

Start Your e-Business Right!

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**Start Your e-Business Right!**

**By Armand Melanson**

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By Armand Melanson

Ever wonder why 90% – that's 9 of 10 – small business ventures fail miserably? And what was the single successful entrepreneur's secret to success?

The answer is so simple that it boggles the mind! How can so many people miss it:

**SELL WHAT PEOPLE WANT!**

Crazy isn't it. But most people getting into business decide what they will sell without really considering how much demand there is.

Always identify an existing market, then pick products & services to meet that demand!!!

And today it's easier than ever to find out how much demand there is for a given product without spending a dime. You start by picking a target market like health, biz ops, security products, or whatever you are interested in selling.

Once you have the market picked, you identify 6–12 products which fit that market. Then you sit down & you write out the most important keywords & phrases that people

will likely use to find these products on the web. Once you have your list, you're ready to test the demand.

Go to <http://inventory.overture.com/d/searchinventory/suggestion/> & use the search term suggestion tool to see how many searches were done on the most relevant terms for your products.

You basically type in your search term/phrase, then search Overture's records of how many searches have been done in the last month. It gives you a count for all searches which contain the search term. In fact this list will give you

great suggestions about what phrases are most often used to find your prospective product.

This is so easy to do, but most people don't even consider trying it. If the product is getting very few searches, pick another product. This is absolutely key. You must pick products that are in demand. Since OVERTURE is partnered with many of the major search engines, their search records will tell you if people want what you are thinking of selling.

So use the OVERTURE search suggestion tool and always

**SELL WHAT PEOPLE WANT!**

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ABOUT THE AUTHOR: Armand Melanson is an emarketing consultant & author. For free marketing tips & articles you can re-use, visit him at <http://lessworkmoremoney.com>

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## **The Importance of a Mentor**

**By Troy Arden**

When I first started this long but exciting home business journey I didn't know which way was up. I had so many questions and absolutely zero answers. Where do I start? More important was how do I start? What to do, how to do it, where to look, what to look for and so forth. To be honest, I was lost.

Then came along my mentor. She helped me every step of the way. I was coached on what to start off with and how to go about doing it. Step by step my mentor tutored me so my business could get off the

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ground and start rolling. Without her I would be nowhere near where I am today.

My advice to all new home business entrepreneurs is to get a mentor. Things will run a lot smoother and you won't be left shaking your head.

For information on starting a home business including articles, ebooks and business opportunities please visit:

Troy Arden is a succesful home business entrepreneur and can be contacted at

The Importance of a Mentor

PERFECT WEBHOSTING BUSINESS

How to Establish Business Credit Despite Your Personal Credit

Get Real ... The Necessary First Step Before Starting A Home Business

So You Want To Start A Home Business?

Starting a Successful Retail Business

Start your Own Wedding Videography Business

Gate Crash into the Interior Design Industry.

Build Your Own Mail Order Empire

Web Biz for Beginners



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