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Top Five Tools To Take Your Business To The Web

By Kelly McCausey

Can you imagine building a house with a plain old hammer and nails in this day and age of high power tools? That is what life is like when you try to build an internet business with an outdated computer and dial up.

It's a picture of frustration and delays.

When the numbers tell us that half of American internet users are using some form of high speed connection we are called to remember that that leaves half of them on some level of dial up. An old computer and slow internet isn't the least of their worries. They may be able to log onto the net and find some great resources, but they're still limited in the type of resources that they can consume.

If you desire to get started with an internet business you're going to need a bare minimum of tools.

A. A good computer.

Please don't take your circa 1998 system to cousin Bobby for an upgrade. Sure, Bobby's gonna have fun showing off his computer skills but you're going to be disappointed in the end. There is only so much that can be done to upgrade a system and if Bobby cares more about you than his ego – he'll tell you so.

If you're system is more than four years old, I would look at an upgrade.

B. High Speed Internet Access.

The number one excuse I hear from those who do not have High Speed is that it's expensive. Sure it is. I pay four times what someone on dial up pays in my community but without it I wouldn't be earning a tenth of what I earn now.

C. A Professional Website.

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Resist every urge to sign up for a free website host 'just to get started'. The freebie website will represent you poorly. It's like wearing sweats to a job interview. You would never do it! When you can register a domain for less than \$8 and buy feature rich hosting for around \$9 a month, there's no excuse for cheaping out. I recommend the resources at MomWebs.com.

You can purchase a simple template for as low as \$5 and adapt it for your own use if you're comfortable with it or hire a designer to put up a few pages for you. What matters is that what you put up represents you well.

D. A professional and reliable mailing list system.

>From the moment that you set up your website you are working to build a following of one kind or another. When someone visits your site and has an interest in you they must have a way to invite you to stay in touch. With your mailing list invite on every page, they'll be able to do that. Whether you will

be sending out a regular newsletter, a free e-course or occasional product specials – your list of interested contacts is golden.

E. Business Mentoring.

No matter what kind of business background you have off line, internet marketing is a whole different playing field. There are tried and true principles to learn and apply and some that change constantly. It's important to know who you can trust.

If you're serious about taking your business to the web you can use this as a preliminary check list. With the right tools in place your internet business will be on a solid foundation.

Kelly McCausey hosts the popular internet radio show and podcast, Work at Home Moms Talk Radio. She also mentors Moms who want to build a successful internet based business.

<http://www.wahmtalkradio.com>

True Web Searching Tools For Business "Turf"!

By Claude Jollet

Searching for specific business related information on the Web, using specialized high precision searching tools, can "Turn Up Real Finds (TURF)"! But, where do you find the business specific tools you need? How can you tell if you are getting the most that can be expected from the Web? Here is how I solved the problem.

An Expanding Universe Of Information

There are more than 56 million Web sites out there, and the number is growing every day. This means

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billions of Web pages and trillions of words. The WWW is fast becoming a universe.

Now, every Web surfer will search the Web for something, often many times per day. Some will spend hours searching and often end up not quite finding what they were looking for.

In spite of the increasing power of the search engines, the keyword expressions we use (one to three words, on average) only manage to scratch the surface of what is available out there on the Web.

The amount of information we get back is often overwhelming, and only vaguely relevant. When we try to refine our search ... we often find that we have drifted away from our goal.

This situation is annoying, when not downright frustrating.

Information Is Vital To Business

You cannot run a business, any size of business, with search tools and methods that give such uncertain results.

>From brainstorming ideas, to identifying the competition and investigating legal issues, you need fast, reliable access to verifiable information you can count on.

Obviously, you need more than whatever you can extract from general purpose search engines.

Tools To Mine The Web

You and your business need a web searching tool set designed specifically to find the business information you need in a timely, effective, and efficient manner.

The good news is that these specialized search tools already exist. Yes, they are all available on the Web. New ones even pop up almost every week! Most of them are freely accessible too!

The bad news is that there are hundreds of them ... and they are not all equally reliable or easy to use! Sure, you can find them yourself ... given time and determination. You can test, and learn how to use each one, personally. During this time, you will be learning a lot about Web searching ... and about the depth of your resolve!

Meanwhile, this self-imposed apprenticeship will not let you attend to business as you should.

I let the experts spend their time and energy on finding and testing Web searching tools. They have their own reasons for doing that kind of work. I am not in the business of finding and testing tools. Besides, I do not have the expertise, nor the time.

By supplying me with fully tested and approved Web searching tools for my business, they win my respect and patronage. I win precious time, which I spend taking full advantage of the information gems I discover using their best Web searching tools. My business is well fed with the highly focused,

and reliable information it requires to grow safely.

That's what I call taking care of business. I can truly mind my own business, because the Web searching tool set I use can definitely "TURF"!

Claude Jollet is a former planning advisor to major industrial and commercial clients. He specialized in weather related operational planning issues. He holds a B.Sc.A. specializing in business process analysis and automation. He now devotes himself to the promotion of entrepreneurship on

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