

Title:

The Internet Is Full Of B.S.

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Summary:

When I was a small boy on my Grandmothers ranch in Montana I was given a funny little device o

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Article Body:

When I was a small boy on my Grandmothers ranch in Montana I was given a funny little device o

Well that is not the kind of B.S I am going to talk about here. The B.S. I am going to discuss

There are 280,000,000 Internet business success listings on Google, 48,000,000 listed on yahoo

Each and every one of these Internet Business Success arenas has one thing in common. That com

The importance of education in Internet Business Success is so major that is has spawned the l

Like with any business with out the proper education success is impossible. One thing to consi

I consider these areas to be key elements to successful Internet business education.

- Business planning
- Marketing concepts/strategy
- Target Market
- Product knowledge
- Internet Security/ Link Protection
- Basic accounting/bookkeeping

Business Planning

Creating a business plan is probably the most important thing you can do for business success.

Having a business plan defines your Business. It identifies your goals, and serves as your com

The best place to get information about starting and writing a business plan would be. The Uni

Marketing concepts/Strategy

Do your homework. Learning all of the different ways of marketing your Internet Business. A fe

Target Market

Wikipedia Free Encyclopedia defines Target market thus. A target market is the market segment,

Targeting strategy is the selection of the customers you wish to service. The decisions involv

- Which segments to target
- How many products to offer
- Which products to offer in which segments

There are three steps to targeting:

- Market segmentation
- Target choice
- Product positioning

Targeting strategy decisions are influenced by:

Market maturity

- Diversity of buyers needs and preferences
- Strength of the competition
- The volume of sales required for profitability

Targeting can be selective (e.g.: focus strategy, market specialization strategy or niche strategy). In a nut shell Get to know your customers. Are they male over 25, females with small children,

Get to know your competition. Do a bit of research. Get to know what's hot and what's not. What

Find out what your customers want and Sell it to them.

Product knowledge

Product knowledge comes in many various forms. For example the products features and its inter

Internet selling eliminates the human representative though. So in order to anticipate the cus

One thing to mention is that when you are creating the web content about your product. Ask you

Internet Security/ Link Protection

It doesn't matter if you are into Internet marketing or just like to play the occasional game

What it is and how it can affect you are of grave importance.

Computer security also known as Internet security prevents and detects unauthorized intruders

There are a number of ways an intruder commonly known as a black hat hacker or cracker can gain

Trojan Horses

Including key loggers and backdoors, which open up your PC to attackers control or use your PC

Worms

Bagle & others are worm viruses, which usually arrive as an email attachment. Worms can destroy

Dialers

Change the dial-in number of your modem connection to premium rate numbers causing high phone

Spyware

Adware and Hijackers continuously show annoying popup ads and spy your private data as well.

Once a black hat hacker gains access to your computer. They can hijack your desktop and perpet

Adrian Ling in his wonderful e-book, Spyware Secrets Exposed writes that ^Today, security prof

This is just the tip of the iceberg for these black hat hackers and crackers, for they can pla

Another growing problem black hat hackers and crackers pose is to Internet marketers and affil

Website pay gate page, download page theft is where a black hat hacker creates a mirror pay ga

In a recent article on a US Government info website an FBI warning stated. Pharming is setting

A black hat hacker can use this same process to steal you hard earned profits.

In affiliate link theft the black hat hacker hijacks the affiliates id number or name and repl

There are a multitude companies dedicated to help you find the best possible way to protect yo

For anti virus protection and computer intrusion Norton antivirus and Norton security would be

No matter what type of computer security you choose the fact is if you don't have it you will

Basic Accounting/Bookkeeping

Aside from Internet security a basic knowledge of accounting and bookkeeping is the most impor

It doesn't matter if you are just starting or if you have been at it for may years, keeping a
Not only for Profit and loss determination but also it is imperative to have records when it o

You could keep a small ledger or you can track everything on your computer using Microsoft Exc

If you don't have the time or if you just can't figure out the complicated programs you should

I do how ever recommend that when it does come to Tax Time no mater how you keep track of you

Business Success

Internet business success has no guarantee. For that matter there is no particular guarantee f

There is one final form of business education that I have not covered. That is the school of H

They say that experience is the best teacher. You can't put a price on it. You can't order it

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