

# Building the Website of Your Dreams Not Your Nightmares, Part 2 of 2

By Judi Singleton

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Creating the website of your dreams not your nightmares.  
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Part two

Last week I talked about before you can build a website you must have very clear goals in mind before you can build a good website. It will cause you less hassle in the long run if you have a plan of action that fits your budget and time. You need to know what you are going to sell if it is a proper business site.

Even if you are just selling affiliate programs then you need to use those programs. Buy their products and then if you feel really enthusiastic about that product you can easily sell it. You can not sell something you do not believe in.

So we are still on the business plan this week. Your business plan is a plan of actions. I say actions because it is an overall plan broken down into many little steps. It is your goals and how to reach them..This is a plan of how you will run your business. It will change as you learn more about your business but it is still there as a framework.

In your business plan you will state your objectives {where you want to go with this business). You will need to reasearch your market and your competiion. For example, if you want to sell software and part of your plan is to become an affiliate for a software company, you might search for the top selling software this week on the search engines or look at the download sites and see what the top downloads of the week are.

Who will you be selling these products to - your targeted market? Depending on what kind of software you have decided to sell, who uses this kind of product? How can you draw that kind of audiance to your site? Do you want to sell to a very young audiance? Is that

who would use this software? Say you are selling a games software and it is used mostly be people in the age group of 15-21. Now is this the kind of software you want to sell? Is that the age group you want to sell to? This will all become part of the information you will need to gather before you build the website of your dreams.

We talked just in general terms at the start of this article {if you didn't read the first part of the article you can go here to <http://www.gotojassminesitenow.com/journal/building-websites.html> and review the first installment} about free sites to house your new dream. Usually having a domain name is the best solution if you are going to build a business site. Having a business on a free server is like having a one year lease with a bricks and mortar business. What happens if the free server is no longer in business?

Some of the other things that will go into this plan are the price of your product and how you will market it. Now that you have the basics down on paper, you can take your objectives and write goals to achieve them. Remember keep your steps small and achievable.

Of course I will be writing more on this subject. But for my last thought I will repeat what I and every other successful person on and off the Internet says. "It doesn't matter how good an opportunity is. If you haven't spent the time to learn the hows, wheres, and whys of advertising you won't make the money you expect."

=====About the Author=====

Judi Singleton is the owner and webmistress Jassmine's World <http://www.jassmine.com> , and the editor of Jassmine's Journal, a free weekly ezine filled with articles and tips for living a more healthy and prosperous life. Subscribe free at: <http://www.gotojassminesitenow.com/journal/>

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