

SCOTT FOX'S SEVEN SIMPLE STEPS TO STIMULATE YOUR SUCCESS ONLINE

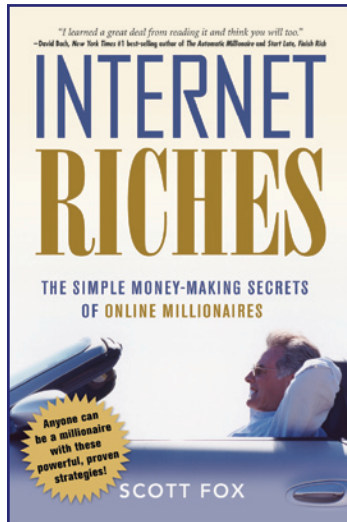
"Scott Fox's *Internet Riches* is a fantastic roadmap for the novice as well as the experienced Internet businessperson who wants to finish rich online. I learned a great deal from reading it and think you will too."

—David Bach, #1 best-selling author of
The Automatic Millionaire and *Start Late, Finish Rich*



INTERNET RICHES:

The Simple Money-Making Secrets of Online Millionaires



**BUY IT AT
AMAZON**

“Want to do more than surf the net? Scott Fox helped set up BillOReilly.com and make it into a profit center. His book, *Internet Riches*, is a must read for entrepreneurs.”

—Bill O’Reilly

“Scott Fox wants everyone to think about how the Internet can impact their business ideas. While making money is never a simple formula, Fox’s *Internet Riches* makes its contribution by detailing what entrepreneurs have done to find success online.”

—Joe Lassiter, Professor of Management Practice,
Harvard Business School

**WE ENCOURAGE YOU TO POST THIS ON YOUR BLOG AND
SHARE IT WITH ANYONE WHO MIGHT BENEFIT FROM IT.**

© 2008 – Scott Fox

This work is available to you under Creative Commons License Attribution-Noncommercial-Share Alike 3.0.

<http://creativecommons.org/licenses/by-nc-sa/3.0/>

What will you do with your tax rebate?

This winter President Bush signed the Economic Stimulus Act of 2008. He called the \$152 billion dollar tax refund a “booster shot” for the American economy.

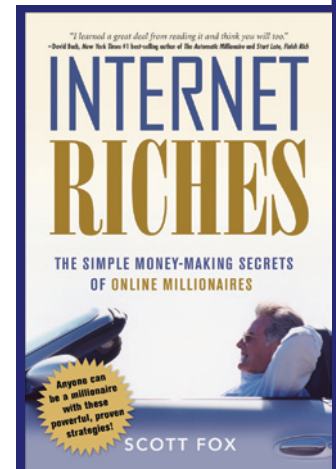
Is yours one of the 130 million American households that’s going to receive an Economic Stimulus Act check? Unless you make more than \$75,000 (\$150k for married couples), you’re likely to receive this unexpected tax rebate of up to \$600 (\$1,200 for married couples).

The rebates will put about \$120 billion in the hands of individuals in the hope that they will spend it and boost a faltering U.S. economy.

What are you doing with your stimulus check? Is \$600 enough to have an impact in **your** life?

A \$600 stimulus check is not enough to change your life. Or is it?

What are you going to do with your check? Sure, you could blow it on a new cell phone, clothes or a (short) vacation. But why not REALLY put it to work?



I propose you invest your stimulus check. Where? In yourself!

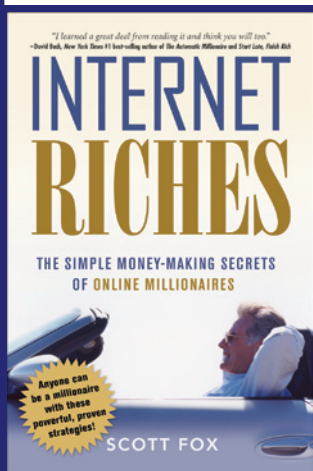
How about using the money to reinvent your career and financial future by starting your own long term, revenue-generating business?

Instead of working to make someone else rich, how about putting this money to work for YOU. After all, it's your money anyway – a rebate of your own taxes. How about working smarter with this money? Instead of spending it, investing in yourself is a great way to stimulate the economy and, even more importantly, stimulate your own financial future.

Did you know that you could start and own your own revenue-generating business online for far less than the \$600 you'll get in your stimulus check?

Sorry, venture capitalists, the startup game has changed! You don't need millions of dollars in startup money. This ebook will show how you can turn that stimulus check into a fully functioning online business, plus you'll have money left over to celebrate your promotion to CEO of your own business!

That's right. On-going competition between software providers and web site hosting companies have continued to drive down costs for entrepreneurs online. There's also a revolution called SAAS (software as a service) that is continuing to provide more powerful technology to consumers at better prices all the time.



SAAS companies deliver the business tools you need through a web browser, so you don't need technical expertise or the expensive technical support staff that used to be required. You can build and edit web sites, buy and sell products, track and report on sales, run marketing campaigns, and conduct all the important activities of a real business simply by going online and accessing them through the Internet, usually for small monthly fees. SAAS providers handle all the software development, hosting, and upgrades so you can concentrate on building your e-business instead of tech support.

Why bother? Isn't the Internet Gold Rush over?

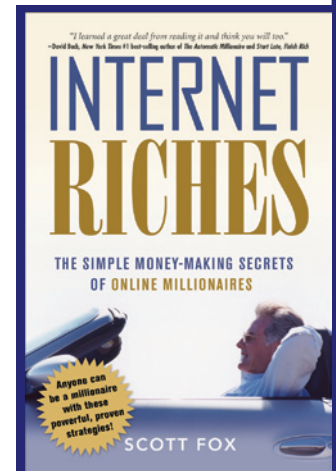
No. Just as technology prices have come down and ease of use has increased, the Web audience has continued to grow. Despite the media's obsession with identity theft and hackers, e-commerce continues to grow dramatically and the advertising revenue available to web site publishers are also soaring worldwide.

Here are some statistics to prove the point:

- There are now 1.3 billion people online.¹ Hundreds of millions more will be online in years to come.²

¹ eMarketer, 8/1/2007

² Jupiter Research, 8/2007



SCOTT FOX'S SEVEN SIMPLE STEPS TO STIMULATE YOUR SUCCESS ONLINE

- Not only are there more people online, they are spending more of their time and money online too. In the U.S. the average time spent online by Internet users almost **doubled** from 8.9 hours/week in 2006 to 15.3 hours/week in 2007!³

This means more revenue for product sales-based sites, and more ad dollars to support content-based e-businesses.

E-commerce continues to grow, with over 85% of those online now having made an online purchase. This is up dramatically since 2006, when only 10% of web surfers were buying online. By 2012 an additional \$100 billion per year will be spent on e-commerce purchases.⁴ Imagine how many new millionaires that's going to make!

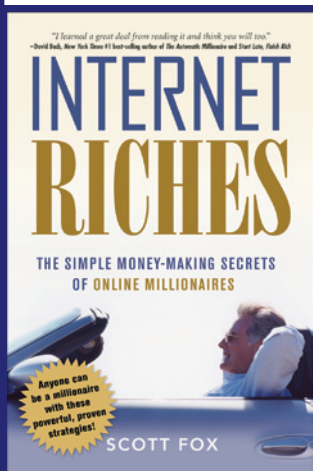
And despite the continued growth in online audiences, today the advertising industry overall still spends less than 10% of its budget online. As advertisers finally realize that consumers are reachable on the Web, online media buys are expected to double by 2012.⁵ This rapid growth means there will be **billions** of ad dollars looking for online advertising opportunities that your new web site could provide.

This continued growth in online purchasing and ad spending offers major opportunities for those who take action to pursue them.

3 eMarketer, 2/28/2008

4 eMarketer, 2/21/2008

5 eMarketer, 3/31/2008



Is now the time to take advantage of the E-Business Revolution?

Get rich SMART strategies

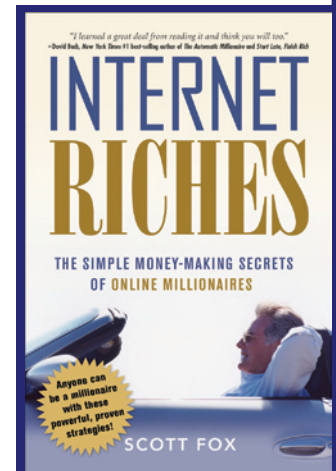
You can create a work from home or part-time business with million dollar potential with almost no downside. The Internet can help you work smarter instead of just working harder.

I'm not promising you riches or overnight success. But I am encouraging you to take another look at starting your own business, and doing it online.

Invest your stimulus check to build your own business online

You probably have an idea for a business already – most of us do. A recent study showed that two-thirds of Americans think about quitting their jobs “regularly” or “constantly”. And even more than that (72%) want to start their own business.⁶

⁶ Study conducted for Intuit by independent research firm, Decipher.



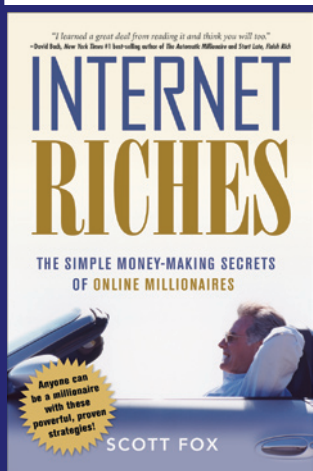
TIP: If you don't have a business idea already, *Internet Riches* is filled with real life examples of regular folk who have successfully launched their own business, plus exercises to help you brainstorm the best online opportunities for you based on your own personal interests and expertise.

Given the low startup costs and the worldwide reach of the ever-growing Internet, it's clear that any business idea you have today should be tried online.

Your new e-business can be based on personal interests, hobbies, issues important to you, or solutions you've developed to common problems.

*In fact, not only **can** your new business be based on your own interests, it **should** be that way.*

Basing your new venture on your own enthusiasms and expertise is the best way to stay motivated and also to establish your credibility with customers.

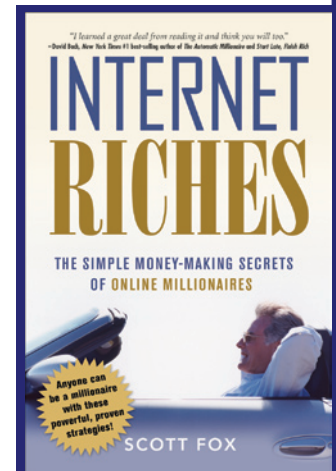


SCOTT FOX'S SEVEN SIMPLE STEPS TO STIMULATING YOUR SUCCESS ONLINE:

My book, *Internet Riches*, covers the following topics in much more detail. If you find this analysis helpful, be sure to sign up for my free newsletters at ScottFox.com or buy a copy of the book at your favorite bookseller.

1. Determine Demand for Your Products/Services: You don't want to spend time or money on launching a new business unless you're confident that customers will pay you money for your work. An easy way to gauge potential interest in your new products/services is to use some of the many keyword advertising tools online to check demand.

For example, you can sign up for a Google Adwords account for FREE. Once logged in, you can create a sample text ad for testing purposes. As the system's instructions walk you through setup of a new ad campaign, you'll be prompted to enter keywords and phrases related to your product. Enter as many variations as you can think of that people might use to search for products like yours using a search engine. Press "Continue" and the system will display to you the estimated number of searches per day on Google for that word or phrase.



This tool is intended for potential advertisers to use in estimating their keyword advertising budgets, but it works great for estimating demand in general. (And if you do things right, you're likely to be advertising with Google soon anyway.)

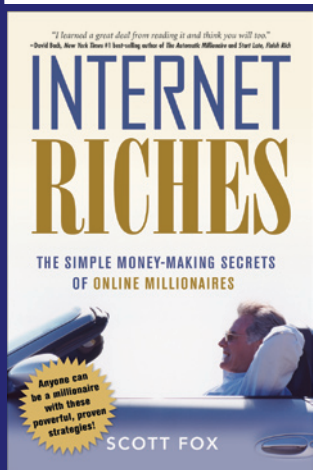
If you find a lot of searches per day on your chosen topics, that suggests that there is real customer interest in your field. Few searches per day suggests that you need to rephrase your keywords or that you may want to try a different target.

This is invaluable information available to any would-be entrepreneur. Even better, it's available before you actually invest in any products and costs nothing.

2. Examine Competitors to Differentiate Your Approach: Having found a niche market that interests both you and potential customers, it's then up to you to differentiate your products or approach from competitors.

If you recreate offerings already available elsewhere, online or off, you'll be reduced to competing solely on price. That's not a good way to get rich...

Instead you should take advantage of the Web to identify and analyze competitors' web sites. Hopefully there will be no direct competitors to your new idea, but even if there are, you can develop your own unique selling proposition with a little creativity.

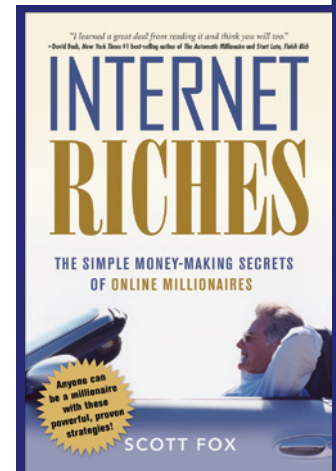


For example, you may offer the same products but differentiate yours through traditional retailer strategies such as better customer service, better selection, or cheaper shipping.

Online you can also differentiate yourself by the clever addition of online tools such as accompanying blogs, message boards, newsletters, or follow-up emails.

You might decide against selling products at all. Reviews about products, blogs, directories, related merchandise, newsletters, affiliate programs, or other information sharing about your chosen products may be more profitable approaches than selling the underlying product or information itself.

3. Register Your Domain Name: Once you've identified an in-demand product niche and a target market that's interested in that approach, it's time to think about branding your venture. You'll obviously want to come up with a domain name that is short, memorable, related to your business, and available.



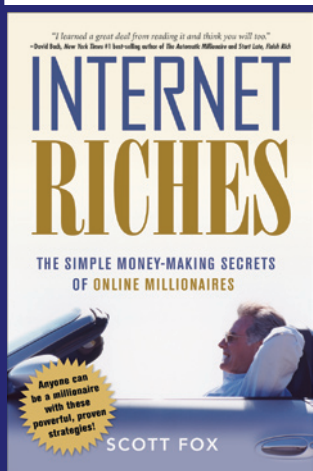
SCOTT FOX'S SEVEN SIMPLE STEPS TO STIMULATE YOUR SUCCESS ONLINE

Today most such obvious domains are already taken. If you don't want to spend your whole stimulus check on trying to acquire a domain from a squatter, put your brain to work instead.

Thinking creatively about your target market (e.g., retirees, nurses, fly fisherman, sports lawyers, etc.), your product (whatever that is), and delivery format (e.g., shop, newsletter, blog, etc.) can yield a long list of related key concepts and words.

Try combining these concepts into two or three word phrases and you'll have much better luck finding an available domain name. And stick with .com domains if you can – they have much more credibility and recall with customers and are preferred by the search engines, too.

TIP: I use my own domain registrar, InternetMillionaireDomains.com. We offer a tool that allows easy research on availability of hundreds of domain names at a time. To do this, visit my registrar and click on "Domain Names". In the resulting pull down menu, you'll see an entry titled "Bulk Registrations". This page will let you enter in up to 500 domains at a time to check for availability. So type up all your variations in Word, Excel, or some easy to use program first, and then just copy/paste to check them all at once. Much easier than typing them in one by one at most registrars!

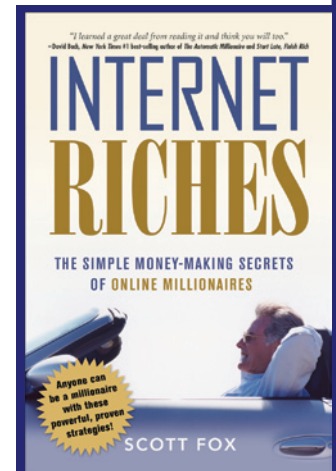


4. Post a Beta Web Site: Beta is the testing phase. You'll want to put up a web site soon after you determine your product, brand, and business model. You can get a free site through services like Blogger.com or Wordpress.com to get started. (I prefer Type Pad, but I pay \$14.95/month for its extra features. See my site WebSiteToolReviews.com for a detailed review of why I think it's worth it. Even an annual contract at this level is only \$149.50 – that still leaves you with plenty of your \$600 stimulus check.)

The beauty of blog sites is that they include basic but professional looking graphics templates and are specifically designed for easy updating. They allow you to write new content and post it online (and edit it) in real time, with no special software installed or expertise needed. No FTP, no hosting contracts, nothing! This means that you can rapidly post and tweak your content as your new business evolves **without paying technical consultants for every update.**

Note: You can use these blog systems to create real web sites that are focused around pages instead of posts, too. As content management and online publishing systems get more sophisticated and easier to use, the divisions between a blog and a web site are rapidly eroding.

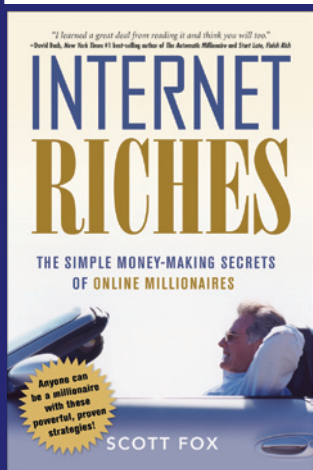
They are not perfect but free or near free blog systems are a great, cheap way to get your business idea online quickly. The sooner you get your concept up and available for customer feedback, the sooner you can begin refining your approach to maximize revenues.



5. **Submit Your New Site to Search Engines:** Given the massive amounts of customer traffic that they funnel daily, you'll need customers to be able to find you through search engines.

It can take weeks or even months to get a new web site fully indexed by the top search engines, so as soon as you have settled on a domain name and posted a basic web site, you should submit your URL to them. These include not just Google and Yahoo, but others including MSN's Live and DMOZ, the open source directory project which powers many other search engine listings. Many search engines also offer paid submission services if you're in a hurry to be included, but basic submissions to the top ones are free.

TIP: Don't wait until your site is perfect and ready for business – get a jump on the process by submitting your site sooner rather than later so that you can begin attracting search engine traffic sooner rather than later, too.



6. **Install Cash Collectors:** Are you going to sell items or advertising? As discussed in *Internet Riches*, these are the two major business model categories for online business. One suggests you'll need credit card processing capabilities, the other that you'll want to reserve space on your web site for advertisements.

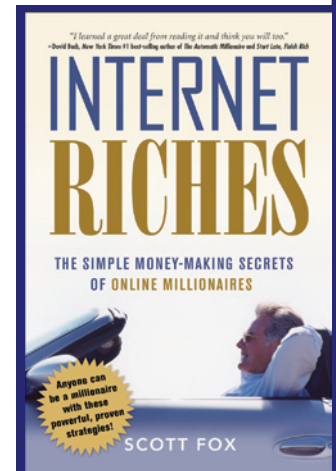
E-Commerce Business Tools:

If you're headed toward e-commerce, you'll need the ability to collect order information and payments from customers. Although historically this required special shopping cart software and a credit card merchant account, today you can do this for no up-front cost.

Like the other solutions I'm proposing here, there are lots of ways to do this, but an easy way is to use PayPal.

Registering for a PayPal account will allow you to create product "BUY" buttons to install on your new web site. The PayPal system will then help you collect order information and money from your customers. They can pay using their own PayPal accounts or PayPal will help them use a credit card in exchange for a small percentage of each transaction.

If you want a basic shopping cart, I recommend the one available from Go Daddy. This is useful if you want customers to buy more than one item at a time or to offer discounted bundles of products or coupons. (This shopping cart system is also available through my domain registrar site, InternetMillionaireDomains.com.)



SCOTT FOX'S SEVEN SIMPLE STEPS TO STIMULATE YOUR SUCCESS ONLINE

For just \$9.99/month, this system will provide you with a fully functioning online storefront. You can display your products, collect customer order info, and even offer downloadable products for secure, automated sales. Plugging in your PayPal account will allow you to collect the money from customers as outlined above, without having to apply for or pay for a credit card merchant account.

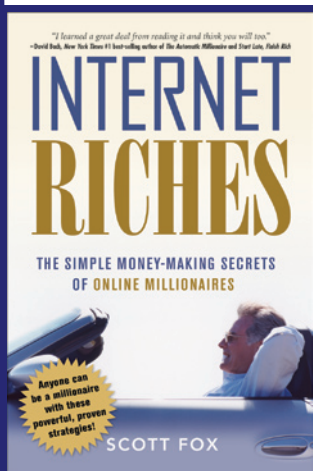
You may eventually want a more robust shopping cart solution once your business is pulling in big bucks, but for less than \$10 you can use this system for one month at a time (with no hidden fees and no long term contract required!). It's a great place to start.

Advertising Business Tools:

If you're more interested in becoming a professional blogger or otherwise creating web site-based content as your business model, you'll want to focus more on advertising revenues than e-commerce product sales. If that sounds like you, you're in luck because there's been a revolution in online advertising recently, too.

In the 20th century you needed to have a major audience or readership (think broadcasters or newspapers) before anyone would be interested in paying you to advertise.

Today, however, you can put up a cheap web site and install code from an advertising service that will bring you legitimate, paying advertisements starting immediately! There are many competitors in this space but the revolution has been led by Google's AdSense program. I'd start there. Sign up for a FREE account and simply copy/paste their code into your site. Ads will show up and you'll make a little bit of money every time a visitor to your site clicks on one.



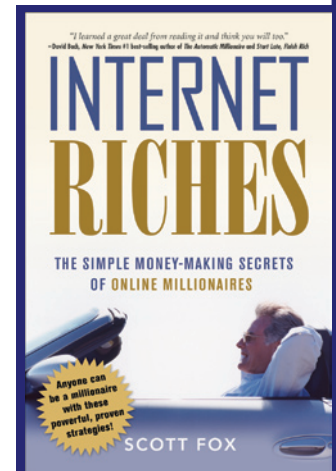
1.

Email Marketing Newsletters: A critical step that many business owners miss online is the great opportunity to inexpensively keep in touch with their customers via email. Here's how to do this FREE, too.

As part of your new web site, create one section that is a blog. All major blog platforms today offer the ability to feed blog posts to interested readers via RSS. RSS stands for Really Simple Syndication. It basically takes any writing you do on your blog and automatically reposts it on the blog reader web pages of people who have chosen to receive it.

You can use this technology standard to also create email newsletters that will automatically go out to your clients every time you post on your blog. Feedburner and FeedBlitz are two services that offer this email repackaging of RSS feeds. You write the content on your blog, and they send it out automatically to your subscribers by email. These services will manage subscribes/unsubscribes and offer some customization of newsletter templates, too. Both are FREE.

Bonus Tip: eBay: Use eBay to test the demand for your products: The world's largest auction site is a great place to quickly put your new products in front of a worldwide audience of online shoppers.



With just a few clicks and some small fees, you can try different prices, graphics, product descriptions, and other variables to learn what your target audience responds to the best. Make a few sales on eBay and you've also started your customer list for future sales, too.

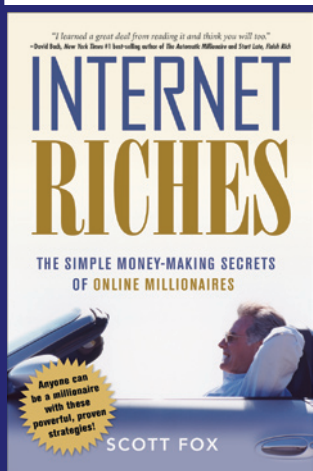
(I don't necessarily recommend eBay to you for long term use, however. This is because eBay's audience is almost exclusively bargain shoppers. The eBay platform also makes it difficult to establish your brand in customers' minds. There are techniques for limited use of eBay as a platform for experimentation and marketing that can be very effective, though.)

Conclusion

Those are my Seven Simple Steps to Stimulate Your Success Online. As you can see, our total start-up budget for your new online business has been ZERO! As you probably know, this is unheard of in the world of technology consultants.

What's different about my advice is that most web site consultants and techie folks will recommend more sophisticated (and expensive!) solutions than those I've outlined here. That's because:

- a) they're comfortable and often even excited by technological complexity, and
- b) that's how they get paid!



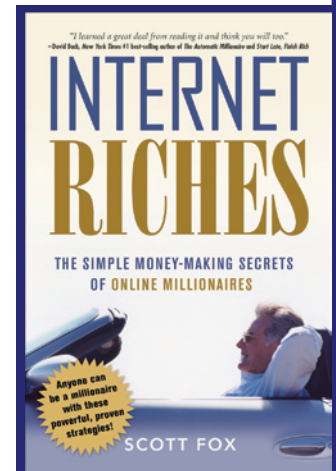
Instead, my approach is about helping you get started with your own online business quickly and inexpensively. That way you can avoid dribbling away your cash just getting set-up. Instead I recommend conserving your capital for the opportunities you'll uncover that will maximize your profits.

All of these recommendations can be improved upon if you want to take more time and spend more money. For example, you can start using most of these recommended services with little or no up-front cost but may find their premium upgrade features valuable enough to pay for. Many also charge a percentage of transactions or ads sold to cover their costs.

You can spend more money or time if you'd like, but using these services and techniques can help you get to market faster and cheaper than was possible even just three years ago.

By moving faster, you also save money and get valuable customer feedback sooner in your business development cycle. This increases your odds of:

- cheaply learning something valuable
- that you can then implement quickly
- to advance your new venture toward profitability.



You can always upgrade later, once you have the revenues to support the extra investment.

So, depending on how many upgrades you may desire from the vendors suggested above, this likely leaves you hundreds of dollars left over from a \$600 economic stimulus check to go out and celebrate your promotion to CEO!

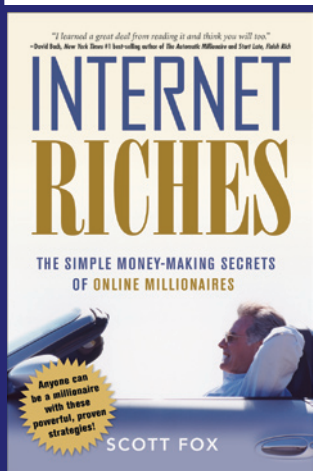
Growing your customer audience

Of course, there's plenty of work left to be done to turn your web site into a real money generator. There are lots of books and blogs about online marketing that can help you pursue this important topic.

The key point about marketing, however, is that it is a series of steps just like the steps I detailed above. If you learn to develop and follow a logical marketing plan that takes advantage of the Internet's inexpensive worldwide reach to target an interested audience, you can learn to build an online audience for your new e-business, too.

The real opportunity I'm uncovering for you here is the chance to get in the game. You may never have realized how easy it is to become a business owner. Not surprisingly most people don't know this because traditionally capitalism took a lot of capital to get started!

You already have the tools you need: your creativity, some motivation, and the services I've outlined above. Follow this plan and you can be in business in no time.



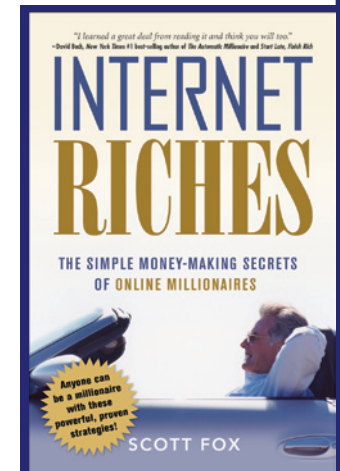
SCOTT FOX'S SEVEN SIMPLE STEPS TO STIMULATE YOUR SUCCESS ONLINE

And, thanks to the Economic Stimulus Act of 2008, you've got more than enough start up capital! So don't just blow that check. Invest in yourself. Your creativity and hard work can change your life for the better. Start something now that could pay you dividends for the rest of your life.

You owe it to yourself to try.

*"If you hope to win the lottery,
you at least need to buy a ticket."*

—Scott Fox



SCOTT FOX'S SEVEN SIMPLE STEPS TO STIMULATE YOUR SUCCESS ONLINE

If you'd like more detailed discussion of specific, tactical steps that you can take to start turning your new business concept into a reality, please read my book, *Internet Riches*, or visit ScottFox.com.

Internet Riches and my E-Business Success blog are full of updated recommendations for web site hosting, email providers, search engine optimization strategies, home office equipment, and many other services that can help you build and run a profitable web site.

(In fact, if you visit ScottFox.com to sign up for my free email newsletter, you'll receive a free download of another ebook like this. It's titled "The Web Site Startup Checklist". The info in that report can help make sure you optimize your new web site business correctly from the start, saving you both time and money.)

Join the community on my web sites for free support and marketing advice to help grow your new business.

ScottFox.com

[The E-Business Success Blog \(ScottFoxBlog.com\)](http://TheE-BusinessSuccessBlog.com)

InstantInternetBusinessSecrets.com

WebSiteToolReviews.com

365MotivationalQuotes.com

