

Starting an Ebay Business – An Online Business Model that Works

By Bill Platt

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THE REALITIES OF AN INTERNET BUSINESS

Millions of people are still coming online each year, and many of those people come to the Internet with dreams of making their financial dreams come true.

The truth is that building a website to sell products and services is not the easiest way to make a living online. A lot of specific knowledge or money will be required to be successful with a standard website.

You must acquire skills --- or pay someone who already possesses those skills --- in the following areas:

- Graphic design
- Copywriting
- HTML design
- Perl or PHP programming
- Database programming
- Marketing research
- Promotions

When this is understood, most people throw their hands up in frustration and walk away from their entrepreneurial desires.

Maybe cash is the problem; maybe the desire is just lacking.

If you have reached this point yourself let me offer one piece of advice...

DON'T THROW AWAY YOUR DREAMS JUST YET

More people than I can count are making a successful living online, and none of them own their own website or send a single

commercial email to anyone.

How is this possible?

Two words,

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