

Time to Start an Internet Business

Why Now is the Time to Start an Internet Business!

By Damien Senn

There is no question that we are living in a time of profound change and transformation globally. Most of that change has been driven by the possibilities that have been created by the Internet. To have the answer to almost any question you could possibly dream up at the end of your finger tips is nothing short of astounding.

The world is changing radically

They say that the amount of change that we have experienced globally over the past 10 years is roughly equivalent to the amount of change we experienced in the 50 preceding years. They say that this level of change will now be replicated over the next 5 years.

In times of profound change there are people that thrive and there are also people that struggle to survive. The people that thrive are typically those that see the opportunities that are present in the change that is unfolding. The people that struggle are those who are either oblivious or resistant to change. What this exponentially growth curve creates is a world of opportunity for those who are ready for it.

There is a significant trend towards outsourcing, downsizing and self employment in the Western World. Job security is definitely an outdated concept in today's world. If you are someone that relies on a pay check coming from an employer it is definitely time that you start looking to develop alternative revenue streams from other sources.

One of the best ways that you can start to develop alternative sources of income without giving up your day job is through the Internet. The reason for this is due to it's relatively low entry costs and potential for great leverage. The Internet provides you with the opportunity to a run a business with global reach from the comfort and security of your own home.

Automation through Internet technology

With the rapid advancements in Internet technology over recent years it is now possible to automate a lot of traditional business functions. For example by using a shopping cart (like 1shoppingcart) you can literally automate the distribution of your products (digital downloads), collect all your sales earnings via credit card over the web and set up a virtual sales force paid strictly on performance (affiliate marketing).

This kind of technology is now much more accessible financially than it ever has been. And the real beauty of the technology is that it provides you with the ability to literally make money while you sleep. It has created incredible opportunities for small inspired business owners who want to market their businesses profitably at low cost.

Here are 7 compelling reasons why you should consider marketing your inspired business online...

The Internet provides you with an opportunity to build relationships with your target audience. Whether you are running an online or offline business, the reality is that most people will not trust you enough to buy from you in the first instance. If you want to make a sale you actually have to take the time to consciously cultivate relationships with your target audience. Offering a free monthly newsletter filled with great content is an excellent way to develop these relationships.

You can demonstrate your expertise through your marketing initiatives. Online article marketing (such as this one) is a great way to demonstrate this concept. By sharing a sample of your expertise with your potential customers will help you to build credibility in a way that paid advertising simple will not enable you to do.

You can measure the effectiveness of your marketing initiatives. One of the big challenges of advertising through traditional marketing channels is the fact that it is very difficult to measure the part of your marketing spend that is working effectively and the part that isn't. The great thing about the web is that there are tools and resources that can help you to measure almost everything so you'll quickly work out what is working and what isn't.

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Your marketing has a much longer shelf life. Advertising and marketing through traditional small business channels such as newspapers and magazines usually means that your marketing endeavors have a shelf life that is aligned with the publication period.

When you market yourself by sharing your content around the web, your marketing will actually work for you as long as your content remains on the web which in many cases can be indefinitely. Best of all it doesn't cost you anything to do it!

You can educate your prospects before they approach you. If you are a small business owner selling your time for money (e.g., a coach, therapist, healer, consultant etc) you will no doubt be very aware of the fact that time is your most precious commodity. Any efforts you make to reduce the amount of personal time taken to educate your prospects before they buy will actually give you a little piece of your life back.

By simply providing detailed information about the people you serve on your website and the results you have managed to achieve with them will save you enormous amounts of your time and energy.

It's cheap, quick and efficient. Marketing your business through email to people who have requested that you keep in touch with them is one of the most powerful tools available to the small business owner. With just a couple of clicks of a mouse your business message can be read all over the world by people who are interested in what you have to offer.

You have an opportunity to archive your knowledge. This is where it gets really exciting. If you make a living selling your expertise by the hour with the technology that is available today you now have the ability to archive your knowledge and expertise in the form of digital products (e.g. ebooks, audio programs, home study courses etc) that will help you to literally make money while you sleep.