

## An Online Home Based Business Is Not Rocket Science

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A few years ago when I first started my online home business I didn't have a clue regarding how to go about it. I had never done any Internet marketing, and didn't know anything about websites or search engines or any of that other online business stuff...in short, I was a complete rookie. In retrospect, the two major things that really helped me was that I refused to be intimidated and I kept a realistic perspective (both in terms of initial financial results and the time frame necessary to become successful).

I know from my own years of experience that relatively few business ventures are started on the Internet by people with the experience, motivation, determination, backing, and support that it takes to even have a reasonable chance of success.

Real online business people are those who work hard, who immerse themselves deeply in marketing and advertising, and who put in long hours in the beginning in order to see their Internet-based businesses succeed.

Achieving success in an online business is not difficult to comprehend. There is indeed a learning curve, but it's not brain surgery. The process of learning isn't as much the issue as are the personal traits of motivation and determination.

Develop your marketing plan and execute it. There's no magic in this online home based business stuff. We're talking real world here. It's not nearly as romantic as winning the lottery, yet many of the thousands of people I have helped to start up their home businesses on the Internet clearly came in with what I have come to refer to as the "magic/lottery" mentality. Many of those folks went off to chase another rainbow after a few months, but some of them also came to their senses and buckled down to develop very successful home based businesses.

Run, don't walk, away from all of those people that offer you "shortcuts" or "success secrets" (probably in exchange for some of your money). I mean, if they had it all figured out, why would they sell this "magic answer" to you for a few bucks instead of just keeping it private and then making tons of money for themselves? (I'll leave it to you to connect the dots)

A key point to always keep in mind is that...business is business. Regardless of whether you are on the Internet or operating a business in a shopping mall. The same fundamental principles apply to both businesses.

- 1) You need to have a product, or products, to sell.
- 2) You need to advertise to get customers to buy your

products.

3) You need to provide support to your customers who buy your products as a result of your advertising efforts.

4) You need to build a loyal customer following, so you can maintain a profitable business over a period of time.

Many people fall into the trap of believing that because they are doing business on the Internet, some of these steps can either be skipped or they need to overemphasize one area or another.

The bottom line regarding an online business is that you will need to advertise and you will need to take care of your customers.

Run your online home business just like a real company because it is, in fact, a real business and you have a real opportunity to either be successful or to fail. The primary difference between an online business and a traditional business is location (no traditional "storefront"). Nearly everything else is essentially the same. You have products and your objective is to sell those products to people who want/need your products.

Remember, building a business takes time, determination, and patience. Far too many people seem to think that the traffic is just going to pour in once they have put up their own website on the Internet. As anyone who has had a website for a while knows...this simply is not true, but it is often the reason people get frustrated and quit. The fact of the matter is that you need to diligently promote/advertise your website in order for your online home based business to flourish and prosper.

One of the most important bits of advice that I can pass on to you is that you must be patient. Most people start their online home business with great enthusiasm and high expectations. Often, after a few months, they become disappointed and frustrated because they are not already making a large amount of money.

These impatient home business entrepreneurs then often start to jump from one program to another every few months (never allowing themselves enough time to succeed at any of them) and, finally, throw up their hands in frustration and declare that they just can't make money online.

Stick with your business and don't give up. Dogged persistence (much like the tenacity of a pit bull) is an absolutely vital key to your eventual success. Don't give up when things become frustrating and you are not achieving the immediate success you expected. Give your online home based business sufficient time to develop and you realize the success you are seeking.

There is nothing magical about running an online home based business. It should be run the same as any traditional "bricks

and mortar" business and it will succeed or fail depending on the time and effort you put into it.

There are many very ordinary people working at home and making a very good living on the Internet, will you be the next one?

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