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Foreword

Success is achieved by being willing to resist the odds, take the ‘road less traveled,’ and realizing that the greatest power you have, is already within you.

In my own travel to success, I've determined that the majority of what is offered online is truly misleading and full of empty hopes. I came to attain success through partnering with the correct people and applying good old fashioned horse sense and smart business practices, to Network Marketing.

As an outcome, I've been able to walk away from my corporate job, travel the world, all while establishing a home business that works for me.

My goal is to help you in doing the same” that is, someone who's ready to step away from the masses, and found a true business that might bring you the personal and financial freedom you need. Get all the info you need here.

Home Business Hound

How To Sniff Out The Right Home Business

Chapter 1:

What You Have To Consider

Synopsis

Let us have a look at the considerations you have to make when you're deciding on a home business.



The Basics

Individuals utilize the term 'home business' too broadly. The fact is that there are numerous kinds of things you are able to do from home. Even if we only think about the way individuals are conducting their home businesses nowadays - through the Net - there are dozens of choices.

So, what sort of home biz must you take on? It's crucial to know this, because without that knowledge, you won't be able to formulate the right sort of mindset for your work.

Here are a few considerations that you need to take into account:-

Are you interested in the business? Now, there are assorted factors that may interest you. If it's a creative job like committal to writing or web designing, that could be a motivating factor for you to join the business.

Or you may be happy about the way the business runs. You might be enchanted by the easy cash that may be made in the business (according to you) or something similar. What is crucial is that there has to be something in the business that stirs you, or you won't formulate a liking for it.

Even inside the broad area that you pick out, there will be assorted niches that you are able to work on. Take the easiest example - authorship. You may love writing and may want to take it up as a profession.

Even here, you are able to specialize, like; you are able to become an author exclusively for health-related articles which could be your preferred topic. When you are working on what you truly like, you'll stick with it better. After all, this is one of the perks of being in a home business - don't dismiss it.

Will you be able to mobilize the resources for executing your home business? Frankly speaking, you won't need a lot of things.

- But you'll need a PC.
- You'll need a good Net connection.
- You will need space where you are able to work with peace.
- You will likewise probably need support from your family members. Maybe you will need to involve your loved ones in the biz too. If they are appreciative, it will truly work.

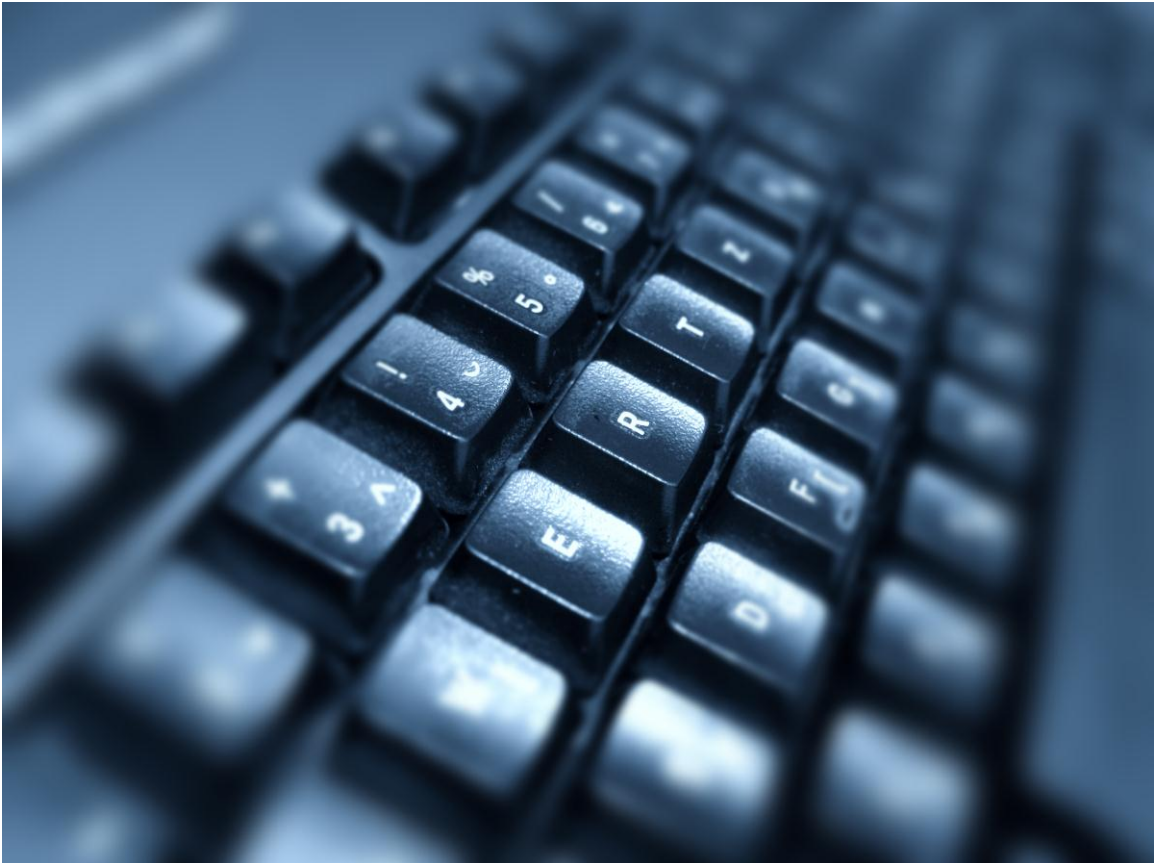
Are you a determined individual? Do you have the diehard spirit? As the home biz will depend upon you and only you initially, you have to make sure you're truly supercharged for it. If you taper off, everything collapses.

Chapter 2:

Digging Deeper Into Considerations

Synopsis

If you've been involved with the Net home business industry for any time in the least, you likely recognize there's a ton of trash online!



What To Pay Attention To

Everyone claims to have the "one" lead generation maneuver that's going to help you blow away the competition, the "one magical pill" that's going to make all your Net marketing ambitions come true.

At a certain level, people know that the Net is full of hype.

It's like reading a magazine with an advertisement for a luxury auto and shows a good-looking guy with the gorgeous girl. At a conscious level, people understand it's an ad. However at a different level, people believe it. Those sorts of advertisements are targeting something much richer than our witting wants.

Exceptional marketing targets people's nitty-gritty desires. A person wants to be prized, to feel worthy, and to feel unique and like s/he has a purpose.

The "make money" industry online runs in the same way. At a surface level, most people comprehend the Net is full of hoopla. But there's this other part of the human brain, the emotional part, which would like to trust some part of its true.

So even though you realize there's a ton of hype everywhere, it's truly simple to get wrapped up in all of it. And it adds up, as the Net is flooded with so many people. What's not to love? The dream to stay home in your pj's, work from everywhere with your laptop, and make buckets of income living like a rock-star... Correct?

However, simply because the Net levels the playing field, doesn't mean you automatically succeed.

A level field means that there's opportunity for everyone. All the same, it's a game. Understanding the game will be the difference between surviving or simply wasting an immense amount of time and money. The chilling truth is that for most people who come online... It's a tremendous money cavity. People trust that all they have to do is "follow the leader" and they're going to hit it wealthy.

People drop 1000s and 1000s of dollars for products that, finally, are not products anyone would buy off the shelf. Basically, individuals are purchasing these products for the "right to sell and collect a profit" on them. That's the bottom line, regardless how it's masked.

It's easy to get caught in the cycle of purchasing every "hot" traffic-generating course that appears big-ticket events, expensive PPC campaigns, more training courses, more monthly memberships, etc. Before you know it, you're out \$50K and still have no clue what it takes to grow a successful home business.

Now a Net Business is decidedly quicker and cheaper than most other business models, relatively speaking. However this doesn't imply that merely signing on for a program and "following steps" are going to make you wealthy-as a lot of the opportunities out there say.

However having an Net business has a whole list of incredible benefits if you understand what you're doing and take the time to set up your business like a real business and not something that you're simply going to "try out" to see if you bring in any money.

Think about a franchise for example. If you had to drop \$300K for a little franchise and show up there daily to make it work and get it off the ground- chances are you wouldn't be thinking, "Well, let's just see if this works. If it doesn't, I'll try something else."

More than likely, you're going to throw it everything you've got for at least 2-4 years to make it work. On the Net you might start a business and make it profitable in much less time and with much less start-up capital than a traditional business or a franchise.

Success calls for persistence in mastering a new skill set, being willing to put yourself out there and, above all, listening to your hunch.

But this is all easier said than done, especially when the "leaders" that you think you're supposed to be listening to have been filling your brain with fluff.

Even as you have to utilize care when getting involved with any business opportunity-selecting whom you seek advice and guidance from should be chosen with just as much care, if not more.

I do want to challenge you to take a hard look at who you follow and how come.



Chapter 3:

Business Types

Synopsis

You and I both recognize the Net is full of a lot of different ways to make money. While the Net presents tremendous opportunity, it's become increasingly difficult to keep track of the different business models.

After some time, all the opportunities begin to look the same and it's hard to tell what the true differences are.

Everyone claims that their way is “The Ultimate Money-Making Solution”. However in order to succeed, you have to first comprehend what sort of business model is correct for you and the pros and cons of each.

The 3 Top Types For Net Business

Market a “Biz Opp” or System

There are a lot of different companies out there who give you the opportunity to recruit other people into the same business arrangement. This is a “Biz Op.” There are many main sorts of a Business Opportunity.

MLM

This concept is definitely not new and chances are, you're familiar with it. MLM has got a mediocre reputation amid a few groups, as many people believe it's associated with a Ponzi scheme. However, this bad report is a result of people attempting to sell it as something that it's not.

That coupled with the fact that most persons simply don't know how to sell, which is an essential for most MLM companies-it's got a bad reputation. But, MLM is truly a pretty great business model if you view the facts.

In most MLM's you get paid in 2 basic ways:

1. You get paid a commission on product sales. You're paid a commission if you recruit someone into the business, by way of their product sales, or perhaps a commission paid on their “start Kit”.
2. You likewise are paid residual revenue based on the sales of your downline (people who are signed up underneath you). Generally, an MLM company collects all product payments and then you receive a commission on a weekly or bi-weekly basis.

One aspect of the MLM that may be exceedingly good is the residual income. Contrary to other business models, in MLM you've the opportunity to produce residual revenue-which means even when you're not bringing in sales yourself, you're still being paid on the sales of your downline. Traditionally, MLM commands more time to build during the first couple of years, but then you might begin to experience a residual income that might far exceed your own sales commissions.

Direct Sales

Direct Sales has grown in popularity over the last 4-5 years, especially in the home business industry. Direct Sales merely means that you get paid a direct commission from sales that you make.

In most Direct Sales companies, you get paid in these ways:

Commission on Product Sales - Commission is earned when you sign somebody up in the business opportunity, the commission generally coming from their product purchase.

In a few Direct Sales companies, you may be the one collecting the funds for product sales. You then hold your commission up front and send in the wholesale amount to the company. Clearly, this is one benefit of some Direct Sales companies-you are paid at once.

A few Direct Sales companies do supply a residual income as well as the up-front commissions. However most of your revenue will come from the commissions on sales that you personally bring in. One major benefit of marketing a Direct Sales-type business chance is that you might bring in significantly greater profits and faster than you may with an MLM company. On the flipside, you don't have the long-term advantage of substantial residual revenue.

Marketing a Marketing System

This choice is one that a lot of individuals, whether they're in an MLM or Direct Sales business, sell on the front-end.

Here's how it goes:

- You drive traffic to XYZ Marketing System web site.
- You get someone signed on in the Marketing System.
- Once they're signed up, you (or your sites) present them with your business opportunity.

While this selection might work, it can likewise become extremely convoluted and confusing for the prospect. After all, what you're essentially doing is selling someone on XYZ Marketing System first of all, and then selling your business concern-rather than merely selling him/her on the business concern directly.

Sell Someone Else's Product

Now you might be thinking, "How is this unlike Option #1? Aren't I selling other people products in #1?" The answer to that is sure. In Option #1, marketing a Business Opportunity / System- you're selling someone else's products. But what I'm mentioning specifically here in Option #2 is the selling of the actual products directly, and not the Business Opportunity or the System.

What we're bringing up here is straight product sales. There are a lot of primary types of platforms to sell others' products.

Affiliate Marketing

Affiliate Marketing is the perfect instance of selling another person's products. Here some examples of sorts of products you might sell as an affiliate marketer:

- E-books
- Web Based Software / Tools

- Educational Products
- Training

The most perceptible benefit of selling someone else's product is that you don't have to develop the product. Most companies that supply affiliate programs likewise supply you with the marketing materials you require to sell the product.

Make And Sell Your Own Product

This choice refers to you very making your very own unique product from scratch and selling it in the market.

For example, if you had a unique marketing strategy, you might produce your own info product and sell it. You might likewise allow other people to sell it through an affiliate program.

While this is thought to be the height of home Marketing success-having your own products-this isn't for the majority of people online.

That's not to state that it can't be accomplished-individuals do it all the time. However to achieve it successfully, it really takes a lot.

You ought to now have a deeper understanding of how the home business industry functions and what the different options are to have your own Net Business.

Chapter 4:

A Basic Look At Your Own Product

Synopsis

Alright, we won't go into the cliché about the World Wide Web being an info superhighway. However isn't it just that?

You can't deny that! Information products are the Internet-age term which entails the publication of information-rich content on the net. This content might take any form, but generally when we speak about information products, we're discussing eBooks, e-zines, videos, audio-books and the like.

Generally, this is content that people might download and store on their hard disc and use it afterwards according to their convenience. There's one more common string running through all the information product devices - they have to provide beneficial material to the user. There are 2 ways in which you're able to get into the information product business:

Info Products

You might produce the information material yourself or outsource it to someone so that you have your own product to distribute.

You might market another person's product on your site or blog. Either way, you're doling out informative material.

Among the ways to give out this material is through affiliate marketing. If you're going to market products of other people, you might select the available products from an affiliate network and distribute it through a service like Adwords.

In this case, you would not have to have your own web site or blog even. All the same, you might likewise distribute such a product directly. Selling makes a good option if your product is good quality.

Applying techniques like search engine optimization, viral marketing, social networking and such, you might found a brand presence for your product and gather a market for it. Once that's produced, you'll find that your product begins earning for you an everlasting stream of income.

If you maintain your own product, there are a lot more advantages. Number one, people associate you with someone who's an

authority in the subject. Your name in the byline means a lot for your believability.

This will ensure that your additional products get a niche for themselves too. Now, carrying your own product doesn't mean that you have to sit and produce stuff yourself. You could outsource work really easily.

On jobsites like GetAFreelancer
(<http://www.getafreelancer.com/>)
and ScriptLance

(<http://www.scriptlance.com/>),
it's really easy to find professionals who'd work for you at an attractive price, and give you the rights of their work.

For video recording material, you might publish interesting videos on YouTube (<http://www.youtube.com/>) and combine their impact with a different product that you're selling. Your video supplies people with good data and at the same time supplies a link from where they might download a book that you're marketing. That way, you are able to combine your marketing efforts and get added benefits.

Get the maximum mileage out of your information product enterprise. If you're looking to stick to your net home business for a while, you'll have a presence on the net, and nothing works better than information products for that.

Chapter 5:

Your Primary Business Goal

Synopsis

Here's the basic point I truly wish you to think about: What is the basic goal of your business? The chief goal of your business is to bring in sales so you might generate a profit, correct? Correct.

So wouldn't it make sense then, to discover the speediest route from Lead to Sale, with minimal overhead? Absolutely!



About The Profit

Realize that every time you add a step into your marketing funnel; you're diminishing conversions from lead to sale. What I'm urging, is to... Cut out the "middleman".

In this case, the middleman is the supposedly automated multi-step Marketing System. Consider it: All the system is doing is placing a lot of worthless steps in between a site visitor and a high commission sale being attained.

And the cost of having all these worthless steps is a cost to YOU. Income is made on the part of the middleman (the System owners), but you're paying for this profit out of your own pocket with your membership fees, front-end products and ad money spent.

Example: you've 100 leads...

Lead > \$49 Front-end > \$500 Upsell > \$2000 Upsell > \$8000
Upsell > \$12000 Upsell

If every step of the marketing funnel converts at 10% (which is truly high), that means:

- Leads = 100
- \$49 Front-end = 10

- \$500 Upsell = 1

That means you drained leads at the 2nd step of the operation. This means if you were able to generate leads at a cost of \$5 a lead, the 100 leads cost you \$500. So you spent \$500 on the leads and you made a commission of \$20 on the front-end sale. And a \$400 commission on the \$500 upsell, you made \$420. So you truly lost \$80 and no one made it to the \$2000 upsell point.

This is exactly what happens with most people who join a plan that has a lot of steps involved in their sales procedure. The members don't have an honest viewpoint of the bottom-line numbers, and how would they? The only info is what the plan owner's state.

If more members truly did their own math-rather than going by what other people state-many people would be making truly different business selections.

The greatest issue is that everyone seems to forget the chief purpose of the business, which is to make income. Rather, people get distracted with selling front-end applications, kits and low-level products. Few ever make it past that point to truly generate a profit on a consistent basis.

Generating leads isn't the goal. Yielding a profit is. Big difference. Most people are going for the leads, and that's it.

There are a lot of one-hit-wonders online, which represent most of the “success stories” and “recommendations” that you see on sites.

However once again, the goal of a business ought to be to generate an income on a consistent basis.



Chapter 6:

No Matter What You Choose You Need Integrity

Synopsis

Integrity is taking action in a way that's in line with your stated values. Many people confuse integrity with ethical motive and moral philosophy. According to Wikipedia, "Integrity is a concept of consistency of actions, values, strategies, measures, principles, expectation and results." To act with integrity implies that your actions match your expressed beliefs and values.



Be A “Stand Up” Person

To act out of integrity means your actions don't match up with your expressed values and beliefs. For example, if a marketer states on his web site, “I value helping others succeed”, however then he doesn't take action to help others succeed-he's out of integrity.

However, if a marketer states on his web site, “I value helping myself succeed”, and he takes action to help himself succeed-then he has integrity. Integrity isn't about being right or wrong. It's about actions matching up with expressing values and beliefs.

The most significant thing, especially if you're a person marketing yourself online, is that you have integrity with yourself. If you don't have that, you might never have it with anyone else. What are your opinions? What do you value? What is significant to you?

Does what you offer, and how you depict your business, have integrity? Do the actions you take online match-up with your core beliefs?

That is step #1 in success. If your actions don't match-up with your nitty-gritty values and beliefs-if integrity doesn't exist-attempting to accomplish success will be a stiff battle.

However, when what you provide is in line with your core values and opinions, any resistance appears to dissipate without notice. It's not a "fight" of getting people to buy stuff. It's merely a matter of sharing what is already there. The whole process of making income becomes fun and enjoyable.

Let's face it: we don't have a boundless number of days on this earth. There's no point in "struggling" to make revenue when you might have fun making money. This is the benefit of building a legacy with integrity.

Producing a successful business, regardless if it's online or a traditional business, takes a lot of "blood, sweat and tears".

The last thing you wish is to put in all of this work, and have zero to show for it.



Wrapping Up

Soon, a time will come when your home business won't remain a home business. In reality, our perspectives of home businesses are quite contrived. For most of us, a home business means a cottage enterprise that works with traditional techniques and has a small scale production and a commensurately little income. But, we have to change this impression. Home businesses only begin at home; there's no limit to how far they could go.

Individuals who have started building sites from home with just a concept in mind have now made their sites global. Hotmail, now a part of MSN, is a really great example of that.

In reality, right from the moment you seek your first client or get your first buyer for your home business, you ought to stop treating it as a home business because it has not stayed at home. You have taken it outside already. Your physical space is the home, but your business' space isn't. It's gone higher.

Therefore, you must be ready for these things right from the beginning. You're going to have a global presence, but small it is. You're going to become famous on the Net, your name might figure

on Google, many things may happen. It is highly fallacious, then, to call your business as a home business.

However you have to learn to be ready for that leap. You're playing in a global arena. It's not about earning just a few bucks a day. Speak with your accountant about the tax matters.

Consult with a lawyer who you might use if needed, particularly to check contracts. Find a technician who would repair your PC at short notice. All these preparations have a much greater worth than you may believe - they give you a strong indication that your business is going to be greater than you have expected it to grow.

