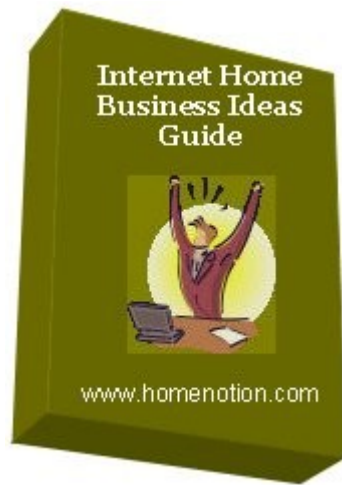


Internet Home Business Ideas Guide



**By Elizabeth McGee
Founder of Homenotion.com**

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Welcome Friends,



Every year thousands of people flock to the internet to start an internet home business. Why? Because it's *attainable*.

Yes, *anyone* can have a successful business online and it doesn't matter what your background is. As long as you are willing to make the move to having your own business and you're willing to learn and apply some basic practices, you can do it.

The beauty of an internet business is that it is something you can develop and run from your own home office. You can earn money to supplement your existing income or you can work at it full time.

Most people start out by building a business gradually, usually in their spare time and as they begin to see more and more income flowing in they can eventually quit their day job and work their business full time, which is exactly what I did. Getting started almost ten years ago was one of the best decisions I ever made and it could be one of the best decisions you'll ever make too.

It all starts with a '*can do*' attitude, some planning, careful thought and the ability to follow directions.

But I won't lie to you and tell you that starting an internet home business won't take some hard work, *it will*. Starting an internet business, is like starting any other business. It takes planning, careful thought and a willingness to learn how to do it right. If you try to take shortcuts and bypass the strategies and methods that will bring you the most success, you'll only be frustrated and end up quitting.

I created this guide as a way to help introduce you the the most popular internet business models. They are popular because they are the businesses that have produced the most success stories meaning people are making money with them. They can be done right from the comfort of your own home in your spare time and you can do them either full time or part time. But believe me, once you make your first online sale, it will become addicting.

So let's get started...

What Skills are Needed?

Many internet marketers and online promoters will tell you that there are no specialized skills required to have a successful internet business and for the most part this is true. Many people with wildly successful businesses started with no background in site building, customer service, writing or sales.

But learning as much as you can and understanding some of the basics always helps. Learning these skills and putting them into practice is not difficult but they can make a world of difference to your success:



- Writing for the web
- Basic HTML
- Basic Site design
- Basic web page optimization
- Internet Marketing Strategies (*very key*)

One of the most important acquired skills will be internet marketing. There is **no business owner online** that can escape promoting their business.

You'll need to **drive traffic to your website** and **turn that traffic into sales**.

It doesn't matter whether you buy a turnkey business online, create it yourself, offer a service, sell or promote products. Whatever it is, it all starts with being able to promote your business.

To this day the free internet marketing methods are some of the best methods around, but you'll want to understand how to use them to their fullest advantage.

If you still need help please visit www.homenotion.com for more information and resources.

For questions, brainstorming and personal discussion please visit our [discussion forum](#).

How to Get Started

Before getting started, take a hard look at your talents, your interests and your passions. These can be things that you currently know or do for a living or they can be personal things you enjoy such as sports or hobbies.

Do you need a passion to get started online? *No*, but it helps to do something that you have an interest in, otherwise you'll lose interest and so will your customers.

For example, it's a lot harder to sell or promote something that you have no interest in. There's no passion, no excitement about what you are doing. If you can't get excited about selling or promoting something how can you get someone excited about buying it?



What are your ideas?

Every web business starts with an idea. You may already have ideas or you may have to start exploring them, but the key is to get started.

Since making money is your priority you'll need to think about what you can offer the buying market. For example:

- Do you have a product to sell?
- Will you be creating your own product to sell?
- Will you be buying products wholesale and selling them retail?
- Do you have a service to offer?
- Do you wish to simply promote products?

Depending upon what you choose will help you also [choosing an internet business model](#) to become involved with.

But even before that, you need to know whether or not your product ideas will be profitable. That starts with researching the product or services to find out if people are looking for them online.

The best way to know if an idea or product will be profitable online starts with keyword research.

Enter your product or idea keywords into your favorite keyword research tool to see how

many searches it gets. I use the Google keyword tool which is free but has lots of good keyword phrase information.

The tool will give you a good idea of the number of people that regularly search for things.

For example, you may want to sell organic cat food online. To know if that is something people search for on the web, simply type 'organic cat food' into the keyword search tool.

If there are few search results, try other related phrases. 'Designer purses' for instance could also be 'designer handbags'. If all your related search terms turn up only a few searches a day you may want to reconsider what you intend to sell or do more extensive research on other types of keywords that may match your products or ideas.

Next, review the business models below for how you can apply your ideas. All of these can be started with just your computer. Some may require some software tools and basic training and some may require purchasing inventory. Most of these businesses can be started for as little as \$100 or less, while some may require \$1000 or more. It just depends on what you want to do and how serious you are.

Personal tip: Don't let yourself be guided by money. That might sound weird since we're in business to make money, but what I'm trying to say is that if you are focused *solely* on making the most money the fastest way possible, the value you provide will diminish. A customer can always spot a money hungry merchant.

Your customers are your livelihood; bring them value *first*. The more you can do for your readers, followers and customers the more they will do for you, because they will come to know and trust you. That's an extremely important part of having a successful business.

I don't recommend quitting your present job until you can begin earning enough income to replace your current salary. If you want to quit your job first, be sure you have enough money to sustain you for several months.

I can't give you a specific time frame on how soon you can begin making money or how much you will make, everyone is different, just be smart about your finances and plan according.

Best Internet Business Ideas

These are the internet business ideas I recommend based on their profit potential and popularity.

Affiliate Marketing

The Affiliate marketing business model is about promoting other peoples products for a commission of the sale

There's really *no direct* selling involved with affiliate marketing, it's actually the product owner's job to *sell* the product; it's the affiliate marketer's job to *pre-sell* the product by using effective promotional strategies.



Many folks are drawn to this business model because they don't need to have a product of their own, they don't need to worry about inventory, shipping hassles or even deal with customers.

But unfortunately because of these benefits many internet marketers will lead you to believe that affiliate marketing is an easy, fast way to internet riches. For an inexperienced beginner, it might seem that way, all you have to do is simply find a product to sell, put it on a website, write a few cool things about it and wait for the sales to roll in, right?

I'm sorry to say, that's why 90% of internet affiliate marketers fail. But those that effectively learn how to do it are *very* successful.

I personally think that affiliate marketing is an *easy* model to understand and put into action but that doesn't mean it won't take planning, work and involvement.

It's the strategies and marketing methods that make this business model successful for its business owners.

My experience for making the most money with [affiliate marketing](#) has been to first build a site or blog around a specific, highly sought after *niche* topic. I populate my site with as much relevant, quality, unique information as I can. Then I research complementary products that relate to my topic that I can promote.

Building a quality site and finding quality, trusted products are a big part of the plan, but what makes affiliate marketing successful is that it is built around trust. The more useful, candid and personal information you can provide an interested reader, the better your business will do.

I'm a big fan of affiliate marketing, it's how I make most of my online income so if you need help, you can certainly contact me ☺

E-commerce Business

An e-commerce business is basically a commercial website that acts as a store front for the products or services you will be selling online.

Your e-commerce website will have the functionality to display a catalog of products and accept online payments through its web design.

Sites like Amazon.com, myweddingfavors.com, designloot.com and kleinezebra.com are all good examples of e-commerce web sites. The things that make a great e-commerce website are quality inventory, competitive pricing, easy-to-use interface and easy checkout.

In order to turn visitors into buyers you will need to design a website that showcases your products with clear pictures and text that accurately describes the items. This also includes understanding what keywords visitors use to find these products and using them in your product descriptions. This will also help attract the search engines to your site.

You can use your favorite site builder to create your own e-commerce store, however for simplicity's sake I'd recommend using an e-commerce store builder. For example, applications like Yahoo Stores and other similar ecommerce site applications come equipped with the tools you'll need like shopping cart services, merchant account services for accepting credit cards along with good web design and development tools.

Sell your Arts & Crafts Online

Having your own arts and crafts business is similar to the e-commerce model, but of course it involves creating your own products and selling them online.

If you love making arts and crafts you probably already sell them at offline craft fairs and such. Moving them online by creating a website to showcase your arts and crafts is an excellent additional source for sales. In fact if you set it up correctly you'll probably find that it's the *best* way to sell them.

If you make your own crafts you could also profit by providing additional things like creating and selling a 'how to' guide for making specific crafts or jewelry. You could even sell craft supplies that relate to the crafts on your site or promote related affiliate products.

Sites like Silkfair.com and etsy.com are online marketplaces for helping you sell things like jewelry and handmade crafts.

Artflock.com is also another great online marketplace that lets you set up your own individual store with your own domain name.

Each of these sites has their own features so review them all and ask questions before starting.

If you create arts and crafts you already have talent and creativity, now all you'll need to do is fill the demand, create compelling sales copy, sharpen your customer service skills and learn the internet marketing methods needed to make the most sales online.

Creating/Selling Information Products (E-Products)

E-products are electronic information products such as e-books, videos or audio books that cover topics of interest or that help, educate or solve a problem.

Information products are one of the **best sellers** online. I've created my own information products and I promote lots of info products as well. I like it because it's something I can create once and generate profits from virtually forever. It's also cost effective because creating a downloadable PDF document doesn't cost me anything, except the time it takes you to create it.

The advantages of creating and selling information products are that you don't have packaging and shipping to worry about, you don't need storage space and your customers can download the products for immediate use.

People come to the web for information, they look for solutions and remedies to problems. If you can help them find these solutions, be it health related, beauty related, help them save time, make life easier, etc. you stand to make some serious money online.

If you have doubts simply check out Clickbank.com. Those people are selling information products because they are money makers.

But also let me add that you should never feel discouraged because your idea for an ebook or information product is already out there. That doesn't matter, let me repeat that - *"IT DOESN'T MATTER"*. What you know is unique, what you write and how you write it is unique to you. Your job is to find out what your audience wants to know and give them that information. You're going to do it better than everyone else ;-)

Getting started selling e-products

There are a couple of ways to get started. One is to [write your own e-book](#). The idea here is to find a problem that people commonly have and present a solution.

You can create your e-book from a personal experience or knowledge that you already have or if you don't feel you are expert enough on a topic you can always research it or you can always have the book written for you.

Sites like elance.com or freelancer.com make it easy to find qualified professionals.

Ideas for e-products might be things like:

- How to buy or sell your own home
- How to buy or sell a car
- How to house train your dog
- How to increase your tax refund
- How to earthquake proof your home
- Small, cheap tips for making your home buyer friendly
- How to care for the terminally ill

Let me assure you, these are ideas that people **will pay money** to find out about.

Take a quick look at Clickbank.com, you can find lots of ideas for ebooks and guides that people look for and buy every day.

If you have an idea for a guide that is already out there, don't be discouraged, your success will come from creating a book that's even better.

“Why would someone pay for information that they can find for free somewhere else?”

Take it from me, *they do*. For one thing, finding good information on the web takes time and many people don't have time to do their own research; but many simply don't want to. What's more, the information is often hard to find and can be conflicting or even confusing.

I recently bought an e-book from a woman who had a hysterectomy and wrote a book about her experience. I haven't had a hysterectomy but I was curious to find out what kind of information she would have in her book that would help, so I bought it.

Her book was full of personal tips, strategies and preparation ideas that help take the fear out of having a hysterectomy. It was just the thing I'd love to have if I were facing having this type of surgery.

If you have a specific talent or have gone through a life event where you had experiences and learned things that others going through the same things would want to know about, consider writing about it. These could even be thing related to a sport or hobby you love. People spend thousands on their hobbies, if you could help them be better at it; they will pay money to find out how.

PLR (Private Label Rights) Content Service Business

PLR content is content that you can purchase to use as your own. There are no licensing restrictions on it and you can use it as often as you like.

With so many websites and web businesses popping up all over the web these sites need content. Business owners often create their own content and sometimes they pay ghostwriters to create content for them, but most businesses want to be more cost and time efficient than that,] so the idea of purchasing private label rights content has become a popular solution.

At the time of this writing I can honestly say there are only a handful of PLR sites that I use myself, most of the PLR content sites out there are sorely lacking in quality and I believe there is an excellent opportunity for someone who understands how to deliver quality content to develop a business that can give other businesses the content they are so hungry for.

The key to this type of PLR business will be to be niche focused. For example, There are hundreds of moms with “Mom” and homemaker types of websites. A PLR content site that offers content directed at childcare, recipes, homeschooling, fund raising, time management, car pooling or any content that a stay at home mom might be interested in would do very well.

That's just one idea for a niche content site. There are certainly hundreds of others like, travel content, pregnancy content, finance content, skin care content, etc. t

To get started with a PLR content site you will need to determine the topics or categories you want to provide PLR content for.

Create a Membership Website

Creating a membership site is similar to selling information products but offers a lot more earnings potential, for instance, the consistent payouts and the long term income potential often outranks many other business models.

For example, a membership site with just 100 people that pay you \$20 a month will bring in \$2K automatically month after month!

...and don't ever believe for a second that people won't pay to view certain information. Americans alone spend more than 1.2 billions per year to find good information. In other words, content membership sites do *very well* online. A membership site doesn't have to offer just content or information, you can also offer things like music or even software.

Creating a membership site is also one of those businesses that you do once and collect on for years to come, and because of the online technology such as autoresponders and auto pay systems you'll get paid automatically no matter where you are or what you are doing.

And if you take a closer look you'll notice that, unlike e-books, your income does not have to rely on the one time sale of an e-book. As long as you have paying members in your membership site, the money will keep flowing in on a consistent basis.

Here's more information on membership sites and a free setup guide:

http://www.homenotion.com/creating_membership_websites.html

Resale Rights

Yup, this is another business model that I have made quite a bit of money with and it's really super simple to set up.

With the resale rights business model you are buying a *ready made* digital information products that come with a sales letter and graphics. All of the hard work is already done for you.

There's no part of the product or marketing materials that you need to create yourself. It's all done for you. A good resale rights package will provide you with the product, sales page, order button and instructions for about \$75-\$100. You can turn that product around and sell as many copies as you like.

I've purchased many resale rights products that I still sell today. I can easily make at least ten times the amount I pay for a resale rights package and most of the time I make much more than that. It simply depends on how evergreen the product is meaning how everlasting the topic is.

For example, the way the search engines change, a search engine marketing e-book may become obsolete within a few years, whereas an e-book on how to house train your dog won't because the basic principles don't change. It's what they call evergreen.

There are lots of [resale rights](#) programs available so the key is determining which ones you can actually make money with.

Wholesale Dropshipping

If you don't have a product of your own, dropshipping is another great way to start selling online but it's actually easier.

The Wholesale Dropshipping business model requires purchasing products at wholesale and selling them retail but with dropshipping there's **no handling of inventory, warehouse**

space, shipping/receiving or product returns. The dropshipping company does that for you.

Here's what you need to get started:

- Select the product or products you wish to sell.
- Find a wholesale dropshipping company that carries those products but note, not all wholesalers provide dropshipping services.
- Obtain a resellers license
- Price your products competitively
- Build your website and load with products
- Select payment methods (merchant account)

Your job will be to keep on top of orders coming in and send those orders to your wholesale dropshipper where they take care of shipping them. A good dropshipping company will also include your company name and address on the shipping label.

Keep in mind that finding the right dropshipper could make or break your business, so make sure you choose a dropshipper that is reliable and has a good reputation. Here's more on that.

http://www.homenotion.com/wholesale_dropshipping.html

If you're considering a dropshipping business I recommend automating as much of it as is possible. Using an automation program that gets order information directly to the dropshipper is a great time saver and keeps you from having to do a lot of the order processing manually.

Blogging

Even though Blogging is not a traditional business model it's becoming more and more of an internet business idea for folks who have **knowledge, experience and passion** for a specific topic.

The premise is super simple. Create a free blog, I recommend Wordpress, and stock it with tons of unique, insightful and personal information that others would love to know about. Once your site begins to gain momentum, takes about a month, then gradually introduce advertising or affiliate promotions and you've got a nice steady, monthly income that will only increase with time.

You can make it even easier to run a blog by outsourcing your blog posts or articles, however I will say that best feature of a good blog is the candid, personal information a reader gets from the Blog's author. If you're short on ideas for what to write in your blog, here are plenty of ideas on [creative types of blog posts](#) that you can use.

Create posts that feature personal experiences and personal ideas. Also try posting interviews from prominent people related to your Blog's topic as well as 'how to' posts, use personal stories or news commentary. These are the things that will engage and interest readers.

Auction Selling or eBay Selling

People often think of eBay first when they think about making money online. Why not? eBay still leads in the number of visitors to the site and in the amount of time visitors spend on the site. So if you've got something to sell that others want to buy, eBay can be a profit house.

You can use eBay to make money on items just laying around the house or you can use as a business model, for example buy wholesale products and sell them retail on eBay.

Knowledge of products is important. The best sellers do well when selling items they are most familiar with. You should also look at selling what is hot, such as a brand of clothing, toys or current trends in collectibles.

An eBay business means you're going to need to be organized so taking charge of records of any sales and expenses is important.

Good writing skills will help you craft persuasive, informative and effective descriptions for each of your auctions to maximize your eBay profits. Poor grammar and spelling can often turn off potential buyers.

If you're considering an eBay Business become familiar with using the eBay tools such as eBay Pulse and advanced search to help you find profitable niche markets as well as monitor selling trends.

You'll need to start with setting up an eBay account. Once you have an account, you will need to register as a seller.

Next, decide what you are going to sell. Before spending money on inventory and marketing, do some research to see how many other people are selling similar items. Don't let competition discourage you but you don't want to compete in a saturated market either.

If you make unique crafts, candles, or other items, listing them on eBay is a great way to get new customers. Dropshipping is also a great way to sell products on eBay without having to stock them in your home.

eBay charges listing and final value fees on the items that you sell through their service, so you will need to figure in these costs when you determine your auction prices.

Regardless of what you are [selling on eBay](#), offer value at a good price. Prompt delivery and great customer service is important. Try and maintain a 100 percent rating on eBay by

providing quality merchandise and customer service. Your customers will reward you with return sales and positive feedback.

Here are some more tips for setting up a quality eBay business:

- Be clear about what you are selling. Be clear about whether it's new or used and shipping charges. Always be honest, it really is the best policy.
- Start with a low bid price. People look at the lower bid prices first. I once sold something on eBay with a lower bid price and got the higher price when I actually sold it. The lower price gets people bidding and those bids can go up.
- Use Pictures The more the buyer can see the better.
- Set your shipping price fairly.
- Allow buyers to ask questions.
- Set your auction for 24 hours; don't go several days to a week, most bidders only bid the last 24 hours anyway.

Become A Virtual Assistant

Many websites and web businesses aren't big enough to require a large office staff, in fact many online businesses are owned and operated by just one person working from home. But often times there are just too many things to do for just one person alone so they hire *virtual assistants* to help them out.

This type of work is ideal for **college students, retired folks, stay at home moms, those with disabilities** or anyone that simply wants to be an independent home worker and generate substantial income each month working at your own pace and setting up your own work schedule.

Virtual assistants do things like:

- Freelance Writing and editing jobs or article writing
- Freelance design, Web design and development projects
- Medical and legal transcription jobs
- Internet research and email support work
- Data entry and administration jobs
- Programming and technical projects
- Graphic design and illustration jobs

Virtual assistants should have good organizational & time management skills. You'll most likely have several clients so staying organized and working efficiently will be your key to doing several jobs at once and also getting repeat business.

If you know how to use a PC and the internet you are good to go. But be sure you project confidence in your abilities and what you do. How you project your image and your skills will be how you get the job. You can certainly find sites that will help you find work but many [virtual assistants](#) find that creating a website that features who they are and their list of work experience and talents has worked well for them.

Freelance Copywriting Career

If you like to write or have a knack for writing, freelance copywriting jobs are growing leaps and bounds on the internet. Business owners themselves just don't have the time or often the talent to write their own salescopy so they hire freelance copywriters to do it for them.

Of course to be successful freelance copywriter, you need to know how to write good, strong copy and know the subtle psychological triggers that persuade readers to take action and buy but truthfully, *anyone* can learn that, I know because I've learned those skills myself and it's not tough at all.

There are many excellent books and courses that educate aspiring copywriters, not only on how to write compelling sales copy but how to help you create a freelance career if you choose that direction.

If you're unsure about just how [viable a copywriting career](#) can be online, I can tell you that freelance copywriters command hourly rates of about \$25 and \$75 on average, some actually make much more than that, in fact there are copywriters making \$100K or more a year, and many of them are self taught.

Choices, Choices....

You might be feeling a little overwhelmed with the choices available and that's only normal but making the decision to get started is a big step in the right direction.

Do you need to decide every thing right now? No, not at all, but you don't want to waste time either. it took me a few months to decide what I was going to do but once you focus on an idea things can begin to get really exciting. As you move forward you will learn each new thing a little at a time. I'm still learning new things each day - it's an ongoing process, but the better you get at it the more you stand to earn.

What you do need to do today is decide what you are good at and think about the ideas presented above. Toss the ideas around with friends and other online business owners.

If you're finding it difficult to piece it all together and figure out how to get started, there's an exceptional 12-week online education course offered by SBI called elearning. This is an online

course that takes you, step-by-step through the process of building your very own successful, thriving web business. Elearning is specifically designed for beginners because it takes you from idea to profit. It's clean, focused online instruction that has a money back satisfaction and success guarantee.

You can find out more about [elearning here](#) (play their video for more of their details).

About Ms. Liz

My name is Elizabeth McGee and I turned to the internet in hopes of earning an income online because I was frustrated and disillusioned with working for someone else.

I was also sadly missing my time with my kids and feeling overwhelmed as a mom.

But what I really hated the most was that I was giving the best part of myself to a company that had no loyalty to me. Layoffs were always a possibility and they frequently left me depressed and frustrated. That's when I realized I could do so much better for myself and my family ...*and I did.*

I spent evenings and any spare time I had figuring out the best way for me to make money online. I originally started out with a dropshipping business but later got involved with affiliate marketing, which I love and still do today.

I've since created several websites around topics I'm passionate about. I've learned and followed simple internet marketing strategies for getting my web pages to rank well which is how I generate most of my sales.

Today I'm a full time internet business owner with an income that I can be proud of. I'm home with my kids, I can devote as much time to my church or social activities as I want to and I'm not tied to a 9-5 job where I don't feel appreciated.

It took work and effort to get here and I had plenty of moments of doubt but it's been the best decision I ever made.

Needless to say I've been an internet business enthusiast ever since. Just talking about it and answering questions for people gets me excited. I love it when I see others escape the day to day grind of working for someone else. *It's exciting!*





Some Personal Advice from Liz before Getting Started

Don't be fooled into thinking that the internet will turn you into an overnight success. There are many marketers that will have you believe that.

I didn't achieve success overnight, it took several months of evenings and Saturdays in front of my computer. I started slow, learned the ropes and just kept at it until my first website began making money.

Also, contrary to popular belief starting an internet business isn't completely free, the cost is certainly nothing compared to starting an offline business having a small reserve for tools and education makes sense for your business.

Getting started online does take work, dedication and commitment, but what worthwhile venture doesn't?

If you're starting to feel you can't do this – **get those thoughts out of your head!** If you have a computer and any free time at all, this is completely doable for anyone, no matter what your background.

The key is to take it one step at a time. Understand that planning can be a *lifesaver*. Start with a yearly plan then set up specific goals. Next, decide how you will achieve those goals with specific daily tasks. Make your tasks realistic and **stick to them**. If things don't get done, regroup, but work on something each day if you can.

Stay focused. Don't let pushy internet marketers and spammy get rich quick emails distract you. Each and every business model outlined in this guide can make you money, so whatever choice you make, it can work just stick with it, don't lose interest or move onto something else because someone says it's better. Make your plan and stick to it until it becomes profitable.

One important thing I've learned by being in business is that there's nothing you can't learn and there's nothing you can't do. I had no prior internet business experience, all I had was the will to make it work.

I'm a self taught business owner and that speaks volumes about how you, *or anyone*, can do the same. This isn't hard, but it does take time, effort and some self direction. But first you must **believe in yourself. Nothing can be achieved without having the faith that you can do it.**

So there you have it, the rest is up to you ;-)

If you have questions or need help with getting started or brainstorming ideas, please join our free [discussion forum](#). It's a great community of like internet business owners that are there to help *YOU*.

My Very Best For Your Success :-)



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