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**How To Survive With Your Online Business**

**By Jordan Williams**

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So you decide to start your own Internet business with some really great products. You have a great looking site and everything is set up, so you're now ready to jump into the online shark pool and dominate the Net right?

I know that you're saying "shark pool"? Yes, that's right it's truly a shark pool out there. You didn't think it would be that easy did you? We all have to prepare ourselves for some big changes that will be happening on the Net.

I have already started seeing the prices for leads, banner impressions, and other forms of advertising going up as well as the hundreds of thousands of web pages being added daily to the search engines. All of this points to one thing. That we all have more competition on the Internet than ever before and it will just get worse. So the question is: How can a small business or even an individual compete on the Internet? Just because you have a great looking web site or a great product doesn't mean that you can dominate your market without some help. What you need is a competitive advantage. So that is just what I'm going to give you. Just follow some simple tips in this article and you will soon be running circles around your competitors.

**1) Use ALL Forms Of Marketing**

I know that this might sound obvious but most people on the Internet are only using one or two methods of marketing their website.

For example some people might just focus on search engine marketing by spending all their time trying to be listed #1 in a search engine. Then after they spent countless hours on this, the search engine changes their algorithm and they can no longer be found. What a waste of time! I am not saying that you shouldn't be concerned about search engine marketing, but that you shouldn't put all your eggs into one basket. If you use all avenues of Internet marketing then you can feel safe that you are getting traffic from several places and are not relying on just one source. If you would like to learn more about the different types of internet marketing you can sign up for eBiz Updates at:

<http://www.webcashlink.com/home.html>

It's also important that you stay current and up to date about any new forms of Internet marketing. The Internet is constantly changing and there are always new methods of advertising available. In fact one of the more recent discoveries in advertising is RSS. RSS is a great marketing tool to use to get more traffic to your website and more prospects. If you haven't got a chance to read about RSS then you can read all about it here:

<http://www.webcashlink.com/rssanswers>

### 2) Add More Value To Your Product or Service

There are so many websites offering the same thing in the same cookie cutter fashion that you really

need to set yourself apart from the crowd and be unique. Just go the extra mile and increase the value of your product or service. It really doesn't even have to be that hard. Just take some extra time to offer something that your competitors aren't willing to offer.

For example if you sell ebooks, why not offer your customers the option of receiving it as a physical product. Such as in a DVD, CD, CD-R, or even Audio Format. By making your ebook a physical product you will drastically improve the value and you can also charge more for it. This idea is not just for people who sell ebooks though. You can add value to just about any product or service that you have. For example, why not make some joint ventures and offer a huge discount for a service or product that compliments what your offering. I'm sure that if you put some thought into it, you can think of something yourself.

### 3) Maximize Your Web Sites Profit Potential

Most people are so focused on making money with their own product that they often forget about other income streams that they can profit from on their website. For example, have you thought about publishing ads on your site? I'm sure that you have noticed that all the big websites on the Net publish ads, but even small websites can easily increase their revenue by 20 or 30 percent by publishing ads on their site. It's not hard to implement either. Usually you just copy and paste a code to your website and you can start delivering targeted ads to your visitors within a few minutes.

How about exit strategies? Are you making any money from the people leaving your site? Its just a fact of life that eventually everyone leaves your website. Why not add an exit popup to your site that directs them to an affiliate program or even better a web page where they can opt in to your email list. Also a lot of people just want to find what they're looking for quickly without any hassles. So why not add a search box to your site where people can instantly find what they're looking for by typing in a word. There are several sites that you can earn money by placing a search box on your site.

I know that these suggestions might seem obvious but if you actually utilize everything I talked about here you will be ahead of 90% of the websites out there.

Jordan Williams, Owner of [www.WebCashLink.com](http://www.WebCashLink.com). Giving you the resources, software, and tools to maximize your online profits.

### **What's Love Got To Do With It?**

**By Diane Hughes**

Ask successful online business owners, and they'll quickly tell you there are certain things that are imperative in order to reach your business goals. Some of the common responses to the question "How do you thrive online?" are: dedication, organization, perseverance, and street smarts. But what's love got to do with it?

Everything! The number one factor stated in regard to success online is "loving what you do." There are several reasons this is important. The first deals with the very nature of online business.

#### **Burn Out**

Most Web startups work practically 24 hours a day. Every spare moment is devoted to nurturing the new business. If you don't absolutely love what you do, you'll quickly burn out. Frustration, aggravation, and fatigue will set in and – before you realize it – you're on your way out.

#### **Perseverance**

Love of what you do also comes into play with regard to perseverance. Those who can't wait to begin work every day are more likely to persevere in down times than those who only do the work to get a paycheck.

Without a love for what you do, you are more likely to jump ship during rough times, reducing your chances for success.

#### **Dedication**

Dedication is only present when certain emotions are present. People will be dedicated when they have loyalty toward someone or something. People will be dedicated when they are feeling greed and want to achieve a reward. And people will be dedicated when they love someone or something.

Without some emotional backing, dedication is just another word. And unless you have dedication for your online business, it's just going to be something else to do.

#### **Street Smarts**

Everybody knows that experience is the best teacher. And just how do you get experience? By living life online and taking chances. But how likely are you to take chances and gain the street smarts you need if you don't love what you do? Not very!

## How To Survive With Your Online Business

Gaining that vital real–world experience you need to succeed only happens when you persevere and are dedicated to your business. That won't happen unless you love what you do.

Do you see a cycle here? Every element you need for success has one central foundation... love. You must love what you do in order to spend night and day building a prosperous business. You must love what you do in order to survive the tough times and gain the experience you need.

If you've been struggling with your online business, I'll give you a piece of advice. Look at what you're doing. Do you love it? If you could choose anything in the world to do, would this be it? If not, you might be wise to re–evaluate your online business. Making changes now could save you a lot of trouble in the future.

If you *\*do\** love what you do, I encourage you to hold on. All the attributes I've listed above will help you succeed if you stay focused and keep the fire alive.

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Diane C. Hughes \*

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Ways To Skyrocket Your Sales And Build Your Business  
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What's Love Got To Do With It?

Traits of a Work At Home Online Entrepreneur

The 3rd Plan Missing from your Business

Image and name recognition can provide a constant stream of referrals.

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