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**Marketing Your Online Business With A Solid Plan**

**By Vincent Romei**

**Marketing Your Online Business With A Solid Plan by Vincent Romei**

Listen up!

I am going to let you in on the most important "secret" to finding online success with your own business.

If you want to build a strong, long lasting and profitable online business you need to start with a solid marketing plan. Don't be confused with a business plan. This is a plan you need to successfully market and promote your products or websites. An integral part of any business, your plan must be a detailed and precise road map you must follow, without fail, until all your goals are accomplished.

Every successful entrepreneur knows that without some sort of marketing plan to help guide them, they simply will not be able to steadily build their business. Your main goal is to grow, and keep growing.

Of course, there are some basic rules you should follow, but basically your plan is yours. Designing a good structured plan sounds very complex and daunting, it's really very easy if you decide to have fun with it.

When putting your plan to paper, break it down into little tasks and you'll come up with a surefire winner!

Goals.

## Marketing Your Online Business With A Solid Plan

This is the very first part of any plan and shouldn't be taken lightly. Setting a goal to work for is the hardest part of the whole process. If not done right you will run out of drive and motivation necessary to succeed.

Write down complete thoughts and descriptions of your goals. Not 'to make money'. That doesn't work.

Keep your goals in a prominent place within your site and always be reaching for them.

Priorities.

Next, you need to set priorities for your business. Which tasks are the most important and should take precedence.

Research.

Now we get into the meat and potatoes of your plan. This is also the most time consuming, but pretty easy. You need to search out the best methods, tools and places (search engines, classifieds, ezines, etc..) to promote your site effectively. Remember, this is your plan. What works for someone else might not work for you.

This is also a part of your plan that is constantly changing and must be updated frequently. You are always looking for new places and refining your advertising material to get the best response.

Originality.

This is the fun part! Besides having fun with your goals, this is the part that sets you apart from other businesses and stakes your claim to Internet Success.

You have a personality. Inject that personality in your marketing materials. Following someone else's direction will only help you for a very short time. After you learn more, take control of your own business and try new methods all the time. Test which ones work and which ones don't. Then move onto the next step.

Action.

You must put your plan into action each and every day. This is where you take your own fate into your hands. It's all up to you now. If you use an active approach to marketing your website everyday, the recognition and traffic will start to build and increase from day to day.

Evolve.

Ok, now that you have a plan and are working that plan everyday, you're still not done. Actually, you're never quite done.

Once you've reached your goals.....make new ones.

Once you've found promotional methods that work....find more.

Once you've fine tuned your advertising materials.....keep making them better.

If new methods and tools are available.....include them in your daily routine.

Change....update.....evolve.

Follow these simple rules to putting together a great marketing plan and you'll be celebrating your successful business in no time!

### **The 3rd Plan Missing from your Business**

**By Patty Gale**

If you're like most people, you probably started with wonderful ideas of fulfilling your dreams, to be successful and to take charge of your own destiny.

I hope you have achieved those or are well on your way.

You wouldn't think of starting your business without a business plan and you shouldn't even consider marketing your product or services without a marketing plan. A solid business plan and marketing plan are your roadmaps to help you to know where your going, how to get there and to achieve your goals, whatever they may be.

Nobody likes to think about what would happen if those accomplishments were suddenly pulled out from under you, yet unfortunately it does happen.

## Marketing Your Online Business With A Solid Plan

As of this writing, we have seen this directly with the recent rash of hurricanes that have devastated the Caribbean, Cuba, Florida and our Gulf Coast. Thousands of lives have been temporarily or permanently disrupted.

Do you have a plan if this should happen to you? Can your home business survive in the event of an emergency? If not, then it's time to start thinking about adding a business continuity plan to your list of things to do.

What is a business continuity plan? Very simply, a business continuity plan is a complete set of well-planned and documented procedures that will help your business get back on track in the event of an emergency.

If your business is managed from your home, both your residence and your livelihood are at risk due to unexpected loss.

Natural disasters are not the only risk factors. As devastating as it is to think someone else was in your home, robberies can happen anywhere.

Something as basic as a hard drive crash can cripple your home business indefinitely. I recently spoke with two people in the last month that with this very disrupting experience.

When you think of how much time, money & effort you have invested in your home businesses, it only makes sense to make sure it is protected and can survive an emergency.

A solid business plan, a strategic marketing and a complete continuity plan are essential elements to your long-term success and peace of mind.

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Patty Gale is a business continuity and disaster recovery specialist serving the home & small business community. She is co-author of the "Home Office Recovery Plan" and manages her company, Cornerstones Consulting, LLC from her home office near Milwaukee, WI.

Visit her site to receive your complimentary info-pak containing sample chapters from the book.

The 3rd Plan Missing from your Business

Do you have a dog day care business plan?

Creating Your Internet Marketing Plan

How To Develop A Marketing Plan That Will Make Your Small Business Sales Explode

Business Success Checklist. Where is YOUR Business?

Traffic Explosion

Christmas Happy Package

Auction Strategies

Making money at online auctions

Starting a Successful Retail Business



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