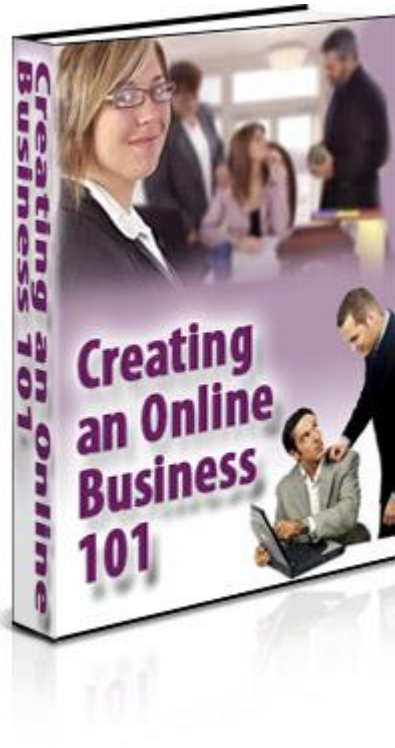


Creating an Online Business 101



A Guide on How to Set Up Your Own Online Business

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A Guide on How to Set Up Your Own Online Business

By: **[Insert Your Name Here]**

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Contents

Introduction

Chapter 1	What Reasons Are There for Starting an Online Business?
Chapter 2	Things That Need to be Considered Prior to Setting Up an Online Business
Chapter 3	How to Set Up a Business Plan for an Online Business
Chapter 4	What Types of Business Can You Have as an Online Business?
Chapter 5	How to Go About Setting Up an Online Business
Chapter 6	How to Set Up an Online Business on a Budget
Chapter 7	Just What is Affiliate Marketing and Why Become an Affiliate Marketer?
Chapter 8	Is Using an Online Payment Service a Good Decision for my Online Business?
Chapter 9	How do You Go About Marketing Your Online Business?

Conclusion

Resource Guide

Unpublished Bonus

Introduction

Hi fellow entrepreneur.

First, let me thank you for purchasing this exciting new guide on how to set up your own online business. I really appreciate that.

Now as you know, more and more people today have become dissatisfied with their jobs and their pension provisions. So the interest in starting an online business has begun to increase. Yet many who look at such a project find it difficult to know where to start because of the mountain of information available on the subject.

However, during this book we will help you to wade through the mountain of information available. This will, in turn, help you to decide on what is the right sort of online business for you.

One of the first things that you should bear in mind when setting up an online business of any sort, is that you must treat it as just that – a business. This means that you must be prepared to put in the time and effort in order to reap the rewards, even if you are only starting it as a part time venture at first.

Next, you must be prepared to invest some money into it. You do not need to put in large amounts, in fact, if you want, you could actually set it up on a very low budget. Also, what you should remember where an online business is concerned, the running costs are very low compared to a more traditional business.

However, the best place to begin is by picking what you like from the existing successful online business models already out there. So talk to others who have already made money in the niche that you have chosen, and then study, then implement the steps that they took to make it the success it is.

So now you need to think about just what sort of business it is you like to run. Some of the more popular types of online businesses to be found are: selling goods at auction sites such as Ebay, creating and then selling digital products (e-books are a good example of this) and setting up a custom storefront for your offline business. Also, you may want to make downloadable audio and video products for your customers, or you may just want to get into affiliate marketing instead. We will look at affiliate marketing a little further on in this book in a little more depth.

However, if you do choose to go with Ebay, one of the main advantages of setting up an online business based around this is as follows:-

1. You will have immediate access to millions of customers.

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