

One Way to Start an Internet Business

By Rosalind Gardner

One Way to Start an Internet Business

Rosalind Gardner
articles@rosalinds.com

RosalindGardner.com <http://RosalindGardner.com>

One Way to Start an Internet Business

Copyright 2003 (c) Rosalind Gardner, All Rights Reserved.

One day this past summer, while vacationing at a cottage in the Okanagan Valley, my favorite watch went missing. By the time I remembered that I'd left it by the swimming pool, it was gone.

This wasn't just any watch. It was the first watch in years that caught my eye and kept it. Moreover, it also kept time! Most of you probably don't consider 'keeping time' a special feature, but I have a box full of watches that stopped working almost immediately after being put on my hyper-magnetic wrist.

This very special watch was a piece of signed and numbered wearable art by Eduardo Melies of Watchcraft® Inc. studio in New York City.

As soon as I got home from my vacation, I phoned Watchcraft® to have the watch replaced. It was good to speak with people who fully comprehended and sympathized with my loss. Unfortunately, they couldn't do anything about it. As the manufacturer, they had to point me to their distributors, of which there was only one in Canada.

I phoned the owner of the shop recommended by Watchcraft. She told me that although they carried the line, she didn't have the specific piece I was looking for. She estimated that shipping from New York to Toronto and then out west would take between a few weeks to a month. Although that was

disappointing news, hearing the high price of Watchcraft in Canada was decidedly worse.

After speaking with her, I puzzled over the issue, knowing there had to be a better way to handle the problem. I then phoned Watchcraft back to beg and plead. Strangely enough, that worked, but not the way you might be thinking.

Alex, the Watchcraft representative, and I had traded pleasantries during our first conversation. One fact I'd shared with him was that I make my living marketing various products on the 'Net. Knowing that, Alex suggested that while he couldn't sell me the product as a member of the public, he could if I wanted to become a distributor.

I didn't have to think long about that offer. High quality and demand are my first two criteria when choosing products and services to offer my online customers. I personally loved the product. It was attractive, unique and of ultra high quality. Regarding demand, I knew that many of Melies customers are repeat buyers. In a newspaper article about Eduardo's work, I read about a woman who owns six of them. I also knew that an older Watchcraft timepiece had recently traded for more than \$1700 on eBay, indicating high interest in the product.

The icing on the cake was being offered a drop-ship arrangement. All I had to do was forward the completed orders, and Watchcraft would take care of shipping. This fit very well with my 'Work Less - Automate More!' motto.

The site was easy to set up, as Watchcraft sent me a CD with all the watch pictures on disc, and a list of their wholesale prices. All I had to do was research the retail price of Watchcraft online, (and make mine lower), advertise the site and start selling watches.

The only hard part is trying not to buy too many for myself! :-)

=====**End Article HERE**=====

Rosalind Gardner is the author of '123eBusiness: A Beginner's Guide to Online Profits' and the 'Net Profits Coach' ezine. Her online success has been profiled in 'Secrets to Their Success' and 'Six Figure Income' magazine. To learn more about how you can

build your own lucrative eBusiness, please visit:
<http://RosalindGardner.com>

[Get-Articles.com](#) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)