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Your Online Business Needs More Work

By Jean Lam

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by: **Jean Lam**

As unbelievable as it may seem for some, money can really be made online. But to succeed in the online world, a substantial effort, dedication, patience and perseverance are required in order to reap the rewards in the long run.

Below are ten important points to consider if you are serious about making your online business success a reality.

1) Own a domain name

No one without a domain can profit online. A domain is a real estate. You must own one. You must be prepared to develop one. It's very important.

2) Have a professional website design

Amateur design is embarrassing and won't help you make money. If you want people to treat you seriously and regard you as a professional, get professional design assistance.

3) Be hungry

One reason people fail online is because they believe in the "post it and they will buy" myth. The Internet doesn't work for people who aren't DETERMINED to understand it and make it work. You cannot lay back and profit online.

4) Sell value

Some people online sell crap. Crap will never make you successful online, or off. What people want, particularly in uncertain economic times, is VALUE. Value always sells.

5) Target Your Market

A common mistake among some web marketers is not generating "targeted" traffic. Targeting your market can be the sole component to increasing your sales dramatically. It makes a huge difference in the response or conversion rates.

6) Build your database

Building your database and starting an opt-in e-mail list (also referred to as an e-zine or online newsletter) ensures you'll always have a ready supply of prospects to solicit, and allows you to create a continuous revenue stream that pays off every month with little or no cost.

The fact is, the easiest and cheapest way to get targeted traffic to your site for free is to send an

e-mailing to past prospects and clients asking them to check out your latest offer.

7) Get the right tools

These tools consist of an email software capable of sending mass personalized mailing to your subscribers so you can send unlimited non-spam emails.

8) Test different key elements of your marketing

Headlines, appeals, calls to action, guarantees, prices, advertising vehicles, etc. Most marketers either don't test at all, don't test enough, or don't test properly, and as a result get the same mediocre response.

But many ultra-successful marketers test almost religiously, which is a crucial secret to their success.

This is the only secret to Internet marketing. The more you test, the more money you will make, period. Test ads of all sorts, sales letters, ordering systems, angles and everything else that has to do with increasing orders. Set up your website to test constantly right from the start!

9) Promotion

A well devised advertising strategy is the key to snowballing your profits each month. Setup a daily promotion schedule and stick to it. No business can survive without promoting. The secret is consistency. Promote at least once per day, every day to grow your business to mammoth sized proportions!

10) Time, Focus, Automate & Delegate

Manage your business time well, and focus on the most productive activities. Automate and delegate where possible.

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Jean Lam is the editor and publisher of "Web Biz Secrets" E-Magazine. Receive a FREE gift when you subscribe today at

He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

Home Business Online Opportunity - Take The Survey Test Now

By Oliver Turner

Are you looking for a home business online opportunity? The internet offers a multitude of home work business opportunities if one is willing to look. One of these is online marketing. More specifically, survey taking.

Lots of big retail chains will pay money to know what you—the consumer—is thinking, giving you a great work at home business opportunity. The internet is full of online businesses looking for people just like you to take surveys and some of these online surveys can pay you as much as \$100 per survey, how's that for a work at home business. Five 10 minute surveys and you could be making up to \$500 per day with these home work business opportunities.

A friend of mine used to do this all the time. At first I thought it was absurd. Why would someone pay you to take a survey? But if you think about it, you'll probably realize that you've probably taken a survey in the recent past on the phone. The only difference being, they didn't pay you!

All you have to do is type in "online surveys" into your favourite search engine, to realize this home business online opportunity. But be careful, some of them may be hoaxes. You need to choose carefully which ones you will do.

Many of them give coupons or gift certificates instead of money. You also need to make sure that they service the country you're applying from. For instance, if you are from Canada, and doing a survey from the United States, you may not be eligible for the merchandise they give for doing the survey.

Any time you try to make money online, you have to read the fine print. Make sure that the home business online opportunity you choose won't see you getting ripped off, or wasting your time.

Starting a home business can be very rewarding, both financially and socially and what better way to make money online than spending 10 minutes of your time filling in surveys.

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