

# Are You Ready To Do Business Online?

By Lena Sanchez

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Here is a summation of an article I read recently (a practice I followed for almost two years), telling me the three keys to becoming successful, written by a supposedly Internet Guru. Not really bad but totally incomplete for truly successful business online.

He wrote:

The 3 keys to becoming successful (and staying that way) with an online business are:

- 1) Use professionally written ads.
- 2) Post them consistently.
- 3) Repeat 1 and 2 again.

Good advice as far as it goes but this is the old way of doing business on the Internet and accounts for 80% to 90% of all new online businesses failure in the first year. I did that routine for almost two years and didn't get very far! I had almost decided that the Internet was not as great as it was purported to be.

I then found a new and more productive way of doing business online that requires far less time and less money.

I am now more confident in the Internet. Make money and use less of my time doing it! Yes those steps are part of it!

I am now able to follow my heart and help others in every aspect of their life and business. Simply because I do not spend hours daily posting to newsgroups, lists, classifieds, ezines, etc. and found steps to success!

So here are my suggested step that are successful for me doing business on the Net.

- 1) Use someone's Ads who has written and proven them

to work who also updates as needed, saving time and energy. I only know one person who will allow this practice. Otherwise you will be called a plagiarizer and be in trouble with the writer.

2) Use the Sales Manager- handle your customers/clients automatically A List Server- to send out your newsletter, announcements, etc. Have Free Lotto and contests that grabs thousands of prospects from the millions of hits to your site daily.

"It took me a while to learn these were necessary!"

3) Concentrate on business and let your automated site take care of the incoming customers while keeping close contact with someone who has already made it online and follow their footsteps. Posting to free lists only garnered me spam and no business!

4) Make sure your site carries your domain name not a replicated site or free site! Those websites say, "This person is not serious about business and has no confidences in your ability!"

It would be totally great if four steps were all it took for a successful business but you know and I know that is totally a false premise. But these are the four main ones that have helped me really build a successful business online.

I am sorry to say I wasted a lot of money in the preceding two years on software programs that takes care of some of the necessary steps that were not compatible with my other software programs and could not function in conjunction with each other, which left me incomplete and really frustrated. It also took me weeks upon end to learn how to operate them leaving me feeling totally inadequate , inept and conned.

Such a nightmare, as I am not a computer geek or even an intermediate computer literate person. I know how to turn computers on and use the word processor and input information but not software literate at all. After working so hard to conquer these programs and wasting precious time I found that the people who sold me the programs attached their advertising to everything I sent out and I was doing advertising for them free.

That builds their business not yours or mine. The last thing read in a message will be the first thing remembered!

I was also told how much money I was going to make by becoming an affiliate and sell the "simple" piece of Internet genius. Such tales are told out there! Yes

there are a few affiliate programs that will pay you a few dollars if you get the marketing technique down.

All I really wanted was to try and create a better world with environmental friendly and alternative health products and get my book "Dangers and Secrets Doctors Refuse To Tell You" to the largest number of people, but it was not to be for a couple of years until someone helped me find the secrets that made it happen.

One last tidbit...Be sure you get the latest up-to-date Internet Business Information! There is a lot of stale old (1 year or more) stuff out there that isn't all valid in today's environment!

I could go on and on but not enough space to do it here, the question is "Are you or are you not ready to do business?" If you missed any of the above steps you may have a "slow go or no go!" Questions or help <mailto:lana@envirodocs.com>

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Writer Lena Sanchez is a retired Medical office nurse/administrator/consultant and just released her latest book, "Handbook Of Herbs To Health & Other Secrets."  
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