

5 Simple Ways To Start An Online Business



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A **FREE** eBook From Studio Logic that you can share and distribute as you like.

Since you may have never even considered an online business before, I'm going to outline a few simple ways for you to get started.

This is a short list – but I am confident that most anyone who could access the internet and read this eBook (you!) could manage most (if not all) of these options.

1. Selling Products On eBay Or Amazon
2. Selling Products From Your Own Website
3. Selling Services That Can Be Provided Online
4. Becoming An Affiliate Marketer
5. Selling Information Products (eBooks)

Selling Products On eBay Or Amazon

Even in this economy, people are still buying things. The trick is to figure out *what things to sell*.

Many new online biz owners make the mistake of choosing products that are either very popular (and so enter a market with too much competition) or not popular enough (and so there are not enough sales to sustain the business).

You should do some market research to figure out what it is you could sell.

After that, you'll want to set up a payment processor so you can accept credit cards (PayPal is great for beginners), then head over to set up your account on eBay or Amazon.

Both eBay and Amazon will take a percentage of your sales as "payment" for using their storefront. PayPal will take a percentage of your sales for processing your credit card payments.

If you can live with this type of arrangement, it's a very easy way to get started selling products online. All you will have to do then is sell and ship!

So, let's move on to Solution #2 :

Selling Products From Your Own Website

I'll start off with a story.

Last year I had a client who wanted to sell about 100 products. She already had her own retail store that she had been running for a few years. Problem was, she had a burdensome lease agreement coming to an end, and problems with a temperamental landlord. She was thinking about shutting the store down, and asked me what I thought about her situation.

Given the nature of her products, (many variations in styles and colors) and the fact that she wanted something simple, inexpensive, and easy to update/maintain, I suggested a basic website integrated with PayPal and E-junkie.

The fees for running this type of online store would be about \$28 Per Month. This includes web hosting, domain name, and shopping cart. PayPal is not included in the monthly total since PP charges you a percentage of your sale (per transaction).

So here is what you can expect if you decide to go with solution #2:

1. You will have to set up a simple website, or have it done for you. I almost always suggest using WordPress since most of my clients are absolute beginners – and WordPress is free and easy to set-up. This really is a very inexpensive option – vs. having a fancy website designed. It's time or money – the choice is yours.
2. You will have to buy a Domain Name. Your domain name is the www.mybusinesshere.com that will lead people to your website. Domains are cheap (about \$12 a year), and are easy to buy.
3. You will have to buy Web Hosting (cheap, too – at about \$10 per month). Web Hosting is the physical placement of your site on a web “server” where it will live month after month, and year after year – as you continue to grow your business. Web Hosting is an ongoing charge for the life of your website. (It is the “rent” on your online storefront).

4. You will need a PayPal account for processing your payment, and PP will take a percentage of your sales.
5. You will need an easy to integrate “shopping cart” system to allow your customers to shop conveniently by adding items into it, and then check-out using PayPal. E-junkie is perfect for this – and they have low monthly subscription fees. **E-junkie does not take any portion of your sales.**

If you are reading this and decide that you have the money to hire web developers and designers, and want to get involved with full-fledged e-commerce platforms, SSL certificates, etc. – that’s great.

However, this eBook is for **beginners** who want to control as much of their online destiny as possible – *without having to pay others to manage it for them.*

Ready to move on to Solution #3?

Selling Services That Can Be Provided Online

Are you good at something and enjoy helping, advising, or working on projects? If so, then selling your own services online may be something for you to look at.

Here’s a small experiment: browse around the web a bit, and see if you can find someone who is offering a service online.

I’ll bet it won’t take you long.

There are tons of people offering all kinds of services from web design to data entry, and I’ll bet you could figure out something that you could do as your own online service business.

The only real requirement for offering a service online is that you should have a fast internet connection – especially if you’ll be uploading (delivering) digital files to your clients.

With that and your idea for a service to provide, you are in business.

Yes, you might want to put up a simple website – but it is not a requirement for starting. You will also need a PayPal account, so that the money you make can be quickly deposited into your bank account.

The only other thing you'll need is customers – and there are plenty of them already looking for you!

If you register with sites like guru.com or elance.com, you can provide bids to customers who are looking for specific services. When you find a project that you'd love to work on, you can submit a proposal for the work, set milestones for the project, and arrange to get paid through PayPal.

If the worldwide marketplace is a bit much for you, then you could just offer your services locally, advertising on sites like Craigslist.

Here are just a few services you could offer online, and deliver to your clients quickly:

- Web Programming & Design
- Virtual/Administrative Support
- PowerPoint/Presentation Design
- Custom Fitness & Nutritional Guidance
- Writing Services
- Photographic Editing
- Accounting Services
- Legal Services
- Business Consulting
- Language Translation/Transcription Services
- Music & Video Production

In the end, what matters is what service you can do well and deliver online – and how much in demand that service is. Once again, you will need to do some digging to determine what works best for you in terms of demand, competition, your expertise, and how much money you want to make.

Remember: offering your services online truly does open up a global marketplace for you. And since you will be working from home, you will be able to offer very competitive rates. If you keep your rates reasonable and deliver quality work, you should have no problem finding customers who want to work with you.

In fact, at [fiverr.com](https://www.fiverr.com) you can offer services to clients who are clamoring for them as long as you only charge them \$5 to do it!

Let's continue with Solution #4:

Becoming An Affiliate Marketer

What is affiliate marketing, and why is it such an attractive option for someone who is just getting started?

Being an affiliate marketer simply means that you base your business on **referring** specific products (most likely by placing ads and links on your website).

The minute you become an affiliate for the product or company you want to promote, you are eligible to receive a commission - in exchange for causing the action for which you have agreed to be paid.

There are basically (3) types of "actions" that you could focus on which could bring you some nice commissions: bringing a company a **lead**, generating a **click** from an ad or link, or providing an ad or link that results in a **sale**.

1. Pay Per Lead. This could be as simple as getting someone to sign up for more information about a specific product or service. Find a company who is working with affiliates by using the "pay per lead" model, and all you have to do is bring a "lead" (that is, a potential customer) to the merchant. When you do, you will be paid a commission for that lead.

2. Pay Per Click. This one is popular and actually very easy to understand – plus it is probably under your nose more than you realize. Take a look at the very top and the right side of Google after you’ve performed a search. You’ll likely see a group of advertisements. Well, an ad is an ad – right? Right. But sometimes it is an affiliate ad.

So if you were working as an affiliate for Google – then you could place ads on your website (for free of course) and be paid each time someone clicks on one of those ads.

3. Pay Per Sale. My favorite! Every time someone clicks an affiliate link or ad on your website and the end result is that someone pays the merchant for a product or service – then you have just helped that business make a sale. You will be compensated with a nice commission when that sale is made!

My guess is that you’re starting to see why affiliate marketing is often considered one of the best ways to start an online business.

To me, the very best part about this model is that you do not have to worry about selling and shipping products or providing services. All you are really “selling” is the referral. Once that referral has been made – you get paid a commission.

Your challenges? Figuring out what products or services you want to promote, finding merchants that will agree to pay your commissions, and building a website to promote those products or services.

And now we arrive at the last item on our list, which in many ways – is the most intriguing...

#5 Selling Information Products.

There was a time not so long ago that an “information product” only referred to the ubiquitous eBook: a Portable Document Format (PDF) “digital book” that is easy to create with simple word processing software.

If you’ve never seen an eBook before then you should know that you are reading one right now!

Once you see how easy it is to create an eBook and get access to one, you’ll likely begin to realize why selling eBooks has become such a lucrative market.

But even more exciting news is that eBooks are not the only information products you can sell profitably online.

Audio Information Products

Information in the form of MP3 (audio) files has become very popular, because after all – everyone (it seems) is connected to an iPod or some other type of media/audio player.

If you could deliver informative material to your customers in the form of audio files – your customers could listen to your “book” on the way to work, at the gym, while they were shopping or even while doing the yard work!

Video Information Products are another form of information product that can engage your customers far more than just a written eBook.

Just as you can create audio files by buying a microphone, recording your information, and allowing your customers to download the files – you could also create video files.

Video cameras are ridiculously cheap these days, and video editing software can be had for as little as \$100 or so. Once you get the hang of it, you could create dynamic documentaries, tutorials and training videos – for which you could charge a fee to your customers.

Offering your video files for download is easy – and when you think about it, cheap! You create one file, and that's it.

It can be downloaded thousands of times, and you never have to do anything more than accept payment for the download!

I really hope you're beginning to get excited about the real money making opportunities here.

Keep pushing the idea of selling information products a bit further, and you could create an entire "course" consisting of eBooks, Audio Books, and Video...

Are you beginning to see how significant your profit margins could be when you are selling information products online for immediate download?

Are you beginning to see that starting an online business need not be difficult or expensive?

I hope you are!

Feel free to distribute this eBook as you please – I hope it helps **EVERYBODY**.