

How to Build an Online Home Business

LEARN HOW TO BUILD YOUR OWN PROFIT-GENERATING
WEBSITES THAT SUCK IN THE MONEY!

glenpalo.com

September 20, 2016

How to Build an Online Home Business

*You are welcome to share, transmit, or include this guide in training packages or resources (free or paid), provided you keep it intact as a complete document.
No permission from the author is required.*

How to Build an Online Home Business

Table of Contents

Forward	Page 3
Introduction	Page 4
Step 1 – Choose Your Passion	Page 5
Step 2 – Build Your Website, Build Your Business	Page 7
Step 3 – Get Visitors to Your Website	Page 10
Step 4 – Earn Revenue from Your Website	Page 13
Conclusion	Page 14
Legal	Page 15

Forward

It is no exaggeration to say that the internet world and online business has grown exponentially in the last 20 years.

One constant over the years is well-designed, unique websites are very successful, particularly in the internet marketing niche.

Unfortunately, for the average person who decides to start a home business or make money on the internet, building stunning websites has never been easy.

Consequently, marketers (and scammers) promote the “we will do it for you” and give people replicated, cloned affiliate websites and systems.

Unless you are a skilled marketer, promoting a single cloned website among thousands and tens of thousands of other identical websites is a losing proposition.

I know this scenario. I lived it.

I built my own websites when I started online in 1996. I had my own domain names and unique look to my websites. Unfortunately, I took the easy way when I joined several business opportunities.

I started using the cloned affiliate webpages provided to affiliates. I learned that it takes considerable amount of website visitors to get results. With changes to Google and other search engines, it has become next to impossible to get visitors (organic traffic) to affiliate websites from the search engines.

Consequently, I have gone back to building unique websites.

You can too! This ebook is an overview of how to build an online business with your own websites.

Enjoy!

Introduction to Building an Online Home Business

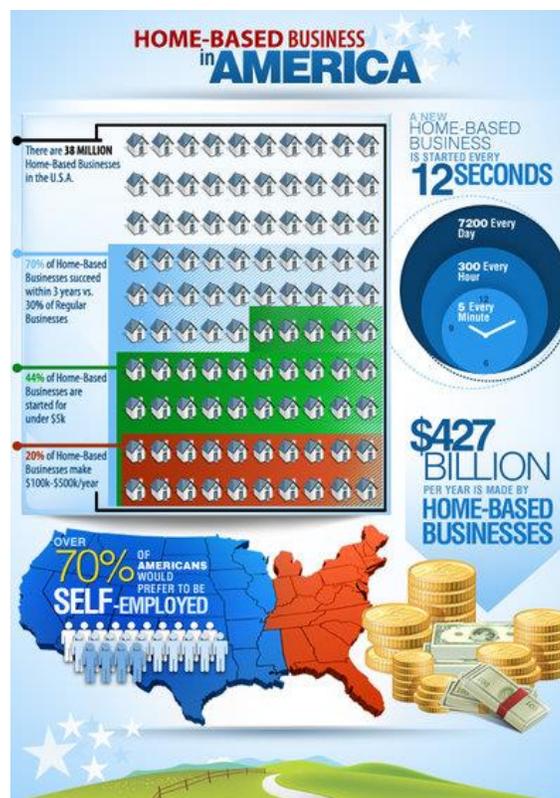
How to build an online home business is all about finding something you love to do. Something fun. And then sharing it with the world!

How do you convert fun into profit?

There is a four step process to building an online home business as follows:

- ✚ Step 1 – Choose your passion
- ✚ Step 2 – Build your website
- ✚ Step 3 – Get people to visit your website
- ✚ Step 4 – Earn revenue

The following infographic shows how big home-based business is in America. Data becomes outdated as soon as it is published!



Step 1 – Choose Your Passion



Making money from home is not, or should not, be a job. It all begins with **selecting a niche** you like from which to make money.

Merriam-Webster defines niche as an activity that is very suitable to someone. A niche is the situation in which a business's products or services can succeed by being sold to a particular kind or group of people.

Some of the **best known businesses started off as hobbies or garage projects**.

- ✚ Do you know Apple or Amazon? Jeff Bezos started Amazon.com as an online bookstore run completely out of his garage!
- ✚ How about Mrs. (Debbi) Fields? She started her home business while she was a stay-at-home mom. She became a famous global brand. Everybody knows Mrs. Fields' cookies!
- ✚ Did you know Google started out in a garage? Larry Page and Sergey Brin, Stanford Graduate students, started Google in Susan Wojcicki's garage in September 1998. Their garage project started interfering with their graduate studies. So they tried selling it to Excite for \$1 million. Excite declined to buy. The rest is history. Now Excite is ranked by Alexa.com as the 10,352th popular website in the world. Google, of course, is #1.

Part of the definition of a niche involves identifying a group or groups of people. These are people who want to buy a specific product or service.



You cannot turn your passion into profit until you identify the group of people that would be interested in or benefit from your product. The more specific the group is, the more successful you will be. The internet is a gigantic marketplace. There are people who want your specific product.

Today it is easier than ever to build an amazing website. Make your online business or blog come alive and attract new visitors and clients.

That is all well and good, **but how do you choose your passion? Or find a niche?**

Start by creating a list of things you are passionate about, your hobbies, special interests, things that “float your boat,” make you excited. Ask your spouse or significant other. Once you have your list of ideas, rank them. You know the drill! #1, #2...

Next, do some market research to see if there are people interested in your ideas. I wrote an article about market research.

CLICK HERE for more information on identifying your home business target market.

Step 2 – Build Your Website, Build Your Business



Building a website is Step 2 in the process of building an online home business. Building a website consists of two parts, building the actual website structure and adding content. There are three ways to build websites. Hire a website designer, use web development software or web editor or use an online website builder. I will briefly describe all three ways. But the focus will be on using a website builder and I will tell you why.

Three ways to build a website

First, **hire a website designer**. A number of professional website design companies offer website design services. But considering the cost of these services, the majority of designers are outside of our budgets. An alternative is to hire an independent website designer. Prices are considerably lower. Check out Fiverr.com, which provides low cost professional services. Websites can be designed for less than \$100.00. But, buyers beware there are higher risks to using low-cost designer services. Quality is an issue and delivering on time is another.

Another alternative for building a website is to use **web development software**. There is comprehensive software available such as Dreamweaver as well as free software (often open-source) that can be used. For example, Kompozer is a handy web editor, but requires coding knowledge and experience. Unless you want to learn web development and coding, using stand-alone software really is not an option.

The third option is using an **online website builder**. A number of web hosting companies such as HostGator and GoDaddy offer automated website builder applications as an additional benefit for their web hosting customers. There are also online companies that offer automated website building and eCommerce tools. Wix and Weebly are examples.

The **advantages of using an online website builder** are:

- ✚ An online builder makes it easy to create your website. Select a theme, add your information through easy to use drag-and-drop editor and save to publish your website.

- ✦ You have more control over the development time and design. If you hire a designer, there will have to be an agreement between you and the designer as to the looks of the website, the development schedule, review and approval of the design, and cost of changes.
- ✦ You will not need to learn to code or use software to develop your website. Although, a little coding knowledge will help you tweak your website. But it is not necessary.

Adding content by using a website Content Management system

The previous section covered the website technical and structural form. Next, Content is developed, added and managed through a Content Management System (CMS). CMS is a software application used to create and modify content using a standard interface. The CMS user interface is designed so that anyone can create or modify content and add it to a website without using a webmaster or outside agent.

Some of the most popular CMS includes WordPress, Drupal and Joomla! WordPress is probably the most common CMS used with over 60 million applications worldwide. (I found WordPress much easier to learn and use than Joomla!)

WordPress is one of the most popular applications because it is:

- ✦ **Free** – WordPress is a free open-source software.
- ✦ **Easy to learn** – WordPress has proven to be a program that is easy to learn.
- ✦ **Easy to use** – no coding, programming or file transfer programs are required.
- ✦ **Easy to create websites** – over one thousand templates or website themes are available.
- ✦ **Social media friendly** – customizable social media capability is often built in.
- ✦ **Flexible** – thousands of plugins are available to improve website functionality.

Website Building Tips:

- **Personalize your website** – Include an “About Me” page with a personal photograph and name. Tell a story about you, how you got

into business. This helps build relationships with customers. People just do not trust anonymous websites.

- **Content** – Content should focus on providing the reader information that helps them solve problems or make smarter decisions. **WARNING: Do not copy and paste content** from other websites! The search engines frown upon this and will penalize your search rankings. Because they will consider this duplicate content. You want your content to be unique!
- **Images** – Use images that relate to the content and tell a story about the content. Cute cat pictures should be saved for content about or related to cats.
- **Headlines** – Spend time developing your headlines. Headlines are the first thing visitors see after images. Headlines should be relevant to the content.

Step 3 – Get Visitors to Your Website



Visitors and customers are the lifeblood of any business, whether online or a brick-and-mortar business.

This section **highlights the main methods of attracting visitors** (traffic) to your online business. The four main source of traffic are content creation, social media, paid advertising (Pay Per Click, for example) and email marketing systems.

Content Creation

The previous section focused on three ways to build a website and different content management systems, particularly WordPress. The CMS software is designed to present website content in a manner to attract visitors.

Successful content-based websites built around a specific theme attract the most visitors. The websites that provide quality, relevant information (content) and are built with some Search Engine Optimization (SEO) tend to be ranked higher in the major search engines, Google, Bing and Yahoo. The higher ranking websites are more likely to attract more visitors in competitive niches.

The importance of quality and quantity of website content cannot be stressed enough.

The more relevant the information is to people searching for information to solve their problems the better it is for the business owner.

Social Networking

Sharing is caring. This is a very connected world with people networking around the world and around the clock. Information sharing is instantaneous and can go viral spreading quickly.

Social media connectivity is built into most online website builders. Social engagement is key to success for many businesses. It is difficult to find a website these days that does not have the “Like,” “Tweet” or “Share” buttons.

I love Pinterest, Google+ and Facebook! Members sort themselves out by demographics and interests. Where else do people join groups based on

specific interests? Name any group of people, Work-at-Home Moms or Senior Golfers for instance. There are a number of groups based on these interests in the social networks.

Paid Advertising

Paid advertising includes Pay Per Click (PPC) and Pay Per Action (PPA), Cost Per Action (CPA). These are advertising business models that for a price advertisers will display brief ad copy to web users.

Pricing for this kind of advertising is based on the popularity of search terms. The search terms are called “keywords” which reflect the words a person would use to find information on the internet. The more popular words or groups of words are, the higher the price.

The advantage of using PPC is the ability to specifically target a group of potential customers. Ideally, customers with cash or the ability to buy now.

Some of the most popular paid advertising sources include Google’s Adwords, Bing Ads, and Facebook Ads.

Email Marketing Systems

Email marketing has been around a long time. It is a popular marketing system to the point of being abused by aggressive marketers. The **CAN SPAM Act of 2003** was passed to control the distribution of Unsolicited Commercial Email (UCE). In other words, SPAM.



Email marketing systems are automated systems that are designed to capture potential customers (voluntarily) email addresses, add the information to a database and then integrated into an automated mailing system. Once in the automated mailing system, emails are sent to the recipients on a periodic basis.

A typical email marketing system uses a lead capture page (or called a landing page) designed to get the viewer to provide personal information, particularly email address. Usually the landing page includes an inducement such as money-saving coupon, a free offer, free report or limited time sales

price. Some email marketing systems will send a confirmation email to the recipient asking they confirm their addition to the marketer's list. The Can SPAM Act requires that the mail sent to recipients include a "Remove Me" or "Unsubscribe" function in the email. This allows the recipient to unsubscribe at any time.

Amazon.com has a world-class email system to service their millions of customers. Amazon Simple Email Service (Amazon SES) is a cost-effective email service built on the reliable and scalable infrastructure that Amazon.com developed to serve its own customer base.

Step 4 – Earn Revenue from Your Website



Now that you have people visiting your website, you can offer products and services. There are several ways you can do this. You can build your website as an eCommerce site or an affiliate-related site.

eCommerce sites refer to online shopping web sites for retail sales direct to consumers much like a brick-and-mortar store. BigCommerce.com is an example.

Many companies, Amazon for example, have “affiliate programs” which are free to join. Affiliate programs allow you to promote just about anything without having to develop and own the product yourself. There is no inventory or shipping.

From links on your website, or separate advertising, your visitors can go to the company website for products you are promoting on your website. Depending on the affiliate program and products, you can earn commissions of up to 75% if your visitors buy something. Amazon alone, has over 32,000 different types of basketball shoes from which you can earn a commission. Each company sets their own commission rates. Digital software products tend to have the highest commission rates (also the highest competition).

Going back to the previous discussion of the idea that “website content is king,” **successful affiliate marketers build their own websites and create content.** It seems like monetizing their website via affiliate programs is an afterthought. But their website visitors are more inclined to buy products when they find them in real websites. Just slapping product pictures and links does not work. They create useful content that helps people solve problems.

Conclusion

How to build a home business for veterans is conceptually simple. So much so that at times it is easy to forget that success does not occur over night.

But ***“time flies when you are having fun!”***

It takes learning, planning, patience, persistence and effort, skills military veterans possess, to be successful.

Word of caution: Occasionally we are drawn to the idea of taking short-cuts. There are so many pre-made, done-for-you business opportunities on the internet that are a waste of money and time. **These get-rich-quick schemes promise overnight riches without effort. If they were true, everyone would be rich.**

I love feedback!

Good or bad, it does not matter. Feedback gives me the opportunity to help you or answer questions. It also helps me make this a better book. [My contact information is here.](#)

[Making Money Online is Not Magic... Learn the Skills](#)

Legal

You are welcome to share, transmit, or include this guide in training packages or resources (free or paid), provided you keep it intact as a complete document. No permission from the author is required.

Legal Information & Disclaimers:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which business and internet conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, the author does not assume any responsibility for errors, inaccuracies or omissions. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Please remember that as with any business endeavor, your success will depend on your background, dedication, desire, skill set, and motivation. This course is in no way, shape or form a certain guarantee that you will earn any money. Any slights of people or organizations are unintentional. Any reference to any person or business whether living or dead is purely coincidental. This course may include some advertisements that are copyrighted materials. They are reproduced for educational purposes only under fair use provisions of the US Copyright Law. They are selected at the sole discretion of the author as they represent the topics discussed in the text.