

Title:

Is It Still Possible To Make Money On The Internet?

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Summary:

Many people are saying that the Internet is dead. So is there still money to be made on the Internet?

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Article Body:

Many people are saying that the Internet is dead. So is there still money to be made on the Internet?

The answer is a definite YES.

Research shows, time and again, that consumers want to spend more online, and that the internet is still growing.

The traditional brick-and-mortar rules of business still apply to internet business. It's crucial to understand these rules.

Adhere to my following Rules and you'll be on your way to building a viable, sustainable and successful internet business.

1. Develop a viable business plan

The biggest reason why so many dotcoms failed is an inadequate business plan of how and when to launch.

Your plan must have a clear and sincere vision that has meaning to you and your business. Your vision should be realistic.

Don't make the same mistakes that many dotcoms made -- trying to build a global brand before you have a solid local base.

Regardless of how fanciful and good your website is, if your aim is not to make profit, you'll never succeed.

2. Model someone successful

It's always wise to learn from the mistakes of other people rather than to learn from your own.

Track and learn from benchmarked success stories, be they your competitors or otherwise. Why work hard to fail?

3. Focus on a niche market

Don't be everything to everybody by trying to dominate a huge and general market because you just can't.

Focus your internet business on a targetable portion of the market or a narrowly defined group of people.

For this to be effective, the market niche that you're targeting must be fast moving, its customers must be growing.

The key here is to find a niche market, assess the needs of the market and then offer them your solution.

4. Differentiate your business

To capture a larger market share and be viable, sustainable and profitable, you'll need to differentiate your business.

You can do this by creating what is called a Unique Selling Proposition or USP and then effectively communicating it.

This is particularly crucial if you're operating in a highly competitive market.

A USP is the one thing or idea that sets your business favourably apart from your competitors.

Your USP is the focal point around which the success and profitability of your business is built.

5. Spent your funds wisely

Costs is one of the major determinants of your internet business' survivability. You'll need to

Credible websites not only require money to set up but also to maintain; advertisements cost money.

6. Superior customer service

In addition to a viable business plan, a superior customer service will be key to your success.

Superior customer service must be a high priority in your action plan. Build a trusting and loyal

This is crucial as it costs five times more to win a new customer than it costs to keep an existing

Learn and apply what I teach you, do it right, and you'll rise above your competition and blow

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