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Gail Buckley & Greg Land



If Content Is King. Then The
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**What You Need To Know
About Launching A
Successful Online Business**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

*"Nothing happens unless first a dream."
Carl Sandburg*

Launching a Successful Online Business

In his wonderful book, [MYSS2002!](#), Ken Evoy claims that there are 3 Keys to a Successful Web Business:

1. Develop a great product
2. Create a Website that sells
3. Attract targeted customers to the site

If you are really looking to boil things down to basics, there's no disputing that these are the keys. But alas "a great product" does not just magically appear out of thin air. There are many important steps leading up to it's development and launch, just as there are many important steps involved in "creating a Website that sells" and in "attracting targeted customers" to your site.

As you can readily surmise, each of these things is easier said than done, and before you can even begin to think about them you should give some thought to where you personally are coming from.

Fact is, the starting point for developing your own business actually lies inside you, rather than in the marketplace. You are the critical component. Your personal strengths and weaknesses, interests, abilities and goals will dictate the type of business you decide to get into, as well as the scale and scope of that business.

Do You Have The Right Stuff?

If asked whether they had the "right stuff" to run a small business, most people who are interested in starting a new business would answer with a resounding "yes." But before you rush headlong on to the planning section, slow down a minute. Have you really given serious thought to all that is involved in managing your own business?

A business is an ongoing activity that doesn't run itself. As the owner/manager you will have to set goals, determine how to reach those goals and make all the necessary decisions. You will have to purchase or make your product, price it, advertise it and sell it. You will have to keep records and determine costs. You will have to control inventory, make the right buying decisions and keep costs down. Eventually, you may have to take on, train and motivate employees or affiliates.

Now, I'm not looking to scare you off, but neither do I want you to get in over your head. If you're going to be successful as a small business entrepreneur, you'll need to wear at least two hats or play two distinctly different roles, each of which requires some specific skills.

1. You'll be responsible for providing products or services to your customers.
2. You'll have to deal with all the activities that relate to running your business.

You need to be able to handle both in order to succeed as an entrepreneur. Above all, you must have confidence and confidence comes, first and foremost, from self-knowledge. You have to know and understand yourself and your goals. You have to recognize and accept your weaknesses as well as your strengths and special talents.

This is what this section is all about. Evaluating your readiness to run your own business. To find out if you have what it takes you need to...

- Evaluate Your Strengths & Weaknesses
- Define Your Goals
- Assess The Impact Owning Your Own Business Will Have on Your Life

"The difference between the impossible and the possible lies in a person's determination."
Tommy Lasorda

Evaluating Your Strengths & Weaknesses

Successful entrepreneurs are first and foremost honest in acknowledging their own strengths and weaknesses. They succeed because they are able to make the most of their strengths, while underplaying their weaknesses. If you aim to succeed, you'll have to do likewise, so it behooves you to take a few minutes to assess what you do well and what you could stand to improve upon.

And there's no point in cheating in this self-evaluation. For one thing, no one else is going to see it. And for another, what would be the point? The real key to success lies in having a clear picture of exactly what you can and cannot do.

That said, let's jump right in. Where do you stand in the following areas?

Educational background. (We're not looking for Rhodes' scholars here, nor are we concerned with number or type of college degrees. More to the point...)

- Do you have any (special) business, economic, technical or managerial qualifications?
- Do you have a basic knowledge of computers, marketing or internet marketing or are you willing to learn?
- What work-related skills or expertise could you bring to bear on a new venture?

Financial strengths. (Okay, so you're not related to Donald Trump or Bill Gates, but...)

- Have you saved enough money from a previous employment - or do you have a bit of a nest-egg - that you could use while your business develops
- Are you well-connected? Do you have any wealthy or generous relatives? Parents? Uncles? Perhaps your spouse is bringing home more bacon than you can fry in one pan?
- Along these lines you should give some thought to how long could you survive without any 'regular' income while your business develops?

Commitment. (If you're flighty, opportunistic or pride yourself on being a free spirit, stick with your day job. If not, ask yourself...)

- How hard are you really willing to work to achieve your goals?
- Are you willing to hang in there when things don't go as you'd hoped or planned?
- Are you willing to face some days when it might seem that fate is conspiring against you?
- will seem that everything make sacrifices to achieve your goals?
- How willing are you to hang in there even when things don't go the way you'd planned?
- Have you any/many family commitments?
- Does your family fully approve of your plan to set up your own business?

Experience & Interests. (In this case, being a stuck-up, know-it-all is a good thing...)

- Do you have expertise or experience in any type of business?
- What are you particularly good at or what do you particularly like doing?
- Do you have a hobby, interest or talent that could become the basis of a business?
- Do you have any useful contacts or resources from previous jobs?
- Have you done anything special, exceptional or unusual that you can build upon in starting up a new business?

Personal qualities. (I'm sure you're a perfectly nice person, probably have a great sense of humor and are a cracker-jack problem solver but...)

- Are you also willing to work hard?
- Are you resourceful, energetic and motivated?
- Have you the capacity to take set-backs in stride and bounce back?
- Are you realistic, practical, able to think fast on your feet?
- Are you fairly well organized and self-disciplined?
- Do you have strong managerial skills?

Answering these questions honestly will provide you with a solid basis for beginning your own business online. It will also hopefully provide a reality testing for ideas that can sound incredibly appealing when you first conceive of them - especially those conceived when your not thinking with a clear head (partying with friends) or when you've had an unusually bad day at the office.

SIDEBAR: Even if you find yourself falling far short in the strengths area, there's still hope. Three loopholes come to mind:

1. *The unique idea* - if you've built a better mousetrap, they'll beat a path to your door, even if you're a poorly organized pessimistic misanthrope.
2. *The genius* - if you possess the gift of greatness, they'll not only overlook your weaknesses, they'll revel in them.
3. *Blind luck* - the Small Business Hall of Fame contains more than a few stories of people who backed into success because of their incredibly good timing.

From the CCH Business Owner's Toolkit: <http://www.toolkit.cch.com/>

*"Realistic goals: Beyond your grasp - but within your reach."
Anonymous*

Defining Your Goals

Okay, you've identified your strengths and weaknesses and considered the pros and cons. Are you still bound and determined to take the plunge? If so, it's time to get down to the nitty gritty by answering some key questions:

1. Why do you want to start your own business?

Loss or dissatisfaction with your current job? Fed up with the rat-race? Desire to be master of your own destiny? You've got a super idea for one? You just want to prove you can do it?

2. What do you expect to get out of owning your own business?

Personal Satisfaction? Personal freedom? Extra money? A lot of Extra money?

3. Are you looking to make a few extra bucks in your spare time, or are you looking for a new career?

Are you looking for relatively quick income, or are you in it for the long haul? How much time per day can you devote to your business? How much money are you willing to invest in your business?

You really need to take the time to get clear in your mind exactly what your expectations are for your business venture. Only then, can you take those expectations and translate them into concrete, achievable terms by... setting goals.

Where to Begin

When it comes to setting goals, start off with what's important to you in life.

To get you thinking, let's jump twenty years into the future. Describe your life.

- Are you still working? semi-retired or fully retired?
- Are you a millionaire? comfortably rich? or middle-class.
- How large is your business? What is your annual revenue?
- If you still work, how many hours per week do you work?
- Do you travel? Do you have any hobbies that you enjoy?
- And most importantly, are you happy?

I know it's not easy to project yourself into the future, but try to do so. Jot your answers down on a sheet of paper or, better yet, use our *Goal Setting Templates*.

After defining your long range goals, break them down into ten year and five year goals. Make sure they are consistent with your twenty year plan. The next step is to determine what you need to do to achieve your goals.

Types of Goals

If you're not sure where to begin in listing your own goals, here are three broad categories to consider.

Economic Goals - The opportunity to have more money and more financial security, both for yourself and for your family.

Personal Goals - The opportunity to do something you've always wanted to do, to pursue your dreams, to build something of your own, to be your own boss, to achieve a personal milestone.

Business Goals - Once your business is up and running, what do you hope to accomplish in the first six months? The first year? How many customers do you hope to have? What are your production quotas, sales & profit objectives? What will you do if your business does not meet these objectives? What will you do if it surpasses them?

Make sure your business goals are in sync with your economic and personal goals.

Retirement Goals - How do you plan on enjoying the fruits of your labor once you've come out on the other side of your proposed venture (assuming it has measured up to your projected profit potential)?

Goal Setting Ground Rules

In setting meaningful goals it helps to...

=> **Be specific** - establish targets that can be easily measured, and use numbers as targets whenever possible. Your success will depend in large part on your being able to track progress towards your specified goals and measure results.

Start with an easily quantifiable goal, say earning the amount of money you'll need to make in order to cover your living expenses or reaching a particular level of sales. Tie those numbers to specific time frames (within six months, within two years, within 10 years, etc.).

=> **Be realistic** - having high expectations is great, but make sure that you establish targets that are reasonable and potentially achievable. Don't aim too high or too low. If you're thinking about getting into the business of designing computer software, to say that you want to be bigger than Microsoft within six months is not realistic.

=> **Be aggressive** - you can be realistic and still aim high. Don't set goals that are too easily achieved and yet don't sell yourself short. If you want to be bigger than Microsoft within 20 years, go for it. You can do it if you are aggressive enough in your marketing strategy and you want it badly enough.

=> **Be consistent** - Beware of inadvertently setting inconsistent goals. For example, a goal of growing fast enough to have three employees within two years might be inconsistent with a goal of earning a particular amount of money if the employees' salaries eat into your bottomline. There's nothing wrong with having both goals - just be aware that the potential conflict exists.

Establish priorities among your goals, so that you'll know which ones are most important to you.

Don't forget to set short-term as well as long term goals. While it's good to have long-term goals, such as getting the business off to a flying start, growing it by leaps and bounds and toppling Microsoft in 20

years, you also need to set realistic and achievable short-term goals, such as selecting a name for your business or getting your first five customers. They can help you achieve small but crucial victories in the chaotic first months of your business ownership.

SIDEBAR: You greatly increase your chance of success, when you take the time up front to explore and evaluate your business and personal goals. It will not be time wasted because this information will guide you in creating a meaningful and well-thought-out business plan that will, in turn, help you reach these goals.

Some Goal Setting Words of Wisdom

The minute you settle for less than you deserve, you get even less than you settled for.

If you have accomplished all that you have planned for yourself, you have not planned enough.

No man can become rich without himself enriching others.

Life is a journey. Not just any journey, but the most fantastic journey in the universe. Life is a journey from where you are to where you want to be. You can choose your own destination. Not only that, you can choose how you are going to get there. Goal setting will help you end up where you want to be.

Goals are important because they will affect just about everything you do as you plan and operate your business. Goals are not just the destination you're driving towards, they're also the painted white lines that keep you focused on the road.

Continually look for ways to integrate or blend personal and professional goals.

Recognize how focusing on what you do want, what you do intend to accomplish, also defines what you choose not to do in your life.

Success is defined as "the progressive realization of a worthwhile goal." If you are doing the things that are moving you toward the attainment of your goal, then you are "successful" even if you are not there yet.

Every step along the way to achieving a goal is just as important as the last step.

It is not the achieving of a goal that is so important, it is what you become in the process.

Written specific goals provide direction and focus to your activities. They become a road map to follow.

Being busy with activities does not pay, only results do. As in baseball you only get points for getting to the goal of home plate. Just making it to the bases does not count.

Be sure the goals and activities that you are working for are yours and that you really want and desire to achieve them. The commitment is vital to your success in achieving them.

When you have a goal that is exciting to you, the life energy flows through you. You are excited about accomplishing it because it is personally meaningful.

Setting a goal, that you believe is unattainable will result in frustration. To be challenging and motivating, goals must be perceived as realistic and attainable.

Those people with dreams are the ones most likely to experience them.

Set goals carefully for you will attain them. This also means if you set none, you will attain that.

Goals, when thoughtfully set, can provide strong motivational direction.

Clear cut, understandable and realistic objectives leading to the goal help to maintain the sense of realism and the hope of attainment of the goal.

Establish measurement criteria to monitor progressive movement toward your goal. Then you will experience progress.

Have a vision that you know is unquestionably right and you will be internally driven to achieve that vision.

The man who makes no mistakes does not usually make anything.

Those who try to do something and fail are infinitely better than those who try to do nothing and succeed.

Use what talent you possess. The woods would be very silent if no birds sang except those that sang best.

Success or failure is caused more by mental attitude than by mental capacity.

Often people attempt to live their lives backwards: They try to have more things or more money, in order to do more of what they want, so they will be happier. The way it actually works is the reverse. You must first be who you really are, then do what you need to do, in order to have what you want.

One person with a belief is equal to a force of ninety-nine who only have interests.

We become what we habitually contemplate.

We learn by doing.

Take some time now to jot down your thoughts using our *Goal Setting Templates*.

- a. Personal Goals
- b. Business Goals
- c. Economic Goals
- d. Retirement Goals

Goal Setting Template

ASSIGNMENT: Write down at least four important goals in each category in measurable terms of performance. You can begin by making four copies the page below and labeling one your Personal goals. You would then label the other three your Economic, Business and Retirement goals. Next, begin jotting down your goals into the spaces provided. Break each major goal down into sub-goals or objectives, showing what you expect to achieve in the next 10 years, 5 years, 1 year and/or 6 months.

Plan the action you must take to attain the goals. While the effort required to reach each sub-goal or objective should be great enough to challenge you, it should not be so great or unreasonable as to discourage you. Do not plan to reach too many goals all at one time. Establish priorities. Plan in advance how to measure results so you can know exactly how well you are doing. This is what is meant by "measurable" goals. If you can't keep score as you go along, you're likely to lose motivation.

Remember, these goals are not set in stone. Make copies of the templates and re-evaluate or re-work them as you go along. Unforeseen obstacles and surprises are bound to crop up that will affect or alter your goals, objectives or course of action.

Personal Goals

*(You will change this label to **Economic, Business or Retirement** with each copy)*

20 Year Goal #1	20 Year Goal #2	20 Year Goal #3	20 Year Goal #4
10 Year Objectives	10 Year Objectives	10 Year Objectives	10 Year Objectives

5 Year Objectives	5 Year Objectives	5 Year Objectives	5 Year Objectives
1 Year Objectives	1 Year Objectives	1 Year Objectives	1 Year Objectives
6 Mos. Objectives	6 Mos. Objectives	6 Mos. Objectives	6 Mos. Objectives

Move on to...

- Your Economic Goals
- Your Business Goals
- Your Retirement Goals

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise (wo)man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to **accept our free gift** of our **Getting Started Online? Portfolio.**

Click the link below to download this mighty pdf publication right now for FREE!



[Getting Started Online](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, *PDF Perpetual Profit Portfolios*, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Cash Like Clockwork Website System](#) by Marlon Sanders

Marlon's [Cash Like Clockwork System](#) is unique on the 'Net for 3 important reasons:



1. It is comprehensive and in-depth.
2. It contains hands-on tutorials that actually SHOW YOU how to do stuff.
3. It's practical. Marlon actually gives you HIS system. He teaches you specifically what he does, how he does it and how you can do it to. That's very powerful.

In a nutshell with the "[Cash Like Clockwork System](#)" you get 17 ebooks, 5 audio and video seminars, a pre-recorded conference call, and numerous bonuses distributed to you in 11 CD's, plus you get Marlon's step by step "get started, get going, make money now" printed manual. The system teaches you Marlon's specific systems for finding out what people want, conducting surveys, back end marketing, creating your sales letters, and much more! If you want a web site that churns out sales, cash and profits like clockwork; that generates leads for you all the time, day in and day out, week in and week out; then I highly recommend that you look into this all-in-one masterful system.

[The eBusiness Mastery Video and Audio Learning System](#) by Paul Barrs

Paul Barrs has put together a power packed learning system 5 CDs (63 Videos) chock full of cutting-edge secrets you can use right now to grow your online business income. Here's a quick and easy breakdown...

- CD Volume One: Setting up your Site from Scratch
- CD Volume Two: Putting the Pieces of the Puzzle Together.
- CD Volume Three: eMarketing: How to Get Cash in the Bank.
- CD Volume Four: The Tools to Use to Get the Job Done.
- Plus you get a Bonus CD full of Affiliate Marketing Tips and much more...



At bare bones minimum you're getting thousands and thousands of dollars worth of [Website Marketing Knowledge](#) at your disposal.

[Net Marketing: Seize Your Potential & Prosper with Net Marketing](#) by Michael Glaspie

The Most Powerful, star studded internet marketing course of the year, this mega-course, just released by Michael Glaspie (of Banners Go MLM fame) has those in the know on the Internet all abuzz. And small wonder when you look at the impressive list of contributors, such marketing heavyweights as Corey Rudl, Mark Joyner, Shawn Casey, Ken McArthur to name just a few. In the course they take you through the entire marketing process they use to generate literally millions of dollars in sales each year with their massively successful businesses.



Here is a tiny sample of what you will learn with [Net Marketing 2004](#): You learn how to tap into JV resources and structure JV deals to explode your profits. How to find and use opt in mailing lists to reach millions of prospects. How to write and develop a kick-butt sales letter that will literally *force* your prospects to beg for your product, service, or opportunity. You'll also learn all about branding, USPs, Testing, Link trading and you'll read real world case studies of everyday people showing exactly what they did, and how they did it, to rake in huge profits online starting from scratch. Bottom line: You'll get up-to-the-minute tips and tactics that will help you to pull in profits faster and make your business bigger and better than it has ever been before.

[Secrets To Their Success](#) Corey Rudl & The Internet Marketing Center



In this exclusive Private Web Site, members are given access to an archive of interviews with "Mom & Pop" type web site owners who are earning \$100,000 - \$600,000 a year with their Internet businesses. Each month, members receive an e-mail, letting them know about two 100% brand new success stories that have been posted to the site. Members walk away from each interview with an in-depth understanding of the secrets that have made each web site successful... and with a clear picture of how they can apply these same strategies and tools to build their own fortune.

As well, members are given the opportunity to enter a draw for a review of their web site or business plan by Corey Rudl and the IMC team (valued at \$5,000), who dissect the site and offer tips and tricks that the web site owner can use to really accelerate their growth and sales. All reviews are also posted and archived within the [SecretsToTheirSuccess.com](#) Private Web Site, so in reality all members benefit. If you're looking for wisdom as well as inspiration, this site is well worth checking out!

[The PowerPause](#) by John Harricharan



Three steps, three minutes to personal success and real happiness.

"Beyond the knowledge of business and its complexities, way beyond the expertise of advertising gurus and marketing mavens, there is a place where the seeds of success germinate. Find this place and personal success and real happiness will be yours," -- John Harricharan.

The same principles that make a successful life, make a successful business... [The PowerPause](#) program has been endorsed by such marketing pros as Declan Dunn, Marlon Sanders, Joe Vitale, Yanik Silver and others. Here are two of the many benefits of using "The PowerPause" formula: 1) You project a powerful personality that makes people want to do more for you, and 2) You become more self-confident and your self-esteem is enhanced. You are then much more capable of drawing others into your circle of influence. To learn more of the many benefits, [click here](#).

[Know How To Be Rich](#) (Six Week Audio Course) by Lee Benson & Dr. Anthony Roberts

The secrets to life-long achievement, personal power, prosperity, health and happiness...

What if you really could get everything you want? Sounds tempting doesn't it? Just think about it - every material possession... every delicious emotional benefit... acquire anything you want... Well, now there is a man and a carefully developed program that CAN make IT ALL happen for you - if you but open your mind to the possibilities.



His name is Dr. Robert Anthony, and his credentials run the gamut from best-selling author, to master hypno-therapist, to psychotherapist, to personal performance trainer. But none of that is really relevant. What is relevant is what others have to say about him and how he has, against all odds, transformed their lives and fortunes. To read dozens of these moving testimonials, [click here](#).

I'm telling you all this because Dr. Roberts has now collaborated with marketing genius Lee Benson on an [amazing new product](#) that has taken all of his previous teachings, and catapulted them to a whole new level. Together they have developed a six-week crash course designed to make YOU SUCCESSFUL and HAPPY beyond your wildest imaginings! Here is what Dr. Joe Vitale, author of the #1 best seller, [Spiritual Marketing](#) and dozens of other popular courses has to say about it...

"Dr. Robert Anthony is a genius. His new audio program is priceless. His completely revised and updated collection of books – all classics proven to help people achieve their dreams – is an incredible offer. I say grab this entire package now and manifest your heart's desires. This is a life-changing moment. Grab it!"

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WOW: Where Vision and Value go hand in hand with Information and Opportunity!



[The WOW Experience](#). Food for Thought and Profit!

"If You Can Find A Better Deal on Any Product We Offer Anywhere on the 'Net We Will Gladly Purchase The Product For You!" <http://www.the-wow-experience.com>



The WOW Content Club. Your Full Spectrum Content Provider.
If Content Is King, The WOW Content Club is the Kingdom You have been Searching For.
We Take Up Where Others Leave Off! <http://www.wow-content-club.com>



The-WOW-Empire.com. Premium Profit-share Niche Properties.
Look for this Logo on Quality Niche Information sites all across the Internet.
Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly.
To get your piece of the action, visit us today! <http://www.the-wow-empire.com>