

Free E-Book

**7 Things You Must
Know About Succeeding
On The Internet**

by HigherIdeas.com

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7 Things You Must Know About Your Internet Business

Table Of Contents

[Introduction - Read This](#)

A look at what this e-book can do for you.

[Chapter 1 - About Your Expectations](#)

How to take a realistic look at the Internet.

[Chapter 2 - Treat It Like A Business](#)

Do you want to run a business or have a hobby?

[Chapter 3 - Always Keep Learning](#)

One sin that causes Internet failure.

[Chapter 4 - How Will You Be Different](#)

Setting yourself ahead of your competition.

[Chapter 5 - The Price Of Success](#)

Handling the unexpected.

[Chapter 6 - See Yourself As A Success](#)

How to get to where you want to be fast.

[Chapter 7 - Your First Impression](#)

The importance of doing it right the first time.

Things You Must Know About Your Internet Business

Introduction

Why are you reading this book? What caused you to want to download and read it? The thing that made you do this is the same thing that has motivated thousands of other people just like you. The desire to make money using the Internet.

You may have heard it before and you will probably hear this again, but the vast majority of Internet businesses are losing money. The thing is, nobody ever tells you why. Why are they losing money? What are they doing wrong? What are the successful businesses doing right? It all boils down to some fundamental principles that all businesses must be built on, the same things you will learn here.

Sadly, most people come onto the Internet and think they will make a quick buck with the first opportunity they can find. This just doesn't happen. While the Internet does offer everyone a chance to make money, it does not guarantee anything. There are still things that you must do on the Internet to be successful, just like there are things you must do with a traditional offline business to be successful.

If you want to be in the 10% of people that make money on the Internet, please read this book. It doesn't have all the answers, but it will give you a good start. You will learn some of the basics that you need to know to be successful. This book will save you time and money by teaching you what takes many people months to learn.

So read the book from the first chapter to the last. When you need to remember something come back and take from the parts you need. This book is free, and you are under no obligation to pay a cent for it. Take it, use it and learn from it and you'll be off to a good start.

[\[Table Of Contents\]](#) [\[Next Chapter\]](#)

7 Things You Must Know About Your Internet Business

About Your Expectations

There are a few things all entrepreneurs should know and remember when starting an online or any business. It has to do with expectations. You should of course have high expectations, but make sure they are realistic. If they aren't, set them as goals to reach for in the future. Below you will find a few more rules about this.

1) I don't want to be the one to bring you bad news, but somebody has to do it. Here it is: Don't expect to make millions or even thousands overnight! Wait, before you close this program, don't think I am trying to tell you that it is impossible to make this kind of money. It is very possible. If you work hard and set up an honest business, in a few months time you will see the rewards. You can easily make thousands after a few months if you are dedicated to doing it.

2) You will never get anywhere sitting around and waiting for things to happen. Be active, always doing something. Always be on the lookout for a new possibility.

3) Above all, please do not get discouraged. This is the fastest way to failure. Things don't always go as planned, but So what! Keep moving. I tell you that if you keep your expectations realistic - and your goals high - you will not fail. Follow the advice you find. Learn to separate the good from the bad and use the good. Once your business gets going, run with it and never look back.

[\[Table Of Contents\]](#) [\[Introduction\]](#) [\[Next Chapter\]](#)

Things You Must Know About Your Internet Business

This Is A Business

Take a good look at the heading on this page. Read it carefully, then read it again. This is a business. With the commercialization of the Internet, many people have at one time believed anyone can make an easy buck. I thought at one time that it would be easy to find thousands of people waiting out there on the Internet ready to give me money for little work. But I did not make one cent until I woke up and starting treating my Internet business as just that - a business.

You can not treat your online business as a hobby and hope to make a living from it. While you might make a little money, you certainly won't earn enough to quit your day and/or night job. You must treat it as any traditional offline business if you are serious about it. You must make it your first priority in your professional life. If you like your current job and you just want to make a second income you should still treat it as a serious business if you are looking to make even a little money.

So how can you do it? It is easier than you might think. All it really takes is an attitude adjustment. You might need to experience a paradigm shift. In other words, you really have to look at it with the importance it contains. You are trying to make a living online, think of your dreams for your family, your dreams for success. Think of what has motivated you to want to make money online? One way you can fulfill your dreams is by having a profitable business.

Do not become satisfied with your efforts. Constantly find more and more ways to grow and improve your business. Get the wheels working inside your head and never look back. You might want to always carry a way to write your ideas down. Apply your ideas and watch your business grow. I can not stress enough the importance of never quitting and always striving to grow. It is the only way you will ever get ahead.

This might mean you will have to spend some money to grow. But don't worry, it is definitely not necessary to spend a fortune. What I am saying is you need to take a serious look at your business plan and decide where your business needs help the most. Is it advertising, web site design, computer hardware?

Take any extra available funds you might have every month and plow them into your business. When you make some money online, put those back into the business to grow. Remember, don't spend what you don't have. Just spend what you can and spend it in the most appropriate area.

You also need to set aside a certain amount of time. Whether it is like clockwork at the same time every day or if you need to plan ahead, make sure you spend enough time with your business to help it grow. Don't let unnecessary distractions get in your way. Set a schedule and stick to it. It will grow faster and more securely this way.

The things I am talking about here are definitely nothing new. They are habits of successful entrepreneurs and have been used offline for years. The same rules apply on the Internet. If you take these concepts seriously, and start applying them immediately, you will see your online business grow. You will find the joy in making money online. And you will eventually experience what it feels like to be successful in a business of your own.

[\[Table Of Contents\]](#) [\[Previous Chapter\]](#) [\[Next Chapter\]](#)

Things You Must Know About Your Internet Business

Always Keep Learning

Becoming satisfied with your skills and present business position is one of the most detrimental things you could do. You will never be seen as a major player in your field if you do this. If you want your business to grow, if you want to be more and more successful, you must always keep learning. Always think ahead and find out what you will need to know in the future. Constantly be on the lookout for new marketing skills and ideas.

A good way to accomplish this is to try to find a new way to market your product or service everyday. It may already be used, it doesn't necessarily need to be unique or amazing. Just something you have never done before. Write these down and come back to them every once in a while. You should be doing at least two things to advertise your web site, product or service every day. Never think you don't need to advertise, just do it. (Well, okay, you don't necessarily need to on the weekends.)

As time goes on, you will want to take a hard look at your efforts and your business every few months. Evaluate where you are as compared to where you were when you first started, where you were a few months ago, a year ago. If you are not where you wanted to be, you may need to rethink your strategies.

Take a good look not only at your business as a whole, but also the separate areas of your business. Don't worry, even if you aren't where you think you should be, you don't necessarily need to rework everything. Just make small changes and see how those work. Test different strategies.

Right along with this subject comes goal setting. Goal setting is as important as business evaluation. In fact, goal setting should come before evaluation. If you set your goals, you can compare your results to them. Set your goals and write them down. When you evaluate your successes and failures, compare them to your goals and make the necessary changes.

[\[Table Of Contents\]](#) [\[Previous Chapter\]](#) [\[Next Chapter\]](#)

Things You Must Know About Your Internet Business

How Will You Be Different

Think about this question: How Will You Be Different? Or maybe a better question: What will you do to stand out in your industry? This is a simple but extremely important question every business owner should ask themselves before they put out their first advertisement.

Why would anybody choose your product over the competition if you don't have anything new to offer them? They most likely won't unless they saw you first. This especially holds true if you are a start up business competing with an already established one. In that case, the majority will go with the well known business if you don't offer something more useful than your competition.

On the other hand, if you make it a point to have your product or service just a little different and you express a benefit of that difference, you will gain many more customers than otherwise.

Think about the last time you bought something you needed. You most likely looked at more than just one brand before deciding. So why did you finally decide on the one you went with. Again, most likely because it offered something more than the other brands. It may have even been a little more expensive, but it was obvious worth it to you. That is good advertising, you had a benefit expressed to you and you bought the item because it was different than the other items.

But don't only put something extra in, tell people about it. Why do many parents buy the cereal with the toy more often than the ones without. Not only because there is something more offered, but also because they know their kids will like it - a benefit.

There is no reason why you can not use the same methods used by the largest corporations. It just takes a little thought on your part. Take a look at your competition. Look at their products and what they all have in common. Make sure you use these common features in your own products, after all, if everyone is using it there is probably a reason. Then find the little differences between the products, try to analyze the successful ones and unsuccessful ones and put certain things to use. Finally find something that none of your competition uses. In fact, find many things and keep a good record of them. Put your opponents weaknesses to use and make a new benefit of your product.

[\[Table Of Contents\]](#) [\[Previous Chapter\]](#) [\[Next Chapter\]](#)

Things You Must Know About Your Internet Business

The Price Of Success

If you have already sold something online, you know how exhilarating it can be that first time. If you are just starting out, making that first sale is no doubt one of your goals, whether it be in the back of your mind or written down. So what happens when you do make that sale? More importantly, what happens when you make many sales?

Of course it is exciting, but you must keep a level head. Many companies have gotten themselves into trouble by not following through with their side of the deal. They delay shipping or some don't even ship at all. They don't ship the product correctly and don't follow through with returns. The majority of these failure companies could be a very good company ready for growth. But because they refused to follow a few basic business principles, they fail and get into trouble.

The price of success can be overwhelming. You may eventually find yourself pressed for time because of the errands you have to run. It doesn't need to be that way though. There are alternatives. You can always have another company drop ship your products. And eventually, you may even need to hire employees. But this isn't the major concern.

To be truly successful and to grow your business, you must follow through with every one of your promises and orders. Do what you say and say only what you can do. Many of your customers have come out of their comfort zone to place their order with you, and you can't dissappoint. Think of how you expect things to come when you place an order. You can be sure word gets around if you don't follow through.

So how can you be sure not to fall into this trap? There are a few of things to do that will help:

- 1) Make sure you are finished with your product and it is ready for shipping before you take any money from anybody. The last thing a customer wants to see after they place their order is "Please allow 4-6 weeks for shipping". Many will feel betrayed, if they knew it would take that long they would have gone with a competitor. It is alright to allow people to sign up to be notified when a product is ready, just don't take money until you are done.

- 2) Find the time, or plan a time everyday to be able to ship your orders. Even if you haven't sold anything at this point, it will pay off to think ahead.

- 3) If you sell intangible web services, make sure you keep up on this

constantly. The point of web services is to give customers almost instant access to what they ordered. Remember to check on the status of orders every business day.

Again, things can get overwhelming at times. But if you plan ahead and know what can happen, you will be ready for it.

[\[Table Of Contents\]](#) [\[Previous Chapter\]](#) [\[Next Chapter\]](#)

7 Things You Must Know About Your Internet Business

See Yourself As A Success

Just a little warning before you read ahead. While this chapter may seem a little philosophical at first, I still see the main point I'm trying to make as a major factor in anyone's online success.

If you really searched, you would have a hard time finding any successful online entrepreneur who didn't first see him or herself as a success. There are a number of things successful people have in common. One of them is the ability to look ahead and see where they want to be. They can see where they can be and have no doubt they will get there.

Do you see where I am going with this? You can use these same strategies and ideas that others have. You are exactly the same or maybe even better than many other entrepreneurs. And why shouldn't you get your chance?

You may even want to write it down on a piece of paper. Sit down and write down where you want to be a few years from now. Then write down how you will get there. What skills do you possess to get you there and what skills should you work on? Also write down anything that may be stopping you from reaching your goals. Then find out how you can slow or get rid of these hindrances. You can turn these ideas into a mission statement or just make a list of goals and keep these near your workstation.

[\[Table Of Contents\]](#) [\[Previous Chapter\]](#) [\[Next Chapter\]](#)

Things You Must Know About Your Internet Business

The Importance Of Your First And Every Impression

Everyone knows you never get a second chance to make a first impression. This goes for the Internet as well. You must portray confidence, professionalism, and cleanliness in your website. You must use proper grammar and spelling in your email, sales letters, and all other written communications. And you must treat every prospect as if they were the difference between failure and success - because who knows, they just might be.

First your website. If you already have a website, take a good look at it. Do you use white space to make your visitors feel comfortable? Do you mix the right amount of images with your text? Does the layout confuse or invite your customer into your site? These are all questions you should take a good hard look at when building your site or evaluating a current one. Take a look at some of the major and more popular sites to see how they utilize the above examples.

Now take a look at any sales letters you may have. Make sure you double check your business emails and communications for spelling. Proper spelling and grammar can do more for your professional image than you might believe. On the other hand, improper spelling and grammar can really hurt your image if you don't watch what you are doing. A quick double check of everything may take a little more time, but it will only help you in the long run.

When a prospect sends you an email about a question you might have, answer it immediately. There is nothing more frustrating than to be ignored by the company of a product you are interested in. Think of how you would feel and don't let that happen. Make sure you are thorough in your answers and answer their questions to your best ability.

Now don't just stop there. Offer any assistance you can. Follow up with prospects. This will make them feel comfortable with you and may lead to a few more sales. After you have made sales, still assist them with good customer service. It is easier to keep your current customers than to find new ones. And if your customers are happy with you, they might refer others to you. You can't necessarily make a first impression twice, but you can make a good impression many times over.

[\[Table Of Contents\]](#) [\[Previous Chapter\]](#) [\[Conclusion\]](#)

7 Things You Must Know About Your Internet Business

In Conclusion

I hope you have enjoyed reading this book as much as I enjoyed creating it. Even more, I hope you have learned from this book. It is obvious that this wasn't a book about the latest promotional techniques. But I felt that too many would be entrepreneurs were failing in their business attempts because they did not understand the principles that a home based business should be built on.

This book is free and always will be. Please feel free to read it as many times as you want. If you read and follow these instructions, you will set yourself ahead of the other "newbies" coming onto the Internet every day. Apply the principles found here and you can succeed with your own Internet business.

You are also free to distribute this book to anyone you like. You can just link to it from your site. The URL to link to is:

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Please take a look at our brand new website promotion course at:

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Thank You,

Dan Lowe

[\[Table Of Contents\]](#) [\[Previous Chapter\]](#)