed – and the cash can be directly deposited into your bank account. If you sell an informational product, your online customer can automatically download the product once their credit card information is accepted.

For retail products, have a statement that says 'All orders will be shipped within 7 – 10 days.' That's long enough for a Caribbean vacation, isn't it?

If you haven't already done this, run, don't walk, to your nearest Merchant Account provider and get signed up. Expert Internet marketers claim that you can lose up to 60% of your

potential business without accepting credit cards – but more importantly, it's the first step to stepping away from all the hard work you're doing – the first step to FREEDOM, for YOU.

Still with me? Keep that Caribbean brochure handy, but here's resource #2 that will free you up to go on that vacation. . .

Get an autoresponder. Get SEVERAL, if you need to. They're available free all over the Internet, or very inexpensive.

They're also easy to install on your website – and can go to work for you instantly. Start sending out newsletters, sales letters, product updates, or anything else you want your customers to receive on a regular basis – without personally sitting there staring at your computer screen for hours on end. If you really want to rub it in, you can even have an autoresponder attached to your email address that will send everyone who emails you a message that says, "Hi! I'm on a beach in the Caribbean, and won't be back in the office until..."

But, of course, you don't necessarily want your customers, or potential customers, to know that you're not sitting right there waiting to take their order. So one more thing you can do, if you haven't already done so, is arrange for a voice–mail message on your telephone. This is another simple business tool that's readily available for free, or nearly free. Yet I am constantly surprised at how many home–based business owners still either just say 'Hello?' when you call them, or even have their children answer the phone!

SMART marketers have a voice–mail message set up, and smart customers now expect and anticipate having to leave a message when they call. One businessman I know is sitting at anchor right now in some out–of–the–way exotic little cove – while his voice–mail system is taking care of business!

So... what part of the Caribbean do you think you might visit first? Maybe I'll see you there – we can have a drink together, and toast our mutual success!

**All–Inclusive Travel Caribbean**

**By Burt Cotton**

If you want the best all-inclusive travel Caribbean resort, then you ought to look for more than just room with sun, sea, and sand. Hey, it's not called all-inclusive for nothing you know.

You want your all-inclusive travel Caribbean resort to have, if not everything, then at least, something really close. A buzz on the beach by day, a dining room open to the night air, water sports and other activities to go crazy on, a lounge deck within earshot of the waves for a relaxing afternoon, and a comfortable to retreat to - all that is available if you choose your all-inclusive travel Caribbean resort well.

More and more people are pampering themselves at all-inclusive travel Caribbean resorts where everything they could ever want is right at their disposal. What's more, lots of these all-inclusives - about 79% - of them are beachfront properties or sitting near lakes and other bodies of water where the views are spectacular. Whatever the price category, the best place to wind down is an all-inclusive travel Caribbean resort. You're on vacation. You should let someone else take the strain, for once.

Below are our top choices when it comes to all-inclusive travel Caribbean resorts:

**Breezes Bahamas**

Located on the eastern end of Cable Beach, Breezes Bahamas is the epitome of warm breezes wafting across an azure sea. This all-inclusive travel Caribbean resort was previously the venerable old Ambassador Beach Hotel. In 1995, the world-famous SuperClubs took over management and the resort underwent major renovations.

Breezes all-inclusive travel Caribbean resort is truly all-inclusive. At Breezes, almost everything you could ever want is included. Room accommodations, all meals, all snacks, unlimited wine or beer with lunch and dinner, as well as alcoholic drinks, mixed with premium brand liquors at each of the four bars, the list just goes on and on. Not only that, but this all-inclusive travel Caribbean resort also includes most of the water and land sports activities, as well as airport transfers, taxes, and gratuities - all in one upfront price.

**Club Med Turkoise**

An island all-inclusive travel Caribbean resort, Club Med Turkoise is located directly on the white sand beach of a desert island called Providenciales in the Turks and Caicos, Caribbean. Although the land is arid and flat, unlike what you may expect of a tropical island, Turks and Caicos do draw the card with its breathtaking beauty and the astounding view of the beach and sea surrounding it.

With miles of white sand and translucent turquoise water, Club Med Turkoise all-inclusive travel Caribbean is the ideal for sports lovers and scuba divers. There are a total of 298 rooms, all beautifully appointed with comfortable accommodations, 3 meals a day, including unlimited beer, wine and soft drinks with lunch and dinner, most sports, and nightly entertainment.

**Le Sport**

"Give us your body for a week and we'll give you back your mind." That's the line Le Sport at St. Lucia uses on their clients. And indeed, this all-inclusive travel Caribbean resort does just that. With its quirky outlook on how an all-inclusive travel Caribbean resort should be, Le Sport has been helping the weary business traveler relax, suing a combination of holiday treats and intense pleasure of personalized rejuvenation.

Burt Cotton



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