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The Express Lane for Starting Your Own Profitable Business

So you've seen the many claims of online wealth and untold riches and you've decided you want a share of the internet earnings pie, then you hit a wall, where do you start?, what will you need?, and how do you arrange all the puzzle pieces so that you get a well refined, complete jigsaw of an online business?

Before we get started, I'm gathering that you already have a product or information to sell and that you're in the process of creating your own website with which to market from.

So once you actually have a product and a web site, how do you tackle the task of driving traffic to it? How do you build up your list of potential customers that will buy from you now and well into the future? Make special note of the fact that I'm saying "build" as opposed to "buy", the reason why I make this important distinction is that it's a fact that the list you build will be far more valuable than any you could ever purchase online.

Always remember this, list companies are first and foremost in the business of making money, if they sell it to you then chances are they're selling it to several others. Would you rather be one of 20 people mailing the same list, or have your own, personal list, with people on it who not only remember requesting your information but actually look forward to and anticipate receiving it?, big difference. Which would produce the better result in sales through recommendations?, you guessed it, the people with whom you have a rapport with and have taken the time to build a quality relationship with.

So back to the beginning, the first thing you need when you get started is an auto responder so you can effectively build your list. The auto responder will allow you to write your letters ahead of time and then send to your list on a schedule determined by you. This allows you to stay in touch with your list on an ongoing basis whether you are actively working at your computer or you are relaxing on the beach on that much deserved holiday. If you are going to be truly successful with your own online business, whatever that may be, an auto responder is an absolute must, it really is the closest thing to having an assistant.

The next step is to write an orderly series of letters to your list, an auto responder "series". These letters must be of value and easy to read. The style I prefer to write in is conversational, like I was talking to a friend.

After your campaign is set up and ready to go, you will need one vital ingredient to make it all work, traffic. My best sources of traffic are my articles that I have written, and inexpensive PPC campaigns. Another potentially viable traffic generating medium that I'm doing more research on is that of "videos", especially viral video, if done correctly can produce an incredible influx of traffic with the added benefit of higher search engine rankings. A quick note on PPC, do not break the bank when first starting out, it's difficult to shut yourself out of the game before you've even started so bid on lower priced words, until you have a proven response rate and return on investment.

While these methods seem simple, don't underestimate their traffic generation potential. You may think they won't generate as much traffic as guaranteed traffic schemes or even buying huge lists and mailing them but the bottom line is you should be building long-term income, and not just to make a quick buck.

Final point, treat your list as if it were platinum and just like you stipulated in your opt-in email box, be sure to not share it, give it away, send useless information, sell it, spam it, or anything of the like. Treat these names as you would family. Do not push a product on them for the sake of making quick cash, that's a surefire way of thinning your list numbers almost immediately.

If you respect your list and send only useful, valuable information and recommendations you fully stand behind, recommendations for products and resources you personally can vouch for that you know will of absolute benefit to them, they will buy from you.

In closing, if you look after them, they will in turn look after you.

Charann Miller's seen it all, the good, the bad and the ugly of the internet marketing world and after being burned countless times by "gurus" promising the earth but delivering only handfuls of dust, she went on a quest to discover the true secret ingredients needed for a thriving online business.

She wanted to help others avoid the bad "business opportunity" minefield that deters and disheartens so many from establishing real, profitable businesses of their own.

As part of a boost to get you on the right track with your business, she offers a free, comprehensive 8 part course teaching how to get your own successful business up and running within days, not weeks.