

Title:

Is Your Online Business A Hobby Or A Real Business?

Word Count:

674

Summary:

A common question today is: "Why aren't I making any money from my web site?" The main reason

Keywords:

business success, home business, small business

Article Body:

A common question today is: "Why aren't I making any money from my web site?" The main reason

Your web site is a hobby business when:

- + Your web page is full of sophisticated animation and graphics taking forever to load;
- + You do not have your own product - instead you have links to many affiliate or network marketplaces;
- + You respond to email enquiries as and when you feel like it rather than promptly;
- + You don't provide sufficient contact details on your page so that people can contact you easily;
- + You have a hit counter that keeps on being inflated by you visiting your own site to see how many hits you have;
- + You're advertising and promotion is non-existent or is inconsistent and poorly focused;
- + Your web site does not lead your customer through a sales process; and,
- + You expect that having a web site is all you need to do to make money on the net.

Business success on the internet demands a "real business" approach that is professional and focused.

In simple terms, a sales funnel is an approach to the sales process that works very successfully.

As prospects move through the funnel, they are offered a product or service at a low price point.

Moving into the lower part of the funnel, you offer your customers your higher priced products.

While the above is a rough example of the sales funnel concept, I think it illustrates a sales process.

Real businesses know the profile of their likely customers and have a marketing plan for how to reach them.

Full contact details are provided on a real businesses web site so that customers and potential customers can contact them.

As they know their potential customers, they ensure their web site is easy to navigate, quick to load and professional.

A real business is conducted in a professional manner. Real businesses will make real money on the internet.

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