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Success Story: The Right Tool (box) for the Job

By Marketing Basics

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By Bridey M. Orth

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Never before has there been such a frenzy to start a home-based business. This is in large part due to the growing number of opportunities that are cropping up each day. If you're looking for a way to work from home there's a veritable smorgasbord of businesses to choose from.

But what's hot today are Internet-related businesses. Whether you've already got a business and want to take it online, or if you're looking to make money with some kind of Internet business, you are not alone. People who don't even own computers want to get in on what's being deemed, "The Internet Revolution!"

We've all heard the stories of entrepreneurs going from "rags to riches" because of the Internet. Who wouldn't want to be part of that? The opportunity exists for all of us to make money online, but the problem lies in knowing how to do it.

Michael Fallacara, President of United Publishing Group, recognized the need for direction in the way of online businesses and knew he'd found a niche for his company. "I wanted to give people an all-inclusive way to make money on the Internet," he explains.

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Michael is no stranger to the ways of the entrepreneur. Years ago he left a lucrative career as an executive chef in a major hotel chain to start his own business. But, first, he tested the waters with a few ideas while still working full-time.

He'd seen enough infomercials to know the business of selling information had great income potential, so he and his wife found out what was selling and then put together their own version of an instruction manual on how to start a home-based business.

"It took us about six months to create it and by the time we

were finished we had a 40-page manual that we sold for \$39.95," remembers Michael who saw immediate success. "We placed ads in the paper, then put our money back into new ads and in six months we were advertising in 1,000 newspapers, spending over \$10,000 a month on the ads, but making over double that."

This first attempt at his own business was a success and Michael says it's what he needed to give him the courage to try new things, "This experience motivated me to leave my job and create my own products."

He started United Publishing Group (UPG) because he preferred creating products instead of just selling them. "We developed the Business ToolBox, which offers information software programs and eventually we grew to create Internet-related software programs, which we call our Ecommerce ToolBox," says Michael.

"Many people know they want to make money with the Internet; we give them ways to do that," says Michael, explaining who UPG is targeting with their products. "The Ecommerce ToolBox is for anyone who wants to tap into the Ecommerce revolution. They don't have to have a web site, but if they do, they're looking to turn it into an income-generating site."

One of the products found in the Ecommerce ToolBox is the online ad mall, WebAd Wizard. According to Michael, these aren't the same old tools you'll find for Internet entrepreneurs. He prides himself on unique and innovative

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products that put small and home-based businesses on equal footing with larger companies.

The WebAd Wizard sets up a web site that is likened to the business section of the yellow pages, or in other cases, the classified section of a newspaper. It allows anyone to run a high-profit ad web site. It's ready to use, entirely automated and can be customized for anything. The best part, according to many users of this program, is you don't have to hire anyone for the technical aspects. It's all done via browser, which means the software is set up to instruct you how to create your own ad mall.

In effect, these online ad malls become trading posts for people with products to sell or businesses to promote, depending on how its been customized. For example, Harry Shields, a Florida-based business owner, has three online ad malls:

<http://www.leisuresales.net>,

<http://www.horsessentials.com> and

<http://www.cattlemallplex.com>

On each of these sites, he's determined the focus, which determines who will advertise on it.

On <http://www.leisuresales.net>, anyone selling recreational vehicles (RVs), campers and equipment can advertise on his site. But it's not just a simple banner ad, like you see all over the Internet. The advertiser pays a fee and gets a full web page ad with room for a 3x4 picture, three web links and contact information. A web address is also established for the advertiser to direct other potential customers to his or her ad. It's all done on a template by following the instructions of a browser.

Harry couldn't believe how simple it was for him to set up his own online ad mall site and for his advertisers to place their ads. He says, "My site was up only one day and over 15 people had placed ads. Because of UPG's software, they were able to build their own ad and put it on my site without any assistance from me. It's easy enough for just about anyone to figure out."

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Harry says he couldn't be happier with how his businesses are going, "The most important thing I can say is I have never in my life worked with a company where once you purchase something they're selling, it actually works the way they say it will. UPG offers excellent support for a very functional product."

The responsibility to market these online ad malls rests with the owner. So, Harry is out there coming up with creative ways to promote his site so his advertisers have better results. He's already come up with a plan for his <http://www.leisuresales.net> site, and that's to expand. "I believe I've found a niche in what I'm doing. Over the next few years, I hope to have over 500 malls," he says.

"Because leisure sales is a large luxury item, to have only one web site and mall wouldn't make sense. I want to have an individual mall for each major metropolitan area," explains Harry who reasons that this will work because of the uniqueness of UPG's software. "I can set it up quickly and it isn't costly to maintain."

Harry finds advertisers through major newspapers, in the

classifieds. Of course, he markets online through search engines, but has found the traditional method of looking through the want ads to be great for prospecting potential online advertisers.

Michael's innovative software programs have created endless possibilities for entrepreneurs to earn money online. Not only with their own ad web site, but if someone has a home-based business, an online ad mall is another option for them to advertise to a large audience. As Harry says, "It works both ways. It's an excellent business opportunity and it's a good format for someone with a home-based business with a number of products to promote."

And in Harry's case, there are additional money making opportunities. Since he's looking to expand his malls to be more localized, his company is looking for advertising sales people in each area they're looking to cover. "We think college students would be perfect because they're tech savvy, need part-time work, are enthusiastic and computer literate. But we're not limiting it to college students. It's perfect for anyone who fits that description. We pay 33

percent commission right now, so it's a great work at home opportunity."

Harry admits to being one of the millions of people who has dabbled with Internet ideas, trying to turn them into a profitable business. According to him, when he saw UPG's ad in a home business magazine, he was amazed at what they said they could do for the online entrepreneur. "I quickly got on the web site, and purchased my first mall within two days of seeing that ad," shares Harry.

"The main reason I acted so quickly in my purchase is because I have an acquaintance in Miami who was trying to develop something very similar. He started an Internet company, backed with \$50 million dollars, and spent almost two years developing a software program that doesn't even come close to touching UPG's capabilities."

The most unique aspect of the Internet is that it's leveled the playing field for anyone interested in making money. Nobody has to know the size of your company, where you're based or anything about your background. But finding the right opportunity is key. Under Michael's leadership and own entrepreneurial vision, United Publishing Group has developed and is working on plenty of other products and tools to assist anyone with the desire to succeed online.

How To Choose A Tool Box

By Naldo Camarones

You're working on your car out in the garage. You need a wrench and a Phillips screwdriver. You start to dig through the tools lying on the counter. You browse through the tools scattered on the floor. You wish your tools were organized like a well-oiled machine, but they're not. You add them to your shopping list of things to buy. Sound familiar?

It may be time to invest in a new tool box. Tool boxes come in such a wide variety and price range that it is best to estimate your needs before you shop around.

Using Your Tool Box

How often will you use your tool box? If you will be using it sparingly, a small plastic box may be all you need to keep your tool clean and all in one spot. If you are an amateur mechanic, however, and will be frequently using your tools, purchasing a large steel tool box or case may be necessary.

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Number of Tools

How many tools will you need to house in your tool box? For a basic set of hammer, nails and screwdrivers, you won't need much space. On the other hand, if you have air tools, meters, timing lights, screwdrivers, sockets and wrenches, you will definitely need a tool box large enough to separate and organize all of the different tools.

By using a larger tool box with multiple roller bearing drawers and removable trays, you will be able to spend more time working on your repairs than looking for the appropriate tool for the job.

Key Locking Tool Box

What type of security measures do you require on your tool box? Whether you have small children you need to keep away from your potentially dangerous tools or worry about losing an expensive tool, you should consider how you would keep your tools safe. Older or less expensive tool boxes may require a pad lock. Most small tool boxes, however, come with a lock and key. More expensive tool boxes have self-locking drawers for maximum security.

Tool Box Storage

Where will you keep your tool box? Will it be in the basement or a safe corner of your garage? Will you need to transport it often or keep it in the bed of your truck? Answering these questions will help you decide what type of material your tool box should be made of. Steel construction is heavy duty and long-lasting, but it is going to be exposed to hot and cold temperatures and other weather conditions, polypropylene may be a better choice because it is durable, tough and won't rust.

Once you have answered these simple questions it's time to start looking at various tool boxes to decide which would best fit your needs. Deciding factors may include what accessories you would like included with your tool box, the color and style of the tool box and the tiered designs available. Do you prefer a baked enamel finish, polished steel or a rugged tough plastic? Do you need your tool box on

coaster so you can move it as needed?

Ultimately it comes down to buying the tool box that meets the majority of your needs for the least amount of money. Shop around for the best prices and you will enjoy your investment for years to come.

The latest work of Naldo can be found at:



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