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

Plan To Succeed Online

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

"The promise of the huge Internet market is there for you. While it is intensely competitive, the size and lack of geographical barriers are especially suited to small business people who are blessed with niche vision and a dose of creativity and determination." Ralph F. Wilson, [Planning Your Internet Marketing Strategy](#)

Starting A Business Online

Should You or Shouldn't You?

Does starting or taking a business online make sense in today, or has the time for cashing in on the dot com gold rush come and gone?

Let's take a look at a few facts:

- Internet use in the United States alone is growing at a rate of 2 million new Internet users each month, according to a study by the U.S. Government
- More and more people are coming online to surf and shop with each passing month. According to a report by the research firm eTForecasts, there will be more than a billion Internet users worldwide by year-end 2005! The number of Internet users in the U.S. alone will grow to over 250 million. This means that the vast majority of people who will be on the Internet haven't even gotten there yet!)
- The number of purchases Internet shoppers are making is continuing to grow by leaps and bounds.
- With most of the world's population online and growing more comfortable with online shopping every day - selling on the Web is here to stay.
- Never before has the opportunity to set up shop online been so easy and affordable.

If you take these facts at face-value, it would appear that there has never been a better time to take your business online... And herein lies the rub - as more and more small and home-based businesses are jumping on the bandwagon.

Right now the Internet's potential as a powerhouse for entrepreneurs is just beginning to be tapped in earnest. Within a year or two, we will reach that critical time-frame where opportunity becomes diminished by competition.

What does this mean for you?

It means that you'd better get hopping.

If you've ever entertained any notion of "trying out the Internet thing," I wouldn't waste much more time mulling over the possibilities - or there's a good chance this booming opportunity may pass you by.

It doesn't matter what business you're in - or hope to be in - get it on the Web ASAP! The longer you wait, the more competition you'll have and the stronger that competition's hold will be on what should have been your share of the market.

When all is said and done, perhaps the crucial question you need to be asking yourself is not so much "Should I or shouldn't I?" But rather, "What on earth am I waiting for?"

What Are My Odds of Success?

In the U.S., it's estimated that only about 30 percent of all startups are still in business after five years. There are, unfortunately, no statistics on how many of those "failures" go on to build successful businesses.

The fact is, failure is probably the most common denominator among the most successful.

Without a doubt, one of my favorite marketing "gurus" is Dan Kennedy. In one of his many books, this renowned marketing expert mentions that the average millionaire has filed for bankruptcy about 3.8 times before reaching his or her current status. In fact, in his book "No B.S. Business Success," Dan claims: *"Failure is part of the daily entrepreneurial experience."*

Ah... but so is success! And never more so than since the WWW came along. According to the book, *The Millionaire Next Door*, *"80% of America's millionaires are first-generation wealthy."*

And numerous experts concur with Bill Gates' assertion that the Internet revolution has already created more millionaires than any other event in world history, and that it will continue to produce more than any other industry the world has ever known.

Why is this?

For one thing, the core of the Internet is information. And the underlying drive behind it is speed. Therefore, the Web grants the entrepreneur the ability to achieve results faster and more predictably than ever before.

Combine this with the fact that the Internet has given even the smallest business owner the opportunity to reach a huge audience: 560,000,000 people are already online, and over 46,000 more get online every day.

The opportunity is definitely there - the question is - are you prepared to take full advantage of it?

With the Internet you have the ability to instantly access a vast knowledge-base of learned experience (which beats learning from experience any day). You have the unprecedented opportunity to learn from other business owner's failures, setbacks, bounce-backs and successes - and to apply that knowledge to the successful building of your own business.

To quote from Dr. Ralph Wilson's [Planning Your Internet Marketing Strategy](#):

"A strong e-business, as with any business, is founded upon excellence and effort. There can be no middle ground. Starting and managing your own business takes more than motivation and desire. It even takes more than coming up with the right idea at the right time - although that certainly

doesn't hurt! It also takes commitment, hard work, sufficient capital, research and planning, with a bit of luck thrown in for good measure."

Although there isn't any way that you can guarantee that you'll ever reach millionaire status, you can greatly improve your odds of success by becoming as well-prepared for the task as possible. The better you understand the responsibilities and challenges that lie ahead of you as an entrepreneur, the more likely it is that you'll be one of the survivors.

Like a chess game, success in small business starts with decisive and correct opening moves. If you fully understand what you can expect from owning your own business - as well as what will be expected of you, you will make the right moves from the get go. There will be few surprises and therefore few costly mistakes that you will have to recover from.

Where Are You Coming From?

Generally speaking, most of us looking to start our own businesses can be grouped into two categories:

1. We either know exactly what we want to do, have skills and experience in a chosen field and are merely looking for the opportunity or resources to take our work or know-how online.
2. We want to start our own online business, but don't have any real definite ideas about what we'd like to do.

How you proceed will depend, in large part, on which group you fit into.

If you already know what you want to do, your task is a bit easier. There's no need to research business ideas and opportunities to decide which might be suitable. Instead, you can jump right in and assess your chances for success in the type of business you've selected.

For those of you who just want out of the traditional nine to five rut but aren't sure where you want to go from here, we will begin at the beginning - by considering:

Advantages & Disadvantages of Owning Your Own Business

Some Advantages of Business Ownership

1. You can pursue an interest, field or activity that you really enjoy.
2. You'll have the chance to see own ideas or vision become a reality.
3. If you pull it off, you stand to make a lot more money than you ever could as an employee of somebody else.
4. You'll be your own boss (possibly the boss of others as well) and will have sole authority in making all decisions relating to your business.
5. By having to involve yourself in every aspect of running your business, you'll gain valuable entrepreneurial knowledge and experience.
6. You never have to worry about getting fired or laid off!
7. You'll cut out commuting time and, along with it, the dollars spent in gasoline and car maintenance or transit fares, not to mention the daily stress of fighting traffic.

8. You can dress for comfort rather than success, saving untold dollars on your clothing budget. (You can eat cheaper too!)
9. If your location is unimportant to your business, you can theoretically live anywhere and still operate your business.
10. You'll have greater control over your work hours and will be able to conduct your business at your convenience, affording you more flexibility in your lifestyle.
11. Greater flexibility in your business schedule and lifestyle will allow you to spend more time with your family.
12. You'll have the personal satisfaction of creating and running a successful business and building a solid base of clients and customers with whom you are personally familiar.

Some Disadvantages of Starting A Home-Based Business

1. Even though starting a home business is relatively low-cost, it still entails a certain amount of financial risk.
2. You'll undoubtedly have to work long hours in the beginning until things get going, and perks like vacations will have to be placed on the back burner.
3. Unless you're already an experienced marketer and computer whiz, you're going to find yourself faced with "learning opportunities" around just about every corner. Just as you're congratulating yourself on having mastered one new advertising strategy or internet feat, another one will confront you that you will have to "figure your way out of."
4. Although you may actually like working alone, there may be times when you miss chit-chat and companionship of co-workers. Sitting alone at home at your computer desk, you may, at least in the beginning, feel some isolation from social contact.
5. Yes, you're your own boss. But you're also your own bookkeeper, accountant, customer service representative, basically jack-of-all-trades, and as such you'll have to do everything, even tasks you may find tedious and boring.
6. Yes, you're your own boss. You're running the show and attending to the myriad details of running a business may take away time from other pursuits that you really enjoy.
7. You will no longer be able to count on a regular paycheck. Your income may not be steady, and there may be times when you don't have much income coming in at all.
8. If you're working at home, you're more vulnerable to interruptions from family members, friends and/or neighbors who phone or drop by, not to mention deliverymen and telemarketers.
9. I know it's tempting, with that TV just sitting there across the room from you, and the telephone just an arm's length away. But you'll have to learn to resist the temptation to use either one of them during work hours.
10. You may run out of space in your home if your business is successful: -)

SIDEBAR: Many of the disadvantages of working at home can be minimized by self-discipline, by establishing a regular work schedule, setting clear limits with family and friends and by projecting a professional image at all times.

The Advantages of Starting a Business Online

There really are too many to list. But here are some of them.

1. It's extremely affordable. In fact, if you're prepared to do lot of the work yourself, you can be up and running for a couple hundred dollars.
2. You can work at your own pace, make your own hours. No more commuting headaches or pressure to meet corporate deadlines.
3. Everything can be easily automated, so the time you need to invest once your business is up and running is minimal.
4. The cost of reaching and attracting new clients/customers on the WWW is a fraction of what it costs using traditional media. As a lightning fast and effective communication medium, the Internet is unsurpassed.
5. The cost of staffing and operating your online business is minimal. You can offer your products and services around the clock without need of sales staff or retail location.
6. With a Website you get instant access to a world-wide marketplace, so no matter how narrow your business niche, you're bound to find a viable customer base.
7. Advertising costs are low. Not only can you advertise for free in many online venues, but you can quickly and easily ascertain the effectiveness of your advertising and fix what needs fixing fast - without spending a cent.
8. Testing new ideas, products, services or sales copy costs you virtually nothing, so finding out what works and what doesn't online is extremely low risk.
9. With an online business you can begin generating a respectable income almost immediately, provided you go about it right.
10. Once you've learned the ropes with one business and automated it, you can easily start another, enabling you to earn income from multiple streams. This is the key to making a solid, substantial income on the Internet.

Taking An Existing Business Online

The list gets longer if you already have a business off-line, as taking your store or company online can actually save you a great deal of time and money.

How's this, you ask?

1. The most obvious savings are in promoting your business. Compared to running print ads in newspapers or magazines, online advertising is ridiculously cheap and efficient. On the Web you can test your advertising in a matter of days, as opposed to the months it takes using conventional media. In fact, you can place your ad and start receiving orders within an hour!

2. An online presence affords you the opportunity to take advantage of the wonders of email. You can disseminate your sales message, product update info and topical autoresponder bulletins/reports instantly to the recipients of your choice, and it won't cost you a penny. Imagine the amount you'll save on postage, courier services and phone bills alone!
3. Not only can you disseminate information quickly and easily using email, but your customers, clients and/or business associates will receive your announcements, replies or other documents in minutes - as opposed to days. This kind of efficiency makes a lasting positive impression on all concerned.
4. You can cater to the night owls. Having a Web presence allows you to offer and sell your products and services at all hours of the day and night - a surefire sale booster!
5. Having a Website will also dramatically bolster your store's/company's visibility, instantly expanding your scope of operations from a local to a global market.
6. You can virtually eliminate the need for costly, one-on-one customer service calls by offering an extensive Frequently Asked Questions (FAQ) section on your Website.
7. If you're looking to recruit new staff or personnel, you can advertise positions on your Website for free and attract a targeted work-force that is both highly educated and experienced.
8. With a Website you can train your staff or update them on the latest developments in your firm or business by simply posting announcements, news, "How to" tutorials, new product info and bulletins on your Web pages.
9. If you don't have a Web presence, you risk losing a growing percentage of clients/customers to your competition, who are able to offer them the option of browsing, shopping & ordering at a time - and in a manner - that's convenient for them.
10. How many times have you been asked, "Do you have a Website?" Or, "What's your Website address?" If you aren't able to respond with a www.something-or-other.com, not only will you lose out on a lot of repeat business, but you risk branding yourself and your company as "old fashioned" and "out of touch."

More and more nowadays, it's expected that merchants keep up with the times by having a Web presence, and this trend is definitely here to stay.

The Disadvantages of Starting A Business Online

Because starting a business online is such a low risk, high reward opportunity, there really aren't a lot of obvious drawbacks. But for the die-hard skeptics among you, here are a few.

1. Starting or taking a business online costs money.

This is true, but as we already noted above, start-up costs are minimal. For less than \$500 you can be up and running with a full-blown, order taking Website and an effective online advertising campaign in place. You can get going for less if you're prepared to do most of the work yourself.

The good news is that Web hosting is becoming cheaper and cheaper as more and more companies are competing for your business, and you can snatch up domain names for dollars nowadays. There are a host of third-party options available for credit card processing, so you don't need to worry about getting a merchant account, and more and more free and budget priced advertising services are springing up by the hour.

Bottom line? The more money you have to spend, the more help you can get, the more you can automate, the faster your business will take off. **But compared to the cost of off-line ventures, online start-up is ridiculously cheap - and easy!**

2. Setting up a Website takes lots of Internet experience and a sophisticated knowledge of "computereze."

Not any more it doesn't. Fact is, if you can surf online, use a word processor and send email, you already have the basic skills you need to set up a business online.

As for designing a Website, the basics of HTML are simple to grasp, and a slew of WYSIWYG (What You See Is What You Get) editors are readily available that make having even this limited knowledge optional. You can download storefront software that makes selling multiple products online a breeze, and simply cut and paste scripts and applications that will allow you to implement more complicated programming feats - all without having to know a lick of code.

And, if you don't feel up to creating a site yourself, there are plenty of free and low cost web template options you can go with, as well as many modestly priced professional design services.

3. THE BIGGIE - Too many dot-com companies wind up as dot bombs, and you don't want to take the chance of joining their ranks.

For a while there it did seem that every time you turned on your TV or picked up a newspaper you were greeted with the news of one multi-million dollar dot-com venture or another falling by the wayside. And it's true, many of the "Big Guys" did go belly-up in the past year...

Want to know why? Basically, they were too darn arrogant and greedy. They had the big bucks to spend, and they spent it freely - and all too often - unwisely.

Rather than taking the time to study and familiarize themselves with the WWW as a mighty business medium, they simply jumped in with both feet - without much of a business plan and less of a fallback strategy. Then, when their initial splash didn't pan out to long term success, the media hopped on the bandwagon, blaming the medium, rather than the true culprit - simple ignorance, overconfidence and/or gross mismanagement.

The media also had a heyday over the NASDAQ plummeting.

But let's be honest, this really wasn't earth-shattering news! Most of us knew the bubble was bound to burst sooner or later -that many of the dot com forerunners were over-valued and under-prepared to sustain their momentum for the long haul. Investors simply pulled back when they began to sense the market beginning what was essentially a long overdue correction, and the domino effect culminated in the inevitable, but hardly terminal, collapse of the NASDAQ.

All this, of course, made for sensational news copy but, when you get right down to it, none of it is really relevant to the suitability or sustainability of the WWW as a small business, entrepreneurial marketing medium.

The fact is, not only has the Internet leveled the business playing field for businesses of all sizes, it may have actually tilted it in the "Little Guy's" favor.

To quote from "What Net Slump? The Web's Thriving," an article that appeared in the April 2001 issue of *Yahoo! Internet Life*:

"The Tech World is booming, on the verge of one of its most interesting and creative periods... Mom-and-pop stores, driven out of business in the offline universe by the Wal-Marting of America, are booming online. Just go to Google, type in any product and see for yourself. Online, every retailer is global, a radical shift in Net economics involving smaller merchants and individuals, from cheese makers to antiques dealers. Sites such as eBay have become international centers of personalized commerce and retailing."

So why don't we read more about the every day successes of thousands of small and home-based mom and pop ventures? The simple answer is that they hardly make for riveting news copy. Certainly not when compared to the demise of the mighty dot com giants.

This is not to say that every small business entrepreneur is finding instant success online. Hardly. In fact, a good percentage of them are floundering for some of the same reasons that their larger corporate counterparts are failing... they simply do not bother to invest the time necessary to educate themselves in the right way to go about marketing online. As a consequence, they make lots of costly mistakes.

As we all know, learning by trial and error can be extremely expensive and, when it comes to conducting business online, it's totally unnecessary nowadays.

There's a profusion of quality, cutting-edge, readily accessible information available today on every aspect of starting and building a successful business online. So there's simply no excuse for not availing yourself of all the knowledge you need to avoid the problems and pitfalls that have felled others.

OKAY, so what's the bottom line?

For one thing, the day of Internet "get rich quick" schemes has definitely passed. So if you're simply looking to make a fast buck without doing a lick of work, you're out of luck (you're also not very realistic!)

If you want to build a successful business online you have to work at it - the same as you would in the off-line world. However, because online e-commerce world is far more predictable, if you know what you're doing, if you follow in the footsteps of those who have paved the way and set a workable, successful precedent, you can not only make a go of it, your own success is virtually guaranteed.

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.**

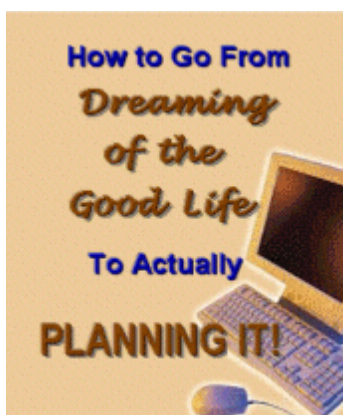
You have started your journey in the right direction with this report but, as every wise (wo)man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed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

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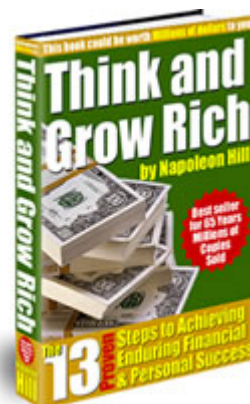
Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, *PDF Perpetual Profit Portfolios*, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking 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...

[Think and Grow Rich](#) by Napoleon Hill

[Think and Grow Rich](#) is the most powerful book ever written on the subject of personal financial growth and happiness. In this book you will find the secrets of millionaires that have been jealously guarded for centuries. It has been said that this book is responsible for making more millionaires than all other motivational success books combined!

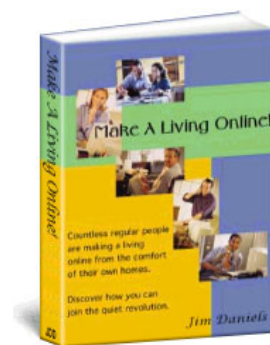
If you have any doubts about the power of this great book, think about this -- if you keep doing the same things over and over again -- you'll only succeed in getting the same results. So why not try out the proven Andrew Carnegie system for success? To quote Napoleon Hill himself, "*Anything your mind can conceive and believe, it can achieve.*"



[Make A Living Online](#) by Jim Daniels

Jim Daniel's primary venture combines a (real) book and a companion website which he uses to show you exactly how he has... and how you can..."make a living from the Internet." No hype, no wild claims, no pressure - just solid information, in the form of a step-by-step formula, from a guy who's been there and done it.

The contents of the [Make A Living Online](#) book are extended and kept fresh through a private companion website that consists of more than 100 pages, at which Jim reveals every resource he's used through the years to grow his own popular business online.



[Ultimate Seminar Videos](#) by Corey Rudl

Corey made over \$7,600,000 from his online business last year, and now he's actually going to SHOW YOU how he did it! From how to choose what you should sell, to setting up a web site, to getting a ton of new customers for free, Corey literally sits down and explains how it's all done!

So if you own a television and a VCR or DVD player, I highly recommend that you pick up a copy of his new [Ultimate Seminar Videos](#). In 278 minutes, he'll personally walk you through his most profitable secrets for starting and growing a successful Internet business, plus you'll get real "live" examples of how other people are making \$100,000+ per year with THEIR web sites using his techniques -- *so you can model their success, too!*



[Secrets of Creating Wealth](#) by Stephen Pierce

Let Stephen Pierce personally help you unlock what's holding you back from creating wealth, and transform your life from one of constant money worries, health problems, guilt feelings, fear, procrastination and confusion into a life of financial abundance, vitality, contentment, fulfillment and peace. In his latest work, [Secrets of Creating Wealth](#), he reveals the inside story of how he went from a homeless street bum to the Multi Million Dollar Internet Success Story that he currently is - creator of FibonacciSecrets, The Whole Truth and Smart Pages and more. He finally reveals the mindset he personally used to create his massive success personality, and how you can attain similar results by making a simple, single, yet crucial adjustment to your thinking; an adjustment that revolves around what Stephen refers to as the Power of the Third Influence.



If you are going to attain any level of success, you must learn to recognize the presence of the Third Influence in your life and, perhaps more importantly, learn how you can harness it so that it will work for you and not against you. I promise you, if anything can make a real difference in your life, and make the year 2005 a better one for you, this Stephen's [Secrets of Creating Wealth](#) can. Don't delay. [Pick up your copy](#) today.

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