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Introduction

Brian Schaeffer is Editor and Publisher of the *How to Work From Home Publications*. You won't see Brian wearing a tie and jacket like the other guys, because he and his wife Brenda have been involved with home business for 18 years.

Brian wants to help others realize their work at home dream. He'll help you concentrate on real and workable ways to make an income from home. In this ebook, Brian shows you how to make money online without an eZine, newsletter or web site.

Yes, it IS possible to make money online without an eZine, newsletter, or web site! Not only is it possible, but it can be quite successful! Brian shows you how to make money online using free autoresponders, and how to receive payment using online payment processors.

This ebook also includes important bonus articles written by Brian Schaeffer; *Is a Home Based Business Right for YOU?* and *How To Choose a Good Start-Up Business*.

Visit Brian's web site www.howtoworkfromhome.info and be sure to subscribe to his free *How to Work From Home* Newsletter. With tons of strategies, tips and tutorials, you won't find a better work from home resource on the web.

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Making an Income Online without a Web Site or eZine, Part 1

[by Brian Schaeffer](#)

YES, Virginia, it IS possible to make money online without an eZine, newsletter, or web site! It takes a little different approach than the usual online marketing, and it requires some very creative thinking, but it is possible and can be quite successful! In fact, you can even grow a List (the magical formula)!

Let's take a look at a number of ways you can accomplish marketing outside the bounds! This series will highlight one or two alternate

ways in each article. Here is the first:

Writing Articles and Using Your Author Bio Box to Sell

Writing articles for others to use in their eZines and newsletters is one of the best ways to freely advertise yourself and your product or service. Most marketers tend to forget that there are other kinds of eZines out there that aren't involved with marketing and online business. They come in a great variety of flavors and numbers! From dogs and cats to parenting and travel.

Why is writing free-to-publish articles for these eZines and newsletters so great? Because most editors and publishers will allow the author a small biography or resource box at the end of the article. Along with copyright and contact information, this box may also contain direct links or email addresses to the author's products or services that would normally not be allowed within the article content. It's like a concentrated, FREE advertisement! You don't need a web site or eZine for that!

Take a look at some of the author boxes at the end of the other articles in this issue to help you start designing your own box. (My box below is abbreviated only because this is being placed in an HTWFH publication. When I put this article out for general use next month after you've had a chance to "first-read" it, I will attach a much more detailed bio box to it.)

Here's an example of a great bio box ...

2008 © Brian Schaeffer, All Rights Reserved World-wide Brian is the Senior Editor of HTWFH Publications. He has been involved with online business since 1995. To subscribe to the HTWFH eZine, send a blank email to: jointhefreedom@GetResponse.com Do you need an HTML banner editor? Banner Buddy generates your banner HTML automatically! Includes Master Resell Rights! Get more information at: bannerbuddy@howtoworkfromhome.info or go to <http://www.howtoworkfromhome.info/hot.html>

Notice that I have an autoresponder email address (GetResponse) to capture new subscribers, an email sales address (bannerbuddy) and a sales web address (not really necessary, but since I have a web page for Banner Buddy, I want to include it so that prospective customers may go directly to the sales page). If I didn't have that web page, I would have an email sales letter all set up to send out to anyone who inquired me. I could either send it manually for each prospect or set it up on another autoresponder.

I had one subscriber write to me awhile ago, complaining that her home based business wasn't growing at all - not making the income she needed - and that she "was just a housewife" and wasn't trained or educated to do anything else.

On the contrary, said I (writing back), you have incredible expertise in maintaining and running a household. Comparable to any major-domo or cleaning staff in the world! I asked if she could write about

tips, helpful hints and shortcuts having to do with housewifery - you know, the real stuff that worked. She started writing short articles of that kind and included a small bio box referring to her offline biodegradable cleaning products business (the small part-time home business that she had been running for years and which just wasn't making it for her). She is now so enthused by the response she has received, that she is planning to launch her own newsletter.

Yeah, I can hear it! "But Brian, I can't write!" Yes, you can. Really.

Everyone is an expert in something, and everyone is very good at a number of things; and yes, everyone is also bad at certain things (I, for one, would not want to try my hand at brain surgery or airplane mechanics). But, if you are literate (and everyone reading this article is), then you CAN write. It all comes down to learning how and developing the discipline to do so! Find out what you are good at and start there!

Sit down and honestly ask yourself:

- a. what do you know?
- b. what do you like?
- c. what can you do?
- d. what can you write about?

Writing can be difficult for some people, especially at first; but if you ask the professionals, they'll tell you that they also sometimes feel like it's pulling hen's teeth to write new material! If you keep at it though, you'll be amazed at the volumes you can produce! Don't give up in a funk or after the first few attempts!

Okay, so, now that you're going to write a few articles and attach a well designed - but short - biography box, what do you do with them? Well, you sign up as an author at various eZine, newsletter and article directories. Then you post your articles to them. Editors and publishers very frequently go to these sites to find good, up-to-date articles for their publications. They see yours, read it, like it and bingo ... you're published, bio box and all!

Here's the best part for you ... it's free to write an article and it's free to sign up and post it! I've included some sites below where you can upload your articles. Pay close attention to each site's rules for posting - each one is a little different. Some will have a moderator who will review your article before allowing it to be posted. That's okay, it's kind of like having a free content and format editor, because if something is wrong with your article, they'll definitely tell you about it! Fixing the problem and resubmitting your article will only make it that much more attractive to prospective editors and publishers.

You know what to do. You know how to do it. Now, put your hand to it and start writing!

Here are five places where you may post - this is just a beginning, there are a lot more. Do a search using "ezine and newsletter

articles" to find other directories.

www.ideamarketers.com
www.netterweb.com/articles
www.authorconnection.com
www.ezinearticles.com
groups.yahoo.com/group/aabusiness

Brian Schaeffer is the Editor of the *How To Work From Home eZine*.
Subscribe: jointhefreedom@getresponse.com He has been involved with the internet, online home based business building and netpreneurism since 1995. He writes mainly about home based online and offline businesses. You may reach him at editor@howtoworkfromhome.info or visit his web site at www.HowToWorkFromHome.info.

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Making an Income Online without a Web Site or eZine, Part 2

[by Brian Schaeffer](#)

In Part 1, we looked at writing and using articles to establish your name and sell your products or services. This article explains how you can use an autoresponder account(s) to not only disseminate your work, but to also sell your products!

Autoresponders are great eTools for your online business! You can place a plain text or HTML product sales letter on one and anyone triggering the autoresponder will automatically get your letter - and subsequent follow-up letters. You can also place your article on an autoresponder and anyone accessing it will have the article automatically sent to them (a great tool for instant publishing). What's more, you can do this for every article you write using free responder accounts!

Generally speaking, the difference between plain text and HTML autoresponders is the kind of account you hold. If you have a free account, you are usually restricted to plain text emails. If you have a paid account, you will have a choice between plain text or HTML emails (which allow you to add graphics, formatting/placement and change font size, face and color). Free accounts will usually include one or two of the autoresponder company's ads in the email that is sent; paid accounts are ad free.

So let's look at a senario:

Say you write an article and an editor picks it up and publishes it in their eZine. Your article includes a great Author Resource Box (as described in Part 1 of this series), and the reader is intrigued enough

by your advertisement there to click on the email address in it.

The address they click is one of your autoresponder addresses that you had the foresight to set up. It has a sales letter that is immediately sent back to the reader. In that sales letter you should have a number of items:

A complete description of your product or service, especially including how it will benefit the customer and all of its selling points.

Another autoresponder email address which triggers a very limited FAQ (Frequently Asked Questions) page which will explain in more detail about the product's selling points and your selling process. This allows customers to access much more detailed information. This email should also include a payment process link (listed next).

A PayPal, StormPay or ClickBank payment link. (If you don't have a payment account, I recommend PayPal, although the other two are also good. Each will walk you through setting up an account. Each company will "skim" ~3% off of every purchase as payment for their services - keep that in mind when you set the price for your product.)

A way to contact you immediately for further information or for troubleshooting the purchase (phone number or monitored email).

In addition, once a customer has made a purchase from you, you can add their name to another follow-up autoresponder list named Customer Care. You should use this autoresponder to:

Remind them of who you are and ask about their satisfaction with their purchase (include your contact info).

Set up another, more detailed, FAQ page. Include on the page:

- Exactly how to use the product (walk them through it step by step).
- Different ways to use the product (show them what it can do or how it can make them money!)
- An installation or reinstallation guide (or how to get one at another autoresponder address).
- A trouble-shooting guide (or how to get one at another autoresponder address). This allows customers to try to help themselves first before having to contact you.
- Recommendations for further, related products or affiliated products.

Notice that you have set up a 24-7-365 remote control online business in this scenario. Once set up, you no longer have to concern yourself with that aspect of your business. It works for you "even as you sleep"!

Now, you're probably saying, "Wow, Brian, that's a lot of autoresponders!" (I count five for this one product being promoted in the Author's Resource Box).

Yes, that's a fair number of autoresponders. Normally one would do most of this on a web page or two; but because we are setting up

without a web site, we have to take advantage of the tools available. Also, most autoresponder companies have free accounts, many of them allow quite a few free accounts to be created.

Where to find a good autoresponder:

I personally use GetResponse.com, the granddaddy of autoresponders! I created 11 free accounts with them when I first started out and have since upgraded to a Pro account for my main subscriber list, adding many more free accounts. (I still use my free accounts for other projects, and in fact haven't yet hit a limit to the free accounts I'm allowed to create!)

I have never had a problem with GetResponse, and what you can do with even the free accounts is really just incredible! And Pro account is simply Outstanding!

You can get your free GetResponse accounts here (<http://www.howtoworkfromhome.info/gr.html>), a paid one also if you want to upgrade to HTML right away (they have an HTML editor available, similar to Netscape Composer or MS Frontpage - just type into it and it automatically converts your typing into HTML).

How you get your product to the customer after they've ordered and the payment's been confirmed (PayPal will send a confirmation email to you):

Usually, of course, one would simply direct the customer to a protected download web page, however a page isn't necessary, just convenient (it completes the loop for an autopilot business). So, how do you get around not having a download page? PayPal will collect your customer's email address (and shipping address too if you direct it to when you set up your payment link) along with other information and the payment.

When they send you a confirmation, they will include that email address. All you need to do is email your customer directly sending them a "Thank You for your purchase" note and attach the eProduct directly to the email. As an alternative, you can physically send them the product on a floppy disk or CD through the postal system (don't forget to figure your cost as part of the purchase price if you choose to do this).

Okay, let's review and sum it all up.

After you have created your autoresponder accounts and payment account, and after you have set up your sales letter, FAQs, etc. onto your responder accounts, you can start advertising your products through the Resource Box of the articles you write. You then aggressively post your articles to as many article and "content" directory sites as you can find. Keep writing. Keep posting. Keep looking for GOOD, new products to sell, or affiliate links to promote; or create your own eProducts to promote.

Brian Schaeffer is the Editor of the *How To Work From Home eZine*.
Subscribe: jointhefreedom@getresponse.com He has been involved with the internet, online home based business building and netpreneurism since 1995. He writes mainly about home based online and offline businesses. You may reach him at editor@howtoworkfromhome.info or visit his web site at www.HowToWorkFromHome.info.

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Making an Income Online without a Web Site or eZine, Part 3

[by Brian Schaeffer](#)

In Part 1 of this series, we examined how to use your author's resource box to advertise one of your products or services.

In Part 2, we discussed using autoresponders to set up automatic sales letters and other important customer communications and linking them to the email addresses in the resource box.

Let's now examine in Part 3 how to use an autoresponder in a different way; that is, setting up a series of articles on an autoresponder and advertising it in your for-publishing articles ...

Autoresponders can be preset by you to contain an article eCourse or series of related articles which you have previously written. The idea in a nutshell is to have your affiliate links or product email addresses written into articles themselves or in a "resources section" added at the end of each article. I've heard various eMarketers call this idea by different names, but whatever the title, if you come across an eCourse, tutorial or report series, or group of related articles, this is usually how they are set up. For the purpose of this article I'll call that an auto-article. I'll also refer to the other kind of article, the to-be-published-anywhere-article (tbpa-article), this is the kind that will be picked up by editors and publishers and will drive interested readers to your autoresponders.

Stop and think about this entire idea for a moment. This is a Perpetual Sales Leads Machine - something that will produce income for you (through the links you set up) for years to come! Basically, you do a certain amount of work writing the eCourse and setting it up on an autoresponder, and then it works for you forever with you having to do very minor editing every now and then to keep the content fresh or change the links/products, and also a little work advertising your autoresponder series through your tbpa-articles.

Here's an overview of what you have to do to follow this autoresponder series procedure:

- Gather together all your affiliate links, sales email autoresponder addresses, and other email addresses as discussed in Part 2 of this

series.

- Find a good, interesting subject to write about; one that is related to the products or services you are selling.
- Write up your article series including your links and autoresponder addresses in the content text and resource boxes.
- Continue to write tbpa-articles and advertise in your resource box, but from now on always mention your "new" autoresponder series of articles, eCourse, etc.

Let's take a closer look at each of these steps.

Number One: Gather All Your Links and URLs.

It's a good idea to open up a new MS Excel page (or it's equivalent) to make a record of all of your links.

Make these headings for columns: Link: (URL or email address), Link to:, Link on:, Date Created and Other Info. I have a Master Link List of all of my links arranged in alphabetical order. I find it easier to locate a link on this list rather than on a list arranged by product or web site placement - although both of those ways to group are just fine too; it all depends on how you think.

Whichever way you do create your list, don't forget to back it up every time you add a new link. I do a back up on both another file on my hard drive and to a floppy. I also have a RW CD Back Up Master (with all sorts of lists on it) which I rewrite every two to four weeks depending on how active I've been. I know many of you may think that that is overkill, but then you may not have experienced a complete system crash and wipe like I have. I can tell you that losing all of your data: lists, accounts details, master files of web sites, etc., is a real heart stopper! I'd rather spend a few minutes every now and then backing everything up than to spend weeks - even months - trying to recreate it all!

By creating a Master Link List you are now actually able to save time. When creating new links to older products, editing links, updating them, or deleting them, you have an easy to use "go-to" list that gives you all the information you need at your finger tip. Much rather that then a "hunt and peck, where the heck did I put that information?" search! I really encourage you new netpreneurs to make a Master Link List, EVEN if you have no links or few links yet, and of course most veterans do this anyway!

Quite frankly, I have found this list to be second in importance and usefulness only to my Master Subscriber/Customer List!

Number Two: Find a Good Subject or Two to Write About.

Now before we get too deeply into this, I would like to call in a pre-emptive strike! In Part 1 of this series, I addressed the absolute fact that anyone reading these words right now can learn how to write!

That means that even if you feel like you can't write, you can actually do so with a little know-how, a love for the topic and some discipline. If you haven't already made a list of the topics about which you would feel comfortable writing and in which you're interested, let me urge you to stop reading here and go to Part 1 to help you determine that information.

I recommend that you write your series all in one time period rather than one article at a time. It's easier to continue writing once you've started thinking and doing instead of having to try to remember where you wanted to go and what you wanted to include in any particular writing piece. It's also easier to divide up the longer finished piece into shorter articles for a series.

Now, sometimes writing everything at once is difficult. There are family and other considerations to make, and I also don't mean placing yourself into a 72-hour writing marathon by any means! But starting and continuing in as short a time as possible is what works best for me, although everyone is different and you'll need to find your own writing rhythm. A relatively major project such as an entire autoresponder series could take you anywhere from a few days to a month or more depending on your other commitments.

It is extremely important that your topic is one in which you are interested and love to talk about. If you're willing to talk about it, then you'll find it easier to write about it! Also, writing about something that interests you will be a motivator to finish up rather than quitting in the middle! That's one of the main reasons why your list of topics mentioned above is so very important.

A last little bit of advice. When you do start writing, don't stop to edit or check your spelling. There'll be time enough for editing when the writing's done (thanks, Kenny Rogers).

Number Three: Placing Your Links.

As you write your to-be-published-anywhere articles, try to place as many of your eProduct, service, affiliate and autoresponder links into the content text as you possible can. Do it in a logical way, don't just stick them in. Think about how you can work them into the article's textual discussion before, during and after you write! Be careful, if you are too obvious about the links you emplace, eZine editors and publishers will not pick up and use your article.

Most readers don't appreciate an unrelated or poorly connected link right in the middle of what they're reading. I don't, nor do you, I'll wager. Make the connections for your reader. Construct them in a real way so that the link will be useful and your reader will want to click on it when they're done reading your article.

Did you notice how I put in the GetResponse link above? I decided to offset it with a small border to bring attention to it (it IS important that you apply for your autoresponder account!), but at the same time I related it back to the main topic. If this article was going out to the general public, I would have designed it slightly differently by not using the border, and textually constructing the link into the article

much more smoothly. I didn't do this because you (my target audience) presumably have been reading this series of articles from the start and have a knowledge about my reference to GetResponse. Notice also how I emphasized the importance of the action (setting up the account) by asking you to stop reading and do it "right away".

You can be much more blatantly commercial with your links in your Author's Resource Box and your autoresponder-articles, however try to choose an eProduct, service, or affiliate that compliments the topic of the article. Something that makes sense and will encourage the reader to investigate further.

Number Four: Weaving Your Auto-Articles Together with Your TBPA-Articles into a Tapestry.

Continue to write your tbpa-articles. Include your references to your autoresponder series in them, either in the actual content text or in the resource box. Also consider using one or two of your auto-articles as tbpa-articles. Rework and tweak them so that they can "stand alone" and will be chosen by prospective editors.

Always refer your readers to your autoresponder series in your tbpa-articles and refer back to your tbpa-articles in your auto-articles. This way, no matter where they read one of your articles, they have a link to where they can get more!

So. Having gone through all this work, what do you expect to happen?

A publisher picks up on one of your tbpa-articles which you posted to an article directory. The publisher's subscribers read your article in the eZine and intrigued by your masterful phrases and word pictures, decide that they would like to read more of your writing about Subject X. They notice your "free" autoresponder series in your Author's Resource Box and click on the link that sends off an email which triggers the first article email in your series. Every day (few days, week, whatever times you've set in your autoresponder) your new readers automatically receive a new auto-article written by you and which contains links to your eProducts, services, and/or affiliates. Convinced by your writing that these eProducts, etc., are just what they want, they follow your links and make the purchase!

Brian Schaeffer is the Editor of the *How To Work From Home eZine*.
Subscribe: jointhefreedom@getresponse.com He has been involved with the internet, online home based business building and netpreneurism since 1995. He writes mainly about home based online and offline businesses. You may reach him at editor@howtoworkfromhome.info or visit his web site at www.HowToWorkFromHome.info.

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Making an Income Online without a Web Site or eZine, Part 4

[by Brian Schaeffer](#)

24/7/365 ... what does that mean? Twenty-four hours a day, seven days a week, three hundred sixty-five days a year!

Tough to work, but a wonderful concept for an autoresponder!

I've heard many people call it the "Evergreen Autoresponder" or the "Continual Autoresponder". It's great for people who don't think they can constantly write fresh content every day-week-month during the year.

Briefly, here's how it works ...

An autoresponder is loaded with 365 messages (one for each day of the year), or 52 messages (for a weekly sending). There are some tremendous benefits to this idea, and a possible drawback.

Let's say that you want to run a "Cleaning Tips" autoresponder. You write 365 tips about housecleaning, etc. - on separate messages - and include advertisements for your products or services on each. You upload all the messages onto your autoresponder, and start advertising your New "Housecleaning Secrets" in eZines and with short articles as previously discussed in this article series. People see your ads or resource boxes and subscribe to your autoresponder. They will now automatically receive a short Tip-of-the-Day from you which will include your own product advertising and sales URLs or email addresses.

Although the longest chore for this set-up is actually writing the tips and messages, once it's done, you won't have to do it again. Also, if done correctly with connecting email addresses (or sales URLs if you have a site), everything will take place automatically! You'll have a 24/7/365 sales machine working for you without break!

This concept can be easily modified for weekly or biweekly messages if you think that 365 messages are too much to handle right now. The idea is the same, except that (in the case of a weekly issue) you write fifty-two messages and upload them so that they are set on intervals of seven. So, your autoresponder intervals would look like this:

Day 0 (Instant), Day 7, Day 14, Day 21, Day 28, ... and so on.

For a biweekly issue, you would write twenty-six messages and set it up on intervals of 14:

Day 0 (Instant), Day 14, Day 28, Day 42, Day 56, ... etc.

This kind of Evergreen Autoresponder will allow you to do the work once and reap the rewards without ever having to do more work for a number of different series topics!

There is a concerning drawback however (isn't there always?); but with a little dedication, a good balance can be struck between "done once, never again" and "forever tinkering!"

The drawback is that an Evergreen may get out of date and be without fresh content. With some topics - such as Housecleaning Secrets or 52 Ways To Keep Your Dog Happy - fresh content is not a major consideration. Such won't make or break your enterprise.

However, with other topics like New Marketing Techniques, The Latest eProducts, or Breaking HTML Advances; fresh, up-to-date content is a MUST!

So be sure that you consider this aspect of an Evergreen as it relates to the topic of your message series. Check all your messages to clean any time sensitive references from them. All your content should be just as applicable and pertinent to your topic when read as at any time during the year.

Regardless of your Evergreen topic, it's a good idea to review each series at least once a year and up-date any content that needs it (twice a year is better if you have the time).

Do you need a website to do this? Nope. An eZine or newsletter? Nope.

Just an autoresponder account. You can get a free one at <http://www.howtoworkfromhome.info/gr.html>.

One more thing, nothing says that you can't plant a forest of evergreens!

As with real forests, the more the better!

Brian Schaeffer is the Editor of the *How To Work From Home eZine*. Subscribe: jointhefreedom@getresponse.com He has been involved with the internet, online home based business building and netpreneurism since 1995. He writes mainly about home based online and offline businesses. You may reach him at editor@howtoworkfromhome.info or visit his web site at www.HowToWorkFromHome.info.

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Is a Home Based Business Right for YOU?

[by Brian Schaeffer](#)

Here's the basic question: Is a home based business truly the best thing for you?

I know. I know, you wouldn't be reading this in an eZine about home business if you weren't ready to go or are already going, but the question is really important! It can make or break your income opportunities! You see there's a big difference between desire and having the capability to pay attention to the necessary details.

Depending on the kind of person you are, a home based business is a wonderful vehicle for generating income and providing other benefits, such as being a flowing outlet for your creative juices, but there can be some drawbacks to running a home business if you let them creep in!

I'm not trying to scare you off, but I do think everyone who is looking at running a home business should consider all of the particulars before starting. Jumping in with your eyes wide open is certainly the best way to go to avoid some common mistakes!

Let's examine some of those drawbacks first; then we'll look at a few of the benefits of owning and running a home business...

To start with, you will need to provide a special space in your home for your business. Now, that doesn't mean that you have to run out right now and contract an addition to your home – especially since I want you to finish reading this article! It does mean that you will need a small place - a desk, a few boxes to store records, a space at the kitchen table or breakfast bar - that won't be cleared away if you have to leave it for awhile or if you sit down with your family for dinner.

The space you choose should be private or, at the very least, semi-private. Try to find a corner or out-of-the-way place if you don't have a room for a home office. You'll need privacy for things like phone calls to your customers or members and "thinking space". Nothing shouts "AMATEUR" like the kids playing in the background while you're on the phone!

Next, you need to know the deep, dark secret of home business! Shhhhh. Here it is... a home business can get extremely disorganized very, VERY quickly! No kidding! Your special space can look like Hurricane Bubbaloosa swept through at 3:00 in the morning while you weren't looking if you're not careful!

You will have to set up some sort of filing and organization system by which you can find needed items at the time they are needed. (Think Hurricane Bubbaloosa here, and how to not have him come through your particular space!!) An "In" basket on your desk for immediate things helps. For the longer term, you'll need a filing cabinet; at the very least some boxes where you can keep file folders.

Also, dedicating yourself to the idea that housekeeping chores begin in your space or office is a must! Here's the sad part, you can't hire a maid to do it for you because you'll need to know where things are and how to lay your hands on them almost immediately!

If you're already in a mess, try this. First thing in the morning when you start to work, use the first ten minutes organizing, filing and

cleaning – even before you turn on your computer. When you do turn your computer on, use the next ten minutes filing and cleaning up your email inbox! You'll be glad you did. I used to spend many a sleepless night cleaning out mine!

Moving on to the third thing, a home based business can be very lonely at times despite the fact that you may have children, dogs, cats, guinea pigs or other family members around you most of the time. Usually, you ARE your only employee in a home business (which some people consider to be a plus), so if you're a social bug and need lots of contact with other people to keep your blood flowing, you'll have to arrange regular social activities or you WILL go crazy with cabin fever! Loneliness is easy enough to fix by consistently scheduling outside engagements.

The opposite can also be true. You can have too much social contact in the form of interrupting children and family (or spending all your time freewheeling around instead of working). It's absolutely necessary to set up some household "work-at-home ground rules" in order to keep things running smoothly! Those rules should apply to you as well as those around you.

For example, my kids know that if I'm at the computer, any interruption had better be a dire emergency. Something on the order of magnitude of my office chair being on fire and I'm just too single-minded to have felt the heat and smelled the smoke yet!

Of course, I also have to make the effort to be the proverbial February groundhog and stick my head out of my office every now and then. Just as the office is off limits when I'm working, when I'm out of it, I'm fair game!

Next, having a home business requires self-discipline in the sense that you have to pace yourself. Now we're not talking Tour de France here, but if you don't set yourself on a schedule of some sort, especially at the beginning, you'll lose track of the time.

Remember though, schedule flexibility of a home based business is also a very BIG plus for some people and probably one of the reasons you're considering, or actually running, one. Just don't flex to the point of breaking! Taking advantage of schedule flexibility to go do all the things you've never before had time for will definitely bust your business. The good news is that there really is a happy medium that can be found. It's somewhere between "work first" and "pleasure second".

Okay, now if you are thinking about putting your business on the net and you're new to the whole online business concept thing, than you have a large learning curve ahead of you. That means that there is a large amount of information you'll have to learn in order to successfully place your business online despite the facts of mirror web sites and replicable businesses.

Learning curves start out slowly. You learn a little bit at a time; but, over time, your learning will accelerate and you will be able to learn more and more about a topic, faster and faster. The learning curve

applies to everybody, so it really means just one thing: You will have to be patient with yourself at the beginning. (Throwing a hissy fit in front of the kids is not good role modeling!)

You can't give up just because you don't know enough at first! You have to make the commitment to see it through. A period of six months to one year is not at all uncommon before you feel like you know what's really going on. Hey, I've been online in one way or another for eight years now and I'm still learning about stuff! Just remember that learning and earning are two different things here. Unless you're a whiz kid you'll probably be learning forever, but you can start earning right away!

A home based business also requires time for income to build, so don't quit your day job right away (unless, of course, you want to work nights)! You can start earning some income almost right away, but rest assured that 99.9% of the emails and web sites promising you instantaneous riches really mean that you are helping provide those riches to the upline that signed you on! They're not really as interested in getting you going, as much as they're interested in keeping themselves going.

Many of the get-rich-quick sites, eBooks, programs and sign-ups are just scams wanting your upfront \$29.95 (or whatever they charge). They depend on your frustration later to cause you to quit. You see if they can get 10,000 - 20,000 - 100,000 people to sign on at \$29.95 each, that's quite a chunk of change for them.

No, the real incomes generated for a lifetime are built relatively slowly and steadily. (I say "relatively" because the internet is changing the way the global culture is doing business by speeding up the information gathering and decision making processes. What is "slow" in today's virtual time would have been really pretty fast in the real time of twenty, or even ten, years ago!)

The concepts of solid online marketing - such as opt-in and viral - require build-up time. So do the traditional concepts of print and media advertising. But believe me, when they do build up, they really get going, providing you with a rock solid customer or subscriber base which will consume from you for years to come!

Okay, that's about it for some of the major drawbacks. Let's take a close look at the many benefits of owning and running a home based business.

First and foremost: YOU are the BOSS! You make the important decisions. You reap the rewards from your own work. There's no supervisor telling you what to do, how to do it and by when it needs to be done. You'll never receive a pink slip unless you decide to quit. You'll never be downsized or outsourced. You do the work, you earn the profit. All that sounds great, doesn't it? Believe me, it IS!

Next, with the right online business, you have virtually no overhead - building purchase or rental, merchandise storage equipment, shipping supplies, employees - or other expenses usually related to a business. Your ideal online business has a computer, a desk or work

area and maybe a filing cabinet or box... really! (Well, you might want to add a microwave and a small fridge if you're in a separate office or room. There's nothing like being a desk-chair potato!) In addition, if planned and constructed correctly, your home based, online business will have no inventory in which you personally have to invest and ship to your customers.

Another benefit is that your home business will have no employees - other than yourself - and consequently, no real messy withholding tax hassle. In fact, having your own home business gives you a number of tax advantages! You can even deduct part of your everyday household and vehicle operating expenses for business on your tax returns among other things!

And here are two of the best benefits of owning your own home based internet business. You can cross international boundaries at the speed of light by the power of the World Wide Web; reaching hundreds of millions more potential customers. You can also place your business on automatic pilot (or remote control, if you prefer) so that it is working for you 24 hours a day, seven days a week, 365 days a year, year after year, without taking a break, closing for the weekends or for holidays, or being shut down due to illness. That's pretty fantastic!

In a nutshell, if you are the kind of person who is self directed, can make and keep a schedule (especially a flexible one), be willing to go through the learning curve to achieve your goals and can stay organized, than the benefits of owning and operating a home based, online business far outweigh the possible drawbacks for you!

If that's the case, then GO FOR IT!! Start right now and don't let anything hold you back!

Brian Schaeffer is the Editor of the *How To Work From Home eZine*. Subscribe: jointhefreedom@getresponse.com He has been involved with the internet, online home based business building and netpreneurism since 1995. He writes mainly about home based online and offline businesses. You may reach him at editor@howtoworkfromhome.info or visit his web site at www.HowToWorkFromHome.info.

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How To Choose a Good Start-Up Business

[by Brian Schaeffer](#)

Unless you intend to create and market your own products, you'll need a partner business or affiliate. A partner business is a business with which you form some sort of partnership, usually this is the manufacturer or business that supplies your products. Many times a partnership is formed when you sign up to become a distributor or

affiliate of the partner company. Often you may have one, two, three or more partners supplying you with products, all of which are being sold on your web site. If this is your own home based business web site, instead of a mirror or copy site, you have control over what is to be sold and with whom you do business!

Things to Look for in a Partner Business

Look for these characteristics in a partner business before you sign up. Your ultimate partner need not have all of these, but the more they have the more stable your own business supply and income will be.

1. How long have they been in business; online, offline, or both?

Obviously, the longer a company has been around, the longer its track record of obtaining and delivering the goods. Now, this doesn't mean that newer companies are necessarily bad. There are many good businesses which have started up recently. Unfortunately, many scams and bad businesses have too. As a newcomer to the net, I suggest that you start with the older, more established companies. Once you have a feel for what you're doing, then you can branch out and try other partner businesses. Give yourself some time to develop your ability for judging online and offline companies.

2. Do they offer a variety of innovative products and/or a few in-demand products?

Really the number of products doesn't matter as much as the nature of the products. Let me explain. A product that is in hot demand (will quickly sell) or products with recurring sales value are the kind for which you want to look.

A hot, in-demand product will virtually sell itself. These kinds of products are usually singular - that is they're a one-of-a-kind within their field. Many times though, they will peak and start to drop off in sales. Some, the ones that are truly innovative, will continue to sell for a long, long time.

One of those is called the PopOver Generator, created by Armand Morin. This is a fantastic new product that creates popover windows instead of popup windows. Both popups and popovers are mostly used for advertising or highlighting a particular product. What's the difference? A popup window is a completely separate browser window that "pops up" either on command or on a timer. The popup is literally its own web page. A popover is a window that is still part of the parent page's HTML coding. It looks the same as a popup, but is not a separate browser window.

Now you may be saying, "Big deal, what's all the fuss about?" Here's the thing, many people now have popup killer programs on their computers. These programs terminate any and all popups before they are shown on a screen. That means that all of your hard work as an online advertiser goes unnoticed - your ad has been killed before it even gets a chance to show itself.

The killers can do this because the popup is treated as a separate web page by the surfer's browser, but because the popover coding is part of the parent page, popup killers can't touch them. In fact no program can touch them without messing around with the parent page, something with which surfers wouldn't allow. What does all this mean? Simply that by using popovers instead of popups, you'll be insuring that your ad or highlight will be seen by anyone who surfs your web site. This is a product that will continue to be in demand especially as the use of popup killers becomes more widely applied.

This whole example is to show you that single, one-of-a-kind products that are uniquely innovative will sell, and will continue to sell for quite some time. Companies that can deliver these kinds of products are what we want.

Products with recurring sales value are something for which we are also looking. Recurring sales means that the product is a consumable and needs to be replaced on a regular basis. This is really where you can establish your long term, secure financial freedom. Once you've built up a customer base with recurring products, they will continue to come back to you to buy more as they use up the products. In addition, satisfied customers tend to be readily acceptable of recommendations made by you for related products. Examples of these kinds of products are vitamins, cleaning products, personal care products, pet supplies and cooking herbs and supplies. All of these are recurring products in high demand. There are literally hundreds of thousands of recurring products for sale on the open market.

3. Look for Businesses that can supply you with products in a growing market.

You definitely want to be sure that you are going to sell products that are from a growing market, not a shrinking one. The product examples used above are all from growing markets, although some of them are growing at a faster rate than others. The vitamin business itself is an annual multibillion dollar business nationwide! And it's growing because the Baby Boomers are aging and want to be in the best health possible! They have the money and the desire to purchase vitamins on a regular basis. That's something of which you can take advantage and cash in on. Healthy cleansers, air purifiers, water purifiers and healthy personal care products (make up, deodorant, toothpaste) all are in mega-growth markets too!

Let me give you an example of something that is in a waning market, although we are just beginning to see the trend and it might take years to fully realize. Cassette audio tapes and video tapes are turning into a leveling - even a downward - market. Why? Because CDs and DVDs and their associated technology are overcoming tapes as the items of choice with the consuming public. They are more convenient, produce a better quality picture and sound, and they will ultimately be less expensive to produce. Cassettes and video tapes will eventually go the way of the record and the 8-Track (for those of us who remember those things)!

4. Look for a partner who will supply you with products that people

really want.

Do you think that people want to lose weight? Do you think that they are willing to pay big bucks for something that actually works? You're darn tootin' they will! The weight lose industry is a multibillion dollar market! Think about what people want; to lose weight, to retain or gain good health, to have more quality family time, to enjoy good stories in books and movies. Find partner companies who make those things and resell the products for them!

If people want them, if they buy them, if they're satisfied with them, they'll come back for more. That's why businesses such as Walmart® and Golden Corral® are so successful! They don't have to go out and sell the public on their businesses, the public knows what they have and flocks to them because they really want it.

5. Partner with a company that has a proven business system.

Make sure that your partner has a proven way to a successful business. One that can be imitated and make you successful too! Your partner needs to demonstrate to you that other people have used their products and marketing system with success. If they can't do that, don't go with them. Keep looking for a partner who will.

6. Look for a system that provides multiple streams of income and residual income.

Multiple streams of income means that there is more than just one way to earn money. With a traditional job - say a manager at Walmart® or a waitress at Golden Corral®, you put in the time and you get a paycheck. That is just one stream of income. With good marketing systems, you can earn money a number of ways. On the difference between wholesale and retail prices, on increasing bonuses with increasing sales, on incentive programs that allow you a bonus car or free travel to exotic locations, on further wholesale discounts for volume marketing. These together make up multiple streams of income. The business with which you choose to partner, should provide some, if not all of these, and perhaps even more ways to generate income.

Also, and this is very important, find a partner that is willing to pay residual income. That means that you'll be paid over and over again for one piece of work. If you spend time bringing someone into a business system - say an affiliate program for selling web sites, then residual income means that you'll be paid for everything that person does - every web site he sells - and everything that people who sign up under him do. A good residual system has at least two levels. The better ones have four or five levels of residual pay offs.

Let's take a hard look at what this means. Bringing that one person into the system gives you a pay off of say 7% of whatever he does. If he brings three people into the system, then he gets 7% of what they do and you get 4% of what they do. Now you're making income from two levels for one piece of work - the time you spent bringing the original person into the system. What if those three people each bring in three people? They get the 7%, your guy gets 4% and you get 2%.

I think you can see the power of residual multilevel marketing. Just as a kicker, take a more real scenerio. What if you bring in twenty people, each of who brings in fifteen people, each of of who brings in 10 people. You would be making 7% on 20 people, 4% on 300 people, and 2% on 3000 people! Month after month, year after year. If you are all using and selling recurring products, so much the better! On top of the residul income, you also get the wholesale price difference for all of your customers and a bonus of say 30% from the company on everybody's sales!

Now you're talking money and multiple streams of income; exactly what you want in a Home Based Business!

How do you recognize a good partnering company? They have most, or all, of the six characteristics mentioned above.

Any business that can't give you that isn't worth your time.

Brian Schaeffer is the Editor of the *How To Work From Home eZine*. Subscribe: jointhefreedom@getresponse.com He has been involved with the internet, online home based business building and netpreneurism since 1995. He writes mainly about home based online and offline businesses. You may reach him at editor@howtoworkfromhome.info or visit his web site at www.HowToWorkFromHome.info.

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The Eight Rules of Productive Marketing

[by Brian Schaeffer](#)

Marketing IS the Key to your business' success.

A good 70%-80% of your time spent on building your business should be premarketing planning, marketing, and post-marketing follow-up including customer service (much of which is a form of marketing).

Without marketing, you can have the most attractive, most organized business with the most in-demand products, but you'll get virtually no sales.

No sales = no money = business failure!

If you are a home or small business owner and you don't have a web presence, you're missing out on a significant marketing avenue! Even the simplest of web pages can pull in orders which might have otherwise gone to a competitor.

So for those who are new to marketing, particularly internet

marketing, and for the veteran marketers & IMers, I've developed some basic fundamental rules for marketing and online marketing.

1. Make Contact Every 30-90 Days

Your customers, prospects and affiliates should hear from you every 30 days; but, sometimes that's hard for a part-time marketer to do, so certainly you should contact them AT LEAST every 90 days. Beyond 90 days and many will tend to forget who you are!

A simple email, or discount certificate, or even a short piece of pertinent information will do!

2. Remember to Track and Tweak

ALL of your advertising efforts should be tracked and analyzed. Whether you're using Pay-Per-Click, eZine, banner, sidebar, or offline advertising (newspaper, magazine and radio), EVERYTHING should produce success data and be examined at least once a week.

Rarely does an ad's first effort pay off. The vast majority of them will need to be tweaked for keywords, wording and word placement.

Tweaking's good, so get creative! Track and analyze every single thing you do to each ad. Keep and rerun the most productive ads.

3. Do Marketing Every Day

Your business makes a profit through your marketing efforts. Yes, administering your web site is important. Yes, the lines of communication to your supplier and your paperwork are important. Yes, a hundred other non-marketing things are important. BUT nothing gets sold unless you actively market. That's why your business marketing efforts should take 75-90% of your time - at the very minimum, you should spend 50% of your time marketing your business.

So make, schedule and keep your daily marketing time inviolate! It's the thing that's going to make you money!

4. Don't Reduce Your Budget During the Slow Times

Marketing is your business' lifeline during hot times and slow. Do Not reduce your marketing budget even during the slow times!

Decide how much you can afford on a monthly basis for your marketing efforts and stick to it through thick and thin! Include all forms of marketing; pay-per-click, eZine ads, banners on popular sites, newspaper and magazine ads, and radio ads. Experiment with all of them and choose the marketing formats which best suit your own business.

Within those areas, rerun the ads which are highly productive!

When you do have those hot times, stick a little extra money away

into your marketing budget to be used for those rainy, slow periods. That way you can help smooth out your yearly marketing expenses.

5. Don't Overload Yourself

One of the biggest mistakes a home or small business owner can make is to take on too many projects! In marketing, that can be a recipe for disaster!

Remember Rule Number 2. You must have time to track and analyze every marketing effort. You'll also need time to create innovative new products and services to sell. In addition, you'll need time to do all of those mundane home office tasks. So take on just the number of activities that you can competently handle.

I've seen the breaking of this rule play out to the sad end many times. As small business owners we tend to continue adding new projects and tasks to our schedules without ever eliminating older ones.

One of the best ways to maintain your balance is to do a monthly review of all your discretionary activities (those that are not absolutely necessary to run your business) and eliminate doing the ones which produce the least results.

6. Don't Neglect Your Prospecting Funnel Procedure

Most folks will first view your home business with neutrality, if not downright suspicion. I've rarely seen a small business start right off skyrocketing because of complete acceptance on the part of the public. That's okay. It's a natural part of building a business.

From that first state, some will become prospects, then customers, then repeaters and finally referrers. With the newly referred, the process - the prospect funnel - starts all over again.

Whatever you do, make sure that your prospect funnel is lovingly maintained and nurtured!

7. DO NOT QUIT!

Most marketing research indicates that a marketer must present their offer 5-7 times to a prospective customer before that customer makes a purchase.

So don't quit a marketing activity before it gets a thorough chance to perform! Repeat, repeat, repeat. If, after all your honest efforts, an activity or project just isn't panning out, THEN you can drop it and move on to a new one.

This same rule applies to prospects also. 5-7 times before you move on to the next possible customer unless they ask you not to contact them again.

8. ALWAYS Thank Your Prospects and Customers

And do it often!

There are numerous ways to offer thanks; a gift or discount certificate, a freebie at Starbucks, free shipping on their next purchase, or even just a short email.

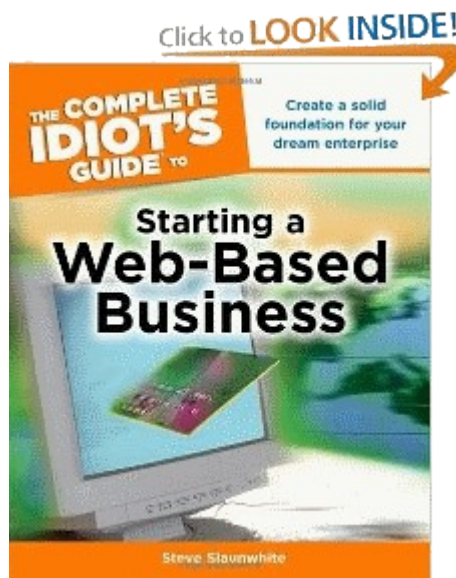
Keep your thanks short, but very sincere. Use kind words and focus on their actions for which you're giving thanks.

If you follow these eight simple rules for productive marketing, you'll see your business grow and become self-sustaining.

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The Complete Idiot's Guide to Starting a Web-Based Business



Aspiring web entrepreneurs will find here everything they need to know about starting and running their own small-scale online business. Whether they intend to sell goods, services, subscriptions, or advertising, this book provides them with the specific nuts and bolts of planning, designing, building, hosting, marketing, and operating their online businesses.

Reader E. Gandia of Marietta, GA says, "I just finished reading [The](#)

[Complete Idiot's Guide to Starting a Web-Based Business](#) and I only wish this book would have been around when I was launching my two online businesses! It could have easily cut my learning curve in half while saving me countless headaches and thousands of dollars on foolish ideas and unproven strategies. In this fabulous book, Steve provides an easy-to-understand yet comprehensive approach to planning, launching and growing a Web-based business - whether you want to sell products, services, memberships or even profit from affiliate commissions or online advertising revenue. It's an approach anyone can follow to get great results faster and avoid costly pitfalls. Just one warning: The book is oozing with practical ideas and step-by-step guidance, so grab a cup of coffee, a comfortable chair, a good pen, and get ready to take notes.

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