

How to Recession Proof Your Business

By Mark Askew

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Economic experts predict 2002 to be the birth year of the small business boom unlike any other time for two primary reasons.

Today's most successful and enduring companies were the result of past economic recessions. Among these were Microsoft, IBM and Hewlett Packard. The current economic state is the perfect soil for small business visionaries to allow their ideas to take root and grow as these times spawn dirt-cheap labor and low overhead costs. For example: goods, services and office space cost considerably less during recession.

Another reason is simply the availability of national exposure to potential clients via the Internet. What online businesses tend to thrive despite recession or inflation? And how can you take advantage of this phenomenon to keep your business afloat and thrive in 2002?

First it's important to recognize that the affiliate referral marketplace has grown in leaps and bounds specifically in the legal and financial arena. Regardless of the state of the economy and often because of it, masses of consumers seek out money saving services that will make their life more livable. For instance debt-consolidation or refinancing home loans, auto or student loans to lower rates and allow them to make smaller payments. As a result many of the more prominent online lending marketplaces offer affiliate programs that enable self-employed web-savvy entrepreneurs to earn as much as \$10,000 or more a month simply referring potential borrowers to them. One such example is a lending marketplace referral resources featuring articles on the state of the economy, loan rates tips and guides at <http://www.mortgageloansearch.net> . This site alone, only six months old, earned \$20,000 with-in sixty day.

Another recession proof income earning gem has to do with the fact that consumers need legal representation more than ever before. With divorce rates high, harrasment issues multiplying daily and the explosion of recession based start-ups, legal services are becoming the staple product of the 2000's. Although people are more legal savvy then two decades ago they are just as much in need of affordable adequate legal representation when resolving major financial issues such as purchasing a home, refinancing a loan, remodeling, buying a car or disputing car dealer services as well as traffic violation issues, medical law suites, bankruptcy issues, resolving credit reporting fraud or on the job harassment. The need for legal consultation in resolving these common occurrences have given way to the evolution of pre-paid legal representation services - the most sought after service on the Internet. Combining financial referral income with legal representation referral income can give way to a potential \$20,000 to \$50,000 or more a month.

The trick however is finding recession proof services and the companies that offer them via a good, reliable referral program. When looking to set up a partnership with such services consider the following.

1. Are the groups offering financial and legal services well established businesses
2. Are they known for practicing good business ethics.
3. Do they have good affiliate partnership and customer service ratings.
4. Do you have recommendations by reputable sources in the industry.
5. What is the affiliate partner retention.
6. Do they offer practical and useful perks and incentives to join.

Among the affiliate programs fitting this criteria are LoanWeb.com, MoneyNest.com and one of the more outstanding recession proof income earners, winning Forbs top businesses recognition and top 15 stock markets status, is Pre-Paid legal services at <http://www.prepaidlegal.com/go/askewc>

The key to successful business start-ups is simple. Recession proof, recession born, recession based services, stability and reliability.

Mark Askew is editor for Mortgage Loan Search and the Internet Business Consulting Network 2002 which features AffiliatePros a business start-up tips and guide resource at <http://www.bcpl.net/~ibcnet/affiliate-programs.html>

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