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Exclusively brought to you by:

Steve Humphrey

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Note: In this ebook, you'll learn fundamental on setting-up your own Internet business. In addition, you will also acknowledge some information on Internet Marketing techniques that I use to make a good living on the Internet.

Remember that, the first FOUR chapters (in this ebook) of make1million.com's book will open up your avenue on doing business online.

Just in case, you need to learn more on about Internet business after you read this ebook, you are always welcome to come back to my site at:

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Your friends,

Steve Humphrey

Steve Humphrey

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I also would like to say 'thank you' to all my Internet friends who read this book before it was published.

And of course, I would like to thank all E-GoldNetter Marketing subscribers who, through their numerous questions, inspired me to write this book.

THANK YOU!

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Mission Impossible

Ever since I was a kid, I have been a terrible writer. I never received good grades in writing classes, nor any other subject.

I was not lazy, I just simply did not like the idea of learning biology or chemistry, as I didn't feel it would be at all useful in helping me become wealthy.

Teachers told my parents that it was unlikely I would be able to make anything of my life. At that time, I was very nervous and concerned, as I had NO talent nor skill to enable me to become useful in the future.

BUT I really love money! Even when I was a kid, I had the habit of calculating how much money I could earn in 1, 2, or 5 years time by writing on pieces of paper. I loved to calculate those numbers over and over again. Maybe if I looked I could still find those papers in my parents' house!

By "focusing" on money, in 1996, I became very wealthy trading on the Stock Market.

During this time I read over and over again about people becoming rich through Internet businesses, so I decided to work on a little project.

During those periods, I also spent over \$30,000 to purchase books, join Biz-ops, and more on the Internet. However, the books I found were full of junk, and most of the sites were scams. I was often tricked by companies offering thousands of business opportunities. Most of them offered me Multi-Level- Marketing with very little compensation.

The highest commission I made with MLM was \$77.15 after spending six months using a program that did not work and worse still cost me almost \$7,000 in phone bills, as I had to call 250 people a day.

Those painful lessons are still being experienced by many today in Internet business. My business has resisted these problems as I was able to learn and avoid those mistakes, but it has cost me \$90,000 all together. However, many Internet Marketers have already said good-bye to their Internet dream.

My friends, I've learned the hard way and today, by reading this book, you don't need to go through those stupid mistakes as long as you follow the directions step-by-step. I guarantee you will call yourself an Internet Marketing expert in this field.

Many readers have told me that this book has transformed an average "Joe" into an Internet Marketing expert. Some of my students have even said that they are able to help me expand my business after reading this book a couple times!

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What are you waiting for? Read this book carefully and if necessary, re-read it. Don't forget to utilize the "web resources library" and you too can become an expert in this industry.

Success is yours,

Henry Gold

Henry Gold

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Chapter One

What is an Internet Business?

Congratulations and welcome to the Internet revolution. Many people from across the nation have asked me if it's really possible to make a good living on the Internet. I have only one answer for them. **"YES"**.

I know this, because I have been making a good living online since 1999. By reading this book, you're able to copy what I did and apply my system into developing your own Internet business from home.

Let me introduce myself and tell you how I started...

In 1996, when it was announced in Fortune Magazine that Jerry Yang, Co-founder of Yahoo, Inc., had made more than \$280 million from his Internet business, I was confused and jealous. At that time, I was trying to find the right way to learn every aspect of E-business, which has concluded with the publishing of this book.

After researching Internet Marketing for more than 3 years, I decided in 1999 to "give it a go".

I started with my computer, a Pentium III, and Internet access, with no printer or any expensive software. Today, I drive a BMW 330ci, live in a big house, and work only in my spare time, from my home office.

Before I completed this book, I had spent **\$25,000 on researching and studying, working out which strategies actually worked online.**

All you have to do is follow this simple system and I guarantee you can also make a good living on the Internet, starting today!!

Without further ado, let's get started...

1.1. Why an Internet Business?

An Internet business is a business that lets you market your product to over 200 Million cyber citizens, with NO inventory or huge investment. All you have to do is set up your online presence, use an automatic system 24/7, and market your products around the globe.

Why an Internet Business?

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E-Commerce revenue was \$USD57 Billion in 2002 and predicted to be more than \$USD600 Billion by 2008. That is **\$600,000,000,000.00** (Based on <http://www.cnnfn.com>)

In addition, Internet users numbered more than 190 million in 2002 and will be more than 460 million by 2008. This shows you that your chance of being rich online is much higher than in any offline business that is limited by population and location of storefronts.

Today is your chance to see how you are able to grab this market share before others,

ONLY if you start it right away...

YOU WILL LEARN EXACTLY HOW I DID THAT...

Before I get into more details on setting-up your Internet business, I would like to emphasize that you must have your own computer and Internet access. (I know this is likely, otherwise how would you have ended up purchasing this book!)

However, if you don't have a computer yet, I would like you to get a new and not too expensive one, like the one that I recently bought.

There are three essential parts you need to look for when purchasing a computer...

Essential # 1 Processor

You have no doubt heard about a "Pentium IV" with the speed of 1.7Ghz. The higher the speed the better. In our current environment you need to purchase a computer with a speed of at least 1Ghz.

AMD is comparable with Intel Pentium, so if you are in the process of considering either AMD or Intel with the same speed, the price will be the deciding factor.

Remember: Do not purchase Intel Celeron, even though it is the cheapest in the industry.

Essential # 2 Memory or RAM

RAM is the most essential component of your computer. If you're like most Internet Marketers who open more than one application at a time, you will need to have more RAM, as this is what processes all your inquiries.

If you only have 64 Mb of RAM, when you open up applications such as MS Word, Photoshop, Front page, etc, it may take forever for you to finish your project.

Frankly speaking, the speed with 256 Mb to 512 Mb of RAM is the standard for serious Internet Marketers. If your RAM is less than 256 Mb, you may check out

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<http://www.ebay.com/>, for the lowest price to upgrade your memory. The price usually ranges between \$20 and \$30 for additional RAM. One of my clients even bought some for \$5.00.

Essential # 3 Zip Drive or CD-RW

You may think or believe that your computer has the capacity to store all your works.
WRONG!

It may be partially true. You should not depend on your desktop to store your important files. You must have noticed that viruses, hackers, and system break downs are everywhere. If you do save your important files in your computer, chances are you may lose them all.

I usually save some files in my computer, such as unfinished articles and images that need to be compressed. Many works that I would have to deal with within 24 hours will be stored in my desktop.

Once I have completed articles, I save them to my Zip Drive.

Zip Drive is developed by Iomega Corporation. A disc can hold up to 500 Mb of data. Currently, they are expanding the memory to 750 Mb.

The thing I love about Zip Drive is its appearance - like a big diskette, unlike CD's that can scratch and break easily. Though a CD-RW has a higher memory, 800 Mb, and is cheaper in price, I prefer to use zip disk for performing my daily back up files without having to worry about the CD getting scratched or infected after several usages.

Here is what I do....

I use Zip Drive for work that needs to be processed and used again during the next two months. Once the work is completed, I usually archive it on CD-RW.

Whenever I need to find data, maybe three or four times a year, I return to my CD-RW's. I also use CD-RW's each week to back up my web hosting company files as well as my database system.

In my early ventures, I was arrogant and just saved my files in desktop. One day a funny face (symbol of viruses) appeared on my desktop, and then my computer suddenly turned off by itself. I said to myself.... **"Henry, you were a fool to trust all the important data just to your desktop."**

Read why back up is important: <http://www.freebiesgroup.com/hottips/backup.html>
Now you know the three essential parts of your computer...

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Please do consider having a good computer right from the beginning. This not only makes you feel fresh and new, but you can also have all your jobs done four times faster than with an old computer.

With my old computer, I thought I was doing a great job, but once I bought a new one, my workload, that had previously taken 2 hours to complete, was finished within 30 minutes!

1.2. 7 Steps on Starting Your Successful E-Business

Once you have upgraded your computer, or purchased a new one, you need to work on some of the essential steps I took to get me to where I am today.

There are 7 steps to starting a very successful online business. Remember that those steps below are very important factors on becoming successful online. I know they are very easy steps, however, many Internet Marketers totally ignore these issues, and then they wonder why they fail.

Before I jump into step one, there is the MOST important factor to becoming very successful in everything you do...**'HEALTH'**.

OK...I need to explain a little bit about health. I have seen many friends of mine developing health problems when they enter their 40's. Money is not as important as your health... if you don't take care of your health, sooner or later it will be too expensive to remedy.

If you would like to become very successful online, you need to exercise at least four times a week. This will help you to keep physically and mentally fresh at all times. Many people have asked me how I manage on only five hours sleep a day... the answer is exercising.

I used to sleep 9 hours a day and would fall asleep in the middle of my work. Many tasks were completed more slowly than before. By going to a fitness center five times a week, I've managed to sleep less, work better, and am mentally stronger.

Remember: I leave your health to you, however, I would like you to become very successful not only in your Internet business, but also physically rich as well.

Step # 1 Planning

You need to design a strategy on your main objective in building up your Internet business.

Get a piece of paper and write down:

- > Why do you want to start an Internet business?
- > What are you trying to achieve online?

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- > Who is your target market?
- > What is your marketing strategy?
- > What are your sources of income?

What is your main goal in starting your own Internet business?

For me, it is Internet Marketing, where my audience will be people who would like to start their business from home. My marketing strategies are through ezine advertising, search engines, pay per click, and joint-venturing with other Internet Marketers.

Note: Many beginners do not know initially, what they would like to focus on. I have spoken to several people who would like to be "everything to everybody". The answer is **you will fail miserably**, as you will not remain focused.

Do yourself a favor and stay focused on just one particular product or service that you would like to be involved with. Become an expert in the subject of your choice.

Remember though, Yahoo started as a directory, nothing else. Now, they have built their business into the **number one** Internet business in the world.

Step #2 Your Product or Service

As you focus on finding a particular product you would like to be involve with, you can use the following formula:

This is why I decided to get into this field...

I've seen many people become victims of Multi-Level-Marketing or Network Marketing. This has lead me to find the right way to save these people from becoming further victims. I am able to show them how to set up and market their own business the right way

The key in here is...

I identified the need for this informative product. By creating this book I hope to stop people from jumping into a further Network Marketing trap.

With this idea, I researched further into this particular subject. The fastest way to grow is by reading and posting on related message boards Ask people on the boards what the market really needs to help improve their situation. This is how I came up with my book.

You need to work out if your competitors have done the same. The only way to understand how they have become successful is by purchasing their books and learning from them.

Step #3 Create Your Business Plan

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When you're creating your business plan, you need to find out the cost, timing, and goal you would like to achieve online.

Here are some questions you might need to ask yourself before you start your own business online....

1. *How much will it cost to set up my own business?* i.e. domain registration, web hosting, etc.
2. *How many hours per day am I willing to sacrifice from my TV time to build my empire?* If you're not willing to sacrifice your football or baseball hours, you will not be able to become successful online.
3. *How many sales would I like to have by the end of the month?*
4. *What should I accomplish by the end of the week with my Internet business?*

Once you have completed your business plan, you need to research your area of expertise.

Take a step back by approaching your competitors. You can simply ask people on message boards where you could find information you are interested in.

There are three steps you need to take when researching your Internet business:

1. Competitors

Many people suggest that you watch out for your competitors. I don't. I feel that I am better off making friends with all my competitors.

It sounds crazy, doesn't it?

It's not at all. In an Internet business, you are targeting more than 350 million people online. There is no need for you to worry about your competitors, as there are plenty of customers to go round.

If you look at Wal-Mart, it is number 1 in the world. If I put my small grocery store just one block from Wal-Mart, I would close my door very soon.

On the other hand, if I have a good relationship with Wal-Mart, I am able to ask them to put their products into my store, where I can sell them at the same price. In addition, through my business relationship, I can promote my own products to Wal-Mart's customers. This is what we call "**Joint-Venture**".

2. Customers

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Having built a good relationship with your competitors, your main focus is now your customers.

Customers are your # 1 priority. As I mentioned above, you need to discover what your prospective customers are looking for. Try to fulfil their needs with your good product or service.

3. Internet language

Learn many different ways to approach your visitors. In other words, you need to spend more time talking in cyberspace. Learn the culture of this virtual world. The best way is still message boards.

You need to learn how to talk in a friendly manner, talk intelligently, and talk professionally. I have included notes on customer service techniques in Chapter 13. Make sure you read them carefully.

Step #4 Your Email

Email is the only communication tool you have to keep in touch with your prospects, customers, and allies. Of course if you provide live online support or a toll-free number, it would be different. However, phone or live support can be time consuming and very expensive.

This is what Email enables you to do...

1. Send your ezine
2. Give information about your products or services
3. Customer Services function
4. Direct Marketing

Be Careful: Many Internet Marketers ignore the importance of replying to customers' emails. Don't ignore them. Always keep in mind that you need to treat your customers' emails like gold. Whenever you have an incoming email, please reply to it promptly.

Some of you already know about having your own ezine. Before I get more detailed on ezines, I urge you to subscribe to other ezines on the subject you're interested in. I personally subscribed to more than 200+ ezines so that I could learn how to write good articles, before I decided to publish my own.

As email is the most important key in your Internet business, you may need to use third party email like Eudora or Pegasus. You can find a simple tutorial by going to your web-based member site. Before you continue with setting-up your email, you need to check out the ISP that you're about to use...

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If you have AOL as your ISP, you are unable to send out more than 25 emails in one day. This is not much good if you have more than 43,000 subscribers as I do.

AOL is the busiest ISP in the US and it is due to their heavy load that they cut down the number of email addresses you can send to. They have an agreement with the Federal Trade Commission (FTC) to fight spam. In this case, you may be called a spammer if you send to too many addresses.

What should I do, Henry?

You need to check out which Internet service providers (ISP) can let you send email to 43,000 subscribers every week. AOL will shut down your ability to send any messages and may even have you blacklisted from all other ISP's.

Before choosing your ISP, you need to ask your prospective ISP two questions:

1. Is it possible to send email to 20,000 email addresses?

(Hint: You need to inform them that you're not sending unsolicited email.)

2. Is it possible to use third party email such as: Eudora or Pegasus?

(Hint: Call the customer service of every ISP.)

If the answer is "yes", you're on the right track so continue to the next step.

Step #5 Your Sales Website

Visitors are very sensitive about websites that smell like a sales letter. If your website is a one page sales letter, you need to change it as doors may be closed sooner than you think.

What type of website is good, Henry?

You need to build a website that contains 50% freebies such as: articles, software, animation, etc, and 50% sales letter. That is how I built my web business.

Talking about freebies, you need to come up with free valuable resources that are very useful and informative for your web visitors. No resources are better than low quality ones.

In addition, if you have an amateurish web site you need to realize that you're in danger of losing all visitors. I usually call them "ignorance sites". Before you set up your site you need to look into Chapter 4 for all web procedures.

Step #6 Marketing and Implementation

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<http://www.make1million.com/humphrey>

There are several steps that you need to take to implement your ideas into an automatic sales machine. The problem is how to come up with the right marketing strategies for your products. In section IV and V, you'll learn marketing techniques such as search engine positioning, ezine advertising, banner advertising, pay per click, and more.

The key to implementing all marketing techniques is to get as many subscribers as possible into your database system. It's the ONE & ONLY strategy to becoming very successful ONLINE. The chapters in section IV and V will teach you the strategies that I implemented to automatically receive thousands of subscribers into my database every month.

One of the marketing techniques I used, helped me receive 300 subscribers in one day.

Don't do this...

Many Internet Marketers market a single product and expect to earn a good living online.

Divide your income sources two ways:

1. Your Main Products

I've managed to have <http://www.make1million.com> as my mainstream product. This is the key to becoming very successful online.

2. Your Consistent Revenue

Since I am in the Internet Marketing field, I also promote web hosting, database systems, and even some software products that are related to my main product.

By offering other products or services on your site, you are not only expanding your horizon, but also extending your income sources. You make your customers or prospects happy, as they do not need to leave your site to get other services.

Hints: You're able to extend your income sources by joining affiliate programs that are related to the product or service that you offer on your site. I will talk further about this strategy later on in the chapter. Stay tuned!

Step #7 Maintaining and Expanding

Launching your own sales site is a very happy event, but maintaining it is tough. Many webmasters fail to understand that building their own website DOES NOT guarantee that they will make \$10,000 per month.

Regardless, in order to remain successful in your field, you need to maintain your website visitors, your sales, and your income resources... HOW?

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You can joint-venture with your allies to sell your product or service, or even to sell their product or service. In addition, you're able to add other products or services to your existing business by joining other companies' affiliate programs.

This is how you are able to gain a larger market share, as well as growing your income stream online.

Note: These seven steps are just a brief summary of what you need to do in order to become very successful in business. Do not worry too much at this point!! As you read further, you're able to see how I implement every single step in my Internet business.

1.3. Your Business Equipment List

Before I discuss all those steps, I have listed detailed information about the type of business equipment you MUST have, to run your home business. It's better to take care of these small things early on, as you don't want to suffer too many headaches later!

Some essential office supplies you need:

1. Pen, pencil, paper, and eraser

These are the basic needs in setting-up your Internet business. I usually use lots of paper especially when it comes to designing my websites, writing down my goals, planning my work schedule, etc.

Cost: \$10 - \$15

2. Research Material

It's very important that you keep up to date with your area of expertise. Regardless of how smart you are, you still need more and more input to improve the success rate of your online business.

Eg: If you would like to start selling pet food online, you may need to purchase books that teach you the type of pet food available on the market right now.

For me, I will keep purchasing books on Internet Marketing, as I would like to keep myself updated on the latest technology and Internet Marketing strategies.

Cost: \$50 - \$200

3. Licensing and Registration

These are very important issues that many of you need to face. I would like you to avoid any incidents that might happen if you don't register your business.

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Cost: \$30 - \$40

4. Data Storage

As I mentioned earlier, it is necessary to store your data in Zip Drive and CD-RW in case a crash occurs in your web hosting or workstation. It is essential that you see to this early on.

Cost: \$13 - \$15

Some essential equipment your website needs:

1. Internet Service Provider (ISPs)

Your chosen Internet Service Provider **MUST** allow you to send emails to unlimited numbers of addresses without you being accused of spamming. Be sure that you ask this question before you choose your ISP.

Internet Broadband service or DSL

Broadband is now the most popular Internet connection, as more and more people leave Internet dial-up behind. I have used a DSL service since January 2003, and I find that I complete my workload ten times faster than before.

Unless you live in an area served by these systems, you may need to have a second line. Satellite is a possibility, but it is very expensive.

Regardless of your decision, my point is that DSL enables you to download or open your files 30 times faster than a dial-up connection.

Cost: \$19.95 - \$39.95 per month

2. Email Software

There are two ways to go when dealing with email inquiries:

1. Email software like Eudora or Pegasus
2. Web-based email like mail.yourdomain.com

Eudora and Pegasus are both free software. All you have to do is learn how to install them on your desktop. I prefer to set-up my own web based email account, which is far more convenient, especially when I am on vacation.

Cost: \$0 - \$30

You will learn how to set-up your own web-based email in Chapter 6.

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<http://www.make1million.com/humphrey>

3. Accounting tools

Peach Tree accounting software, Microsoft Excel, Quicken or any cheap software is necessary to track your finances. You can also use Microsoft Word, or Word Perfect to set-up tables to keep track of your expenses.

Cost: \$0 - \$50

4. Time Saving utilities

Time saving utilities are software that enable you to save time on routine tasks. You can check these out on my member site. Some of this free software could save you hundreds of hours. Feel free to use them all.

Cost: \$0

5. Fax, Voice-Mail, and Live Support

Fax and voice-mail are essential to your business. In the member site you will find some resources about toll free numbers, live support and your own virtual fax and voice mail.

Cost: \$9.95 - \$24.95 per month.

6. Antivirus and Trouble Shooting Software

Being aware of the possibility of viruses can make you feel anxious.

Where are they coming from?

When you're connected to the Internet without antivirus protection, you are not able to detect when a virus enters your computer. This can be both expensive and time consuming when you lose your files that are infected by a scary virus.

Here are two software programs you can choose from:

1. VirusScan Online by McAfee.com

It costs only \$29.95 per year, which enables you to download the software and update it periodically. If you would like to choose a two years subscription, it is only \$49.95

2. Dr. Solomon's Anti-Virus By McAfee.com

It costs only \$49.95, however, I've seen some retailers selling anti-virus software at a cheaper price.

Cost: \$29.95 - \$49.95

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1.4. Security and Legal Issues on the Web

I. Legal Issues of Your Business

Trade Marks

Before even considering using a trademark, you'd better research whether or not the name for your company is already trademarked. This is necessary to avoid being sued as well as having to change your name.

There are two ways to research a trademark:

1. Free and do it manually

By carrying out research at the Patent and Trademark Depository. It is very time consuming, but it costs you nothing.

2. Hire a professional

It usually costs between \$25 and \$50 per mark searched. It is very simple! I have included this information in "web resources".

Once you find out that nobody is using the name that you would like to have for your business you should quickly secure it.

Before you go ahead and register your trademark, you need to secure your domain name.

It is possible that you may encounter a problem here:

> **Someone may have already taken the domain name.**

You have some options here. You're able to contact the owner of the domain name offering to buy the name for a certain amount of cash.

You can also use the other domain name suffixes such as:

- .net for network providers
- .org for non-profit organization.
- .biz for businesses
- .info for general use
- .name for personal name

You are able to play around with some domain names. For example:

<http://onemillionfromhome.com>, was owned by another person. Instead of blaming myself for missing out, I bought a domain name called <http://www.1millionfromhome.com>.

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Some webmasters use domain names like <http://www.work-at-home-expert.com>, as their domain name. You can try to change the name slightly, but remember that you should **NEVER** violate the trademark name for any reason.

Once you settle on your domain name, you should try to protect your trade name as well.

> **Protecting your trade name**

As I mentioned above, you need to protect your trade name by registering the trademark with your local government. In US, the details can be found below, however, if you live in another country, this information is generally available from your local city hall.

If you would like to secure your trade name, you're able to use **Trademark Electronic Application System (TEAS)**. Located under: <http://www.uspto.gov/teas/index.html>

Note: Each State has its own trademark laws with your trademark listed for 15 years. If you look at names such as Harry Potter, they use the symbol ® or tm when they publish their books. These also increase your professional image on your website.

How to protect your copyright

Copyrighting your material costs nothing. When you include a copyright notice on your website, you make your readers think twice about unauthorized copying. It also puts them on notice that you take copyright seriously.

Regardless of what you do, you are already protected by copyright, if you include the following text.

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You are able to register your work with the U.S. Copyright office. Make sure you don't copy someone else's work and try to make it your own. Even though it's as simple as including the copyright text, you may end up being sued as well.

Remember: Try to avoid this type of trouble, as going to court to resolve such matters is very time-consuming and expensive.

II. Privacy Issues on Your Website

You must include information about your privacy policy. No exceptions to the rule! The Internet is full of scams, so it is very important that you tell your readers what you are doing online.

Many users leave their information at websites, so it is courteous to tell them how you will treat it.

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Here are some details you need to include in your privacy issue:

Your Spam Policy

You need to state your spam policy. You can say: "We do not tolerate the use of unsolicited bulk email. Your information will never be shared, rented, or sold to a third party."

These written policies below show your visitors that you're a responsible marketer:

Security

You need to mention the type of Merchant Account you use, how secure your website is, and that all transactions, up to \$100,000 for Paypal, are protected. Let your visitors know how serious you are about security issues.

Cookies

Cookies are data that are stored inside visitors' computers. You need to educate your visitors about cookies that can be used to track their habits. Most of the time, Internet Marketers use cookies to track affiliate programs or even banner advertising.

Public forums

For some of you who offer public forums, message boards, or even chat rooms, you need to remind your visitors that all information disclosed will be visible to the public and that they should be cautious at all times.

Having a privacy policy gives your company a professional image. In addition a privacy statement also helps your website to gain trust, especially from people who would like to purchase your product or service. Customers need to know that their information will be securely processed.

Note: A privacy statement is a very important part of doing business online. My website has received a **20% increase** in subscribers by having this statement posted.

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Chapter Two

Types of products or services you can sell online

SELLING? Are you telling me to sell something online? "The public hates sales people" a friend of mine told me. After he chatted with me for a while, he was convinced instead that I was right. Today he is also one of the best offline marketers. He has even earned \$5,000 within a *three day period*.

This is what he told me...

Many people are scared of the word "selling" because they try to ignore the fact that they are also "buying". They still go to a store to purchase clothes, electronic items, etc.

I was confused and asked him **"What does this mean?"**

This is what he told me...

"People are not giving me their money because I force them to, they are purchasing from me because I have the product that they are looking for, to make their lives easier. In return, they are willing to give up a portion of their earnings for the product I offer."

If you still HATE the word "selling", you have two choices:

1. Go back to your 9 - 5 JOB where your boss will always bark at you for being late at work. In addition, while the CEO of the company increases his assets by millions of dollars, from your hard work, you're still struggling to pay your bills on time.

OR

2. Start realizing that you have a chance to build your own business with **NO Inventory, NO huge investment, and NO expensive storefront**

Other benefits: you don't have to meet in person or even make cold calls to your prospects. No listening to harsh phone calls or becoming depressed because of the "NO" word from your prospects.

Let me explain in more details what my friends define as selling...

1. *Direct Contact*

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<http://www.make1million.com/humphrey>

Eg: A telemarketer calls you up when you are having dinner with your family, and asks you whether you would like to change your phone from one service to another.

This type of approach usually receives a very negative impact, as people hate being sold to directly. That's why many telemarketers fail miserably, because they are not able to take the word "NO" from people directly.

2. Indirect Contact

Eg: A supermarket in your local shopping mall sends you a flyer with today's specials, or Macy's sends you a 15% discount coupon on certain clothes.

Many people do not recognize this as a selling technique. **The difference is you do not need to talk to anyone.**

All they did was send a message to their previous customers, or prospects, about the next sale in the shopping mall or weekly discounts in the grocery store that you would be visiting anyway.

It tells you that...Your store front is your website and your messages are your targeted traffic through ezines and other forms of advertising.

Note: I learned that by getting into an Internet business, I am also able to help others reach their financial prosperity. Many people are frustrated by telemarketers, even though they are trying their best to offer you something that might be useful or change your life. Some telemarketers only think about the number of people they can sign up to a new opportunity.

The fortunate thing about Internet business is, you don't have to talk to anyone. All you have to do is set up your website, market it the right way, and make a consistent income every single month, working from home.

If you are still not comfortable with the word "selling", this is what I have learned...

I learned that by selling my book to others, I am able to help more and more people to become very successful online.

Some people may say, "Why don't you just give it away?"

I Do! I do give away my free e-book when you sign up for my free ezine at: <http://www.freebiesgroup.com/subscribe.html>

I give away my free articles at: <http://www.freebiesgroup.com/hottips>

However, if I give away this book, do you think people will appreciate it?

NO!

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They will assume this must be a *low-quality* book which is why it is given away for FREE.

Even if I was to give it away for free to my friends, my brothers, or my sisters, they would not even read it, as this is their own brother writing this book.... The pre-judgment comes first. (Don't believe me, try it yourself!!)

My family thinks that, *"It's my brother's book... I will read it later..."*

Of course today... it's so different. After I have sold thousands of copies, my relatives start to read the book and recognize the quality in it.

Regardless of what you do, **don't give away your product or service to family and friends....** Until you sell at least 200 copies.

By selling this book to others, **people will recognise the quality in it** from the amount they pay you. This also shows them that they are serious about your products.

Selling, for me, is the way I am able to help people make their lives easier and happier.

I have talked too much and even betrayed my family by telling you what they thought about my book. I hope that until this point you fully understand that you need to be very comfortable with selling, before you continue reading further.

If not, re-read the whole sub-section again, before you continue to read further.

2.4. How to Profit Big Time with Affiliate Programs

You're probably still puzzling about the idea of making your own product or providing a service. Don't worry, because I will show you how to make big profits with Affiliate Programs.

If you visit: <http://www.FreebiesGroup.com>, you'll see that I have affiliated with many programs like web hosting services, software, database system, directory, and many others. All I have done is put some links on my website. Many visitors will simply download or try out those products for free.

Once they like the product, and decide to buy the full version, they simply enter their credit card details, and gain access to the product. After processing, the commission is credited to my name, and next month I will receive a check.

Reselling is as simple as referring customers. All I have to do is introduce customers and the relevant company takes over, doing all the work including billing and support, as well as sending me my next commission check.

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<http://www.make1million.com/humphrey>

>> **How much can you make with reselling?**

My commission checks cover anything from web hosting to software applications, with plenty in between. At present I receive an income of around \$5,000 per month. This increases by hundreds every single month.

This is how much you can make if you use the rule of reselling.

Regardless of how many products or services you resell, the best way to make the most profit is to market your own product or service. By selling your own product you keep 100% of the price you charge. Your credibility will also rise.

Below are some criteria on reselling other companies' products or services.

Remember: Be a picky person when you choose products for reselling or you'll regret it later.

Commission paid to you must be at least 25%. Remember about my failure in Internet business. I was only receiving around 8% commission. Network marketing or MLM pay the least. If you're still confused as to what I am referring, visit:
<http://www.FreebiesGroup.com/hottips/7715.html>.

The product must be in demand. You must identify the target market. Ask people on the message boards or other webmasters, whether or not they need those products for their websites.

Do not invest a large amount of cash. Most of the products and services that I resell, either require no investment or a very tiny investment. If you are interested in becoming a reseller for a company but discover that it will take a lot of effort to earn a profit, don't join!

Try to become a reseller for a product that will earn you unlimited residual income. Web hosting is a good example of this. If you become a reseller for such a product, you're able to make a good residual monthly income by sponsoring people into this program. Look at: <http://www.FreebiesGroup.com/host> for a quick example.

Let's now explore deeper into the core of Internet business. I know it doesn't sound easy, but you don't need to worry that much because as long as you're persistent, you're able to make a good income online.

Let's get into "*selling strategies*".

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Chapter Four

Building your website

In this chapter you will learn exactly how to register your domain name, choose web hosting, and design your website. In addition, you'll learn how every single step you take may affect your ranking in the search engines.

4.1. Domain Registration

In every aspect of Internet business, your domain name is the most important key. It's so obvious that you need to register a good domain name for your site. Have you ever seen a url like <http://www.geocities.com/HenryGold>?

How do you feel about that url?

Maybe you're puzzled right now. Regardless, if you see this url, what will you remember? <http://www.geocities.com/> or <http://www.geocities.com/henrygold>

If you are like me, someone who does not have a good memory, you'll remember Geocities.com

Why do you need to register your domain name?

To show a professional image that builds up your credibility and trust, and to provide a reason to browse your site. **In addition, your credibility will increase even further when people receive your email message that starts with Henry@freebiesGroup.com, instead of <mailto:Henry@yahoo.com>.**

Is \$10 - \$15 per year for domain registration too expensive?

You ask yourself... all right?

I've included information on web hosting services in "web resources", so feel free to search for a domain that is suitable for your business. Wait, before you search for your domain, you need to read further.

4.2. Choosing a Web Hosting Service

A web hosting service is used to display your website on the Internet. If you search for information on the net, you simply search on the Internet or type <http://www.freebiesgroup.com>, to find some information about Internet Marketing.

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<http://www.make1million.com/humphrey>

However, when you start your own Internet business, you become a provider of information or seller of your products and web hosting is the solution.

Web hosting is a company that gives you the convenience to store, display or delete, your web site on the Internet. That's how your web site is visible to many web servers.

4.2.1. Types of Web Hosting

Basically, there are three types of web hosting:

1. Acquire your own server

This is the most expensive way to run your business. You may need to purchase an expensive \$2,000 server and have it up and running 24/7 from your home. In addition, the cost of the connection is close to \$500 per month, excluding the electricity bill that may be considerable.

2. Dedicated server

This is a server owned by a web hosting company that is used by you exclusively. There is no one else on the server that will compete with your site. In addition, you don't need to worry about configuration conflicts. The problem is you may end up paying the web hosting company more than \$250 - \$400 per month for your dedicated server.

3. Shared server

In a shared server, there are many websites hosted on the same server. Sharing a server is the cheapest way to have your website up and running for as low as \$7.95 per month.

Visit: <http://www.freebiesgroup.com/host>, for details.

WHY pay for a web-hosting company, when you can easily use Geocities or Tripod for displaying your site?

1. When you have your own domain name, your site address will be <http://www.yourdomain.com>, instead of <http://www.geocities.com/yourdomain>.
2. If you are looking to receive traffic from Yahoo or Google, you will never reach the top 30 to 40 in your search ranking, because most search engines are now refusing to list free web sites. Now Altavista has also implemented this rule.
3. It looks more professional in many ways. It gives the credibility for people to purchase from you.
4. Your email address will be different. xxx@hotmail.com, you can have Henry@xxx.com. This is how you want it to be when setting up your Internet business.

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These four reasons themselves show you the importance of having your own domain name with a paid web hosting service.... Be sure that you choose the right web hosting company.

One more problem...

In February 03, I lost all my files when my old web hosting company crashed. If you want to ask which company, please email me directly. I highly recommend you read my files about this situation, and how to prevent this headache completely.

Read my article on: <http://www.freebiesgroup.com/hottips/backup.html>

Remember: You always need to be cautious about the major clients on your web hosting company or they will break your Internet business. I will talk in more detail about the importance of search engine traffic in Chapter 15.... So stay tuned!!

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Chapter Twelve

How to publish your own Ezine

What is an ezine?

Ezine stands for Electronic Magazine. It's a slow but sure way to build traffic to your site. I can't emphasize this enough. Build your subscriber base and you are surely on your way to becoming very successful.

In 1999, I had only 68 subscribers and since then have jumped to over 28,000 in 2003. It's not easy, but it's worth the time and effort. Here are some reasons...

1. You can write your articles to 28,000 readers without spending extra dollars

By writing articles to your readers, you're establishing your credibility. It's not easy to do this. Every week, I send out my articles to 28,000 readers. Some of them give me feedback about how my letters have changed the way they look at their e-business.

2. You can make an extra \$100 - \$2,500 every time you send your ezine

Let your readers or other webmasters advertise their products. Some webmasters use their articles to make \$100 - \$2,500 every time they sent out their ezine. This is why I have others advertise in mine.

3. You can promote your products to your own readers

Once in a while, I've written information about my product "Make1Million.com's Secret Manual" and encouraged my subscribers to purchase my product. This technique can be seen at my website at: <http://www.freebiesgroup.com/hottips>. Every time, I send out my articles, I receive more than 10 sales from my own subscribers.

4. You can build up your reputation and trust

As you know, I keep sending my articles every week. I have some very loyal readers who become upset with me if I delay the release of my ezine!

One of my subscribers sends my articles on to his friends and others tell their friends to download my free e-book. Many things have happened and my reputation is increasing. This is also why it is very important to publish your own ezine.

12.1. Tools to Publish Your Ezine

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There are tools you can use to publish your ezine. It's not as difficult as people think.

There are two ways that you can publish your ezine...

1. Send it manually through your Internet Service Provider or
2. Use a Database Service to do the job

As I mentioned earlier in Section One, the importance of having a good ISP for your Internet business must be uppermost in your mind.

Dealing with ISP's is not easy due to the many spamming issues. It's extremely important to talk to your ISP before you plan on sending any files via their servers. Once you get an "OK" from them, you're able to send to an unlimited number of subscribers.

NOTE: You must tell your ISP that you're sending your email to subscribers on your lists. Many ISP's have limited the number of email addresses you can send to, to 50. Be sure to ask them very detailed information on this issue before publishing your ezine.

Using Email Program...

I've tried several times to use an email program with Broadband. However, it took me more than 48 hours to set-up the process, by which time I had almost given up! It was very easy to combine email management with dial-up ISP because all you had to do was to input your ISP into your email program.

Many people have asked me if email programs are useful... I never doubt it.

It's very important to find a system that will let you stay organized at all times. Make sure that you choose the right one initially, because once you're settled with it, your opportunity to change to a new program will be harder than ever.

I've managed to divide my incoming emails into several different email boxes. Subscribers, incoming email, Internet friends, JV Partners and Ezine Publishers are all categorized into different email boxes. This has saved me hundreds of hours. I receive 200 - 300 email inquiries everyday and without this email function, I would waste a lot of time.

I've chosen two specific email programs that will aid you with organizing your email inquiries and helping you publish your ezine effectively.

It's FREE and famous among Internet Marketers...

Eudora

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Eudora is very famous among Internet Marketers. It's well known for its organizational features and mostly used by Ezine Publishers. It takes less than 15 minutes to set-up the whole program.

Here are some features:

- > Automatic Word Wrap - only available in some email programs
- > Cut and Paste Features - simplifies your process of sending messages to multiple addresses.
- > Automatic Email Filtering - used to sort your incoming emails into different mail boxes, helping you to stay organized
- > Multiple Mailboxes - a very important feature, as you can save your messages into different types of subjects such as: advertising companies, outgoing sales letter, some technical information, etc.
- > Address Book - a good feature as you can paste multiple addresses into one folder and mail to them all at once.
- > Global Search Feature - allows you to quickly find any message sent and received since the day you installed the program.

Pegasus

Pegasus is very popular among webmasters as it's free to use. You can just go online and download it. Pegasus is a full-feature email program for power users, however it can take a while to install. It's designed for frequent users only. Here are some powerful features on Pegasus...

- > Multiple Address Books with sorting options.
- > Distribution Lists - for emailing multiple addresses at once.
- > Mail Filtering to automatically place incoming messages into various folders - for maintaining small newsletters or discussion groups.
- > Multiple Folders - drag and drop messages to sort by subject or any other parameters.

I've also included some information on how to set up and download these programs in "web resources". Make sure you read carefully and install slowly. Try to use some of the different features in the email program that you chose and be sure you are comfortable with all functions before you settle on one of them.

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<http://www.make1million.com/humphrey>

12.2. How to Avoid Writing an Amateur Article

If you have visited <http://www.freebiesgroup.com/hottips>, you will note that I received at least 2,000 unique visitors in June '03 because of my articles. As of August'03, visitors to my FREE articles have risen to 7,000+ unique visitors. (More than three times)

The above result is not coincidental. It has taken much hard work to keep my subscribers reading what I have to tell them. I don't send them pieces of junk information, rather I motivate them and give them valuable articles on certain issues.... Both Internet Marketing and success related articles.

I show them the best way to get started through my "Success" articles including techniques on setting-up a proper Internet business via "Internet Marketing" articles.

People become inspired by reading these articles that motivate their lives. They are also eager to know about Internet Marketing tips that I provide them with freely.

NOTE: You must remember that your credentials depend entirely on what you write. Those written articles will either increase your value or break your business. Do yourself a big favor before distributing your articles to the public:-

Here are some ideas you can use to write a professional article...

1. Subscribe to related topics of interest - for me Internet Marketing

Many Ezine Publishers write good articles. Read their articles, learn how they write them, and get some great ideas on what you should write for your readers. I research many Ezine Publishers, trying to look at their articles closely. Finally I try to write better than them.

2. Brainstorming times

Once I discover a great idea for my article, I start brainstorming some of my ideas, jotting them down on paper **I keep writing until I finish.** When I have finished, I start editing my rough drafts, altering some of the wording to include search engine friendly keywords.

3. Relating the article to my product

Every article is designed to indirectly sell to my subscribers. My subscribers are motivated by reading my articles and are introduced back to my sales letter, [Make1million.com](http://www.make1million.com)

This is what I've managed to do, slowly referring them back to my sales letters, reminding them about the importance of my product, and how they are able to make a good living online.

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4. Hire editors or friends to fix your writing

One thing I must stress is do not send your articles in poor condition. I can't emphasize this enough because I had many visitors laughing at me about my writing in my early ventures. (English is not my primary language!)

I had no choice at that time but to publish grammatically poor articles because I had only a friend or two to fix my work. Unfortunately they did a poor job as well. I did have one friend who had very good writing skills, but it was very hard getting my paper edited by her. Every time I asked her for help she became negative, either turning me down, or saying that there would be a delay in editing my two-page article by up to 10 days... Those days are gone.

I've now managed to hire a professional editor for a decent price. You may though have some luck getting a cheaper price for editing services from your local hometown. As far as the pricing goes, you have to pay around \$3 per page. Your article may even be edited within a few hours. I've posted, in "web resources", her contact information. She is also the person who has helped me edit this book as well as some of the content of Make1million.com

12.3. Several Email Functions You Need to Know

In order to set up a good email program, you need to know some of the basic features. Learn and remember which function is for what.

Word Wrap and font

Have you ever received an email like this?

Hi,

I'm susan. Nice to meet

You.

We've a fantastic offer for you Mr.gold about

Our new MLM

Program.

We guarantee

You to make more money then

ever.

Susan,

If you send out this type of email message, you'll definitely be noticed as an amateur.

How can I avoid these choppy messages, Henry?

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The first thing you have to do when typing your newsletter, is to make sure that you are using "Notepad" or an automatic word wrap email program". **NEVER USE Microsoft Word** to do the work. Eudora has the word wrap function.

When typing your articles, be sure that lines do not exceed 65 characters. It's very important that once you reach 65 characters, including "spaces" and "!* ? etc, you press, "carriage return", otherwise the email software assumes that you're writing one long line.

I mentioned earlier about avoiding using **Microsoft Word** while typing your articles or email messages. When typing with Microsoft Word, if you use some exclamation symbols like !!@** or " %!", and send it to Yahoo mail or other free web-based email services, the characters !!@** or "%! " will look funny as Microsoft Word characters are not recognized.

Copy and Paste

Copy and paste is a simple procedure that is able to save you hundreds of typing hours.

As I mentioned above, I use Notepad to write my articles. Once I've completed an article, I use several different functions to copy and paste what I've written into several different email programs, instead of typing over and over again.

Here is what I do...

I highlight all the words in my article in Notepad by simply using the mouse, or by using the windows "Highlight All" shortcut and typing CTRL A. Next I click "CTRL C" or choose "Edit" from the menu bar, then choose "Copy". By doing so, I have saved the file in the temporary memory (you will not see it)!. Next, I go to the email program and choose "New Messages". Once I click on the message box where I normally type my messages, I click "CTRL V" or choose "Edit" from menu bar then choose "Paste".... **The file is there for you!**

Caution: It's very important NOT to use the function of "Cut" instead of "Copy" because once you have made this mistake your file can be gone forever. I would like to remind you that you are able to paste your files over and over again. It will still be there until you replace it with another text, or when you turn off your computer.

Remember: It's very important that you practise a few times on these short cut procedures. Try to use them all the time. When you are used to them you'll be so thankful that you learned them.

Carbon Copy and Blind Carbon Copy

Most email programs will offer you two features when you compose your messages. Carbon Copy (CC) and Blind Carbon Copy (BCC).

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These two features are used to send your email messages not only to one email address, but to multiple recipients. This is a very important tool if you're planning to send your email message to hundreds or even thousands of subscribers.

Let me show you how it works...

If you're in the "Compose Messages" page in your email program, there is a "To" field, where you can simply input any address into the CC or BCC field. When you send it, each address will receive a copy of your message.

The different between CC and BCC is that when you add the address in CC field, your recipient will see all the email addresses the message has been sent to, however, if you use BCC, the recipient does not see any of the other addresses.

It's very important that you don't show the email addresses to your recipients or **they will steal your hard-earned subscribers.**

This is what you should do...

When sending your articles to multiple addresses at once you can simply compose a message, put your own email address in the "To" field and put all your subscribers' addresses into "BCC" field. This will make the email look more professional and you won't need to worry that people will steal your subscriber base.

12.5. How and Where to Get Subscribers

Although you now know the techniques of publishing your own ezine, without any subscribers, your publication will be useless...right?

I've included some information in "web resources" on how to announce your publication to the world. When you have advertised your publication, you will begin to see people subscribing to your ezine. I've also included some information in "web" resources, on the ezine directories you should be included in. It's a very popular way to advertise your publication, and the more people who learn about your publication, the more subscribers you will receive.

You can also tell subscribers that you're giving away your free e-book, or information, in exchange for their email address. I have seen some websites that use free contests or free advertising in exchange for subscribing. These are some cool techniques that are very useful in helping you obtain lots of subscribers.

There are many ways to obtain subscribers for your publication. Subscribers are the reason you publish your ezine. They are also a very important part of your business success.

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12.6. How to Send Your Ezine

Many webmasters have told me that they don't really want to have a subscriber base because it takes too much time to set up etc etc (They give every excuse under the sun!)

Remember that your subscribers are your potential customers. The reason they leave their email address is because they are interested in your publication. Webmasters who ignore this will regret the loss of many potential customers in the future.

Remember, there is NO excuse. You should obtain your subscribers as soon as you can. I started with only 68 subscribers and today I have over 28,000+ subscribers.

Can you imagine having more than 28,000 readers of your publication?

"It's like having 28,000 people on the street waiting to enter your store for your magazine, while searching for other information as well. In addition, some people will even buy what you have to offer."

I know it sounds difficult to get more than 28,000 subscribers, but seriously, if you start today with only 20 subscribers, next week you will have 100, and next month, you will have 500. Next year you may even have 10,000 subscribers.

Secret: Many well-known Internet Marketers accumulate thousands of subscribers every month. They know that 'the money is in the list'.

There are three basic ways to deliver your ezine...

1. Do it manually through your email software.

Now that you realize it is very important to have your own subscriber base, I am sure you would like to start without spending any money up front!

NO PROBLEM!!

I'll show you how to do it in a simple way. Once your list gets to over 1,000 you may need to use a script that automatically subscribes/unsubscribes for you, or use a host list service like <http://www.freebiesgroup.com/hosting>. For now, just stick with a free one and all you need is a method for visitors to subscribe at your site.

First of all, you need to set-up an email like <mailto:subscribe@yourdomain.com>. The next thing you should add is a link to your site. I know you can easily just use 'mailto link' and it will be simply done, however, the key is to make sure that your visitors can just input their name and email address with one click.

I have also included an easy sign-up form on "web resources". Take a look at it.

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<http://www.make1million.com/humphrey>

Once you've set up the whole system, you're able to manage the entire list without paying a penny. This strategy can easily be used if you have less than 1,000 subscribers.

Let me show you with Eudora, the popular email program, how to manage your list...

This version is only available when you use Eudora Pro program (\$39). It will allow you to put all your subscribers into one separate mailbox.

You should start with a new and separate email address, just name it <mailto:Freenewsletter@yourdomain.com>. Input a separate formatted message to be sent to folks to confirm that they have subscribed to your ezine.

By installing Eudora, you are able to retrieve your email messages and put them into a separate file that you specified earlier, <mailto:subscribe@yourdomain.com> Use Eudora to filter into a separate mailbox - call it "New Subscribers".

Whenever you're ready to send your ezine, open your email box and click "Edit" and "Select All". Next, you click on "Special" and "Make Address Book Entry". Once you complete the task, open your address book by clicking on the tiny address book in the Eudora toolbar and you'll find that those addresses are under one listing.

Click on the listing, then on "BCC". This will put all the addresses into the BCC field of your outgoing message. Paste your article into the message body and enter the subject in the "Subject" field. You also need to enter your own email address in the "To" field, then click send.

That's it... your article is now in every subscriber's mailbox.

Caution: This process is very time consuming. However, when your list is small, it will be fine. Remember to check with your ISP that they will allow you to send your email to more than 50 email addresses per day.

2. Use tools like Common Gateway Interface (CGI) Script

You have to remember that it's very important to automate every single step of your Internet business. CGI script is used to automate your mailing list and must be installed on your web server in order to automate these tasks.

If you have visited <http://www.cgi-resources.com>, you'll find that there are many scripts that are free. One of the scripts called "**Subscribe Me**" - is widely used. You're free to use other scripts that may be more suitable for you.

CGI script is very useful to make subscribe/unsubscribe requests easier. Some of those scripts can be used to deliver your ezine as well.

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Remember: It's very important that you remove unsubscribe requests immediately. This task **MUST** be done in a timely manner to avoid being accused of spamming. You should also include, in your ezine, the link to unsubscribe. Make sure that it's done correctly to avoid sending any more issues in the future. You can also try to use Microsoft Excel to manage your list.

Since many host list servers are now using Microsoft Excel to transfer lists from your computer to their servers or vice versa, you're better off managing your list in this software. You must also be aware that once your list gets too big to manage manually, you'll require a list server such as <http://www.freebiesgroup.com/host>, to manage it.

3. Use a host list service

I actually changed to a host list service once my subscribers grew to more than 1,000 . It's much easier because I don't have to deal with removing or adding subscribers manually as I did in the past. The service that I use actually automates the whole process, saving me hours of work.

I've included some information about companies that offer list management services in "web resources". Please take a look and choose which one suits you best. However, here is the host list I used: <http://www.freebiesgroup.com/quick>

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Internet Marketing Resources

This is the list that I recommended to you as part of the important tools required for becoming very successful online. I am sure that your skills will be sharpened up by using these resources. You must understand that the Internet business world keeps changing and you need to keep yourself up-to date all the time. The tools below will show you how...

Software and tools for Internet business:

Web Hosting Service: <http://www.freebiesgroup.com/host>

The best and cheapest web hosting service, has all the tools you will ever need for your website.

Shopping Cart: <http://www.freebiesgroup.com/quick>

Very professional shopping cart available. Tools such as: follow-up autoresponders, ad tracking systems, broadcasting email, shopping cart, and much more with the simple solution.

Software tools: <http://www.freebiesgroup.com/pro>

Every tool and software that Internet Marketers MUST have in their Internet business such as: Search engine submission, E-book creator, paypal security system, and more.

News and Information Technology:

Market Update: <http://www.cnnfn.com/>

This website keeps you up to date with the world news, including information about the economy, technology, and where businesses are heading.

Remember: I find I am able to anticipate what will happen in the business world in the next few years just by reading the news on this site. It takes only 30 minutes a day.

Search Engines: <http://www.searchenginewatch.com>

Search engines are one of the biggest keys to becoming successful online. This site will show you any alterations made by the search engine companies. If you plan to get traffic to your site from search engines, you need to keep yourself informed at all times.

Yahoo and MSN: <http://www.yahoo.com/> and <http://www.msn.com>

Yahoo and MSN are Numbers 1 and 2 busiest web sites and are the TWO most powerful Internet Companies. It is important that you watch closely what these two companies are doing!!

Ex: Did you know Yahoo has just bought Overture.com? Did you know that MSN has decided not to renew its contract with Looksmart.com, due in January '04?

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