



How to Open & Operate a Financially Successful Web-Based Business: With Companion CD-ROM

By Beth Williams

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If you want to learn about starting a Web business, how to transform your brick and mortar business to a Web business, or even if you're simply interested in making money online, this is the book for you. You can operate your Web-based business from home and with very little start up money. The earning potential is limitless.

This new book will teach you all you need to know about getting started in your own Web-based business in the minimum amount of time. This book is a comprehensive, detailed study of the business side of Internet retailing. Anyone investigating the opportunities of opening a Web-based business should study this superb manual. You will learn to:

- *Build your Web-based business through keywords
- *Generate free advertising
- *Use search-engine strategies
- *Market through e-mail
- *Build Web communities
- *Find products
- *Drop ship
- *Deal with zoning issues
- *Create your Web site, HTML, graphics programs, domain names, and templates
- *Use Web hosting, bandwidth, e-mail, shopping carts, and affiliate programs
- *Develop merchant accounts
- *Use PayPal, e-checks, search engine submissions, pay per click ads, and co-branding
- *Make more money through auto-responders, Google and banner advertising
- *Establish your own eBay storefront, Web-design information, search-engine registration
- *Be a part of directories
- *Get real-world examples of successful strategies

While providing detailed instruction and examples, the author teaches you how to draw up a winning business plan (The Companion CD-ROM has the actual business plan you can use in MS Word™), basic cost control systems, pricing issues, legal concerns, sales and marketing techniques, and pricing formulas. You will learn how to set up computer systems to save time and money, how to hire and keep a qualified professional staff, meet IRS reporting requirements, plan sales, provide customer service, track competitors, do your own bookkeeping, monthly profit and loss statements, media planning, pricing, and copywriting.

You will develop the skill to hire and fire employees without incurring lawsuits, motivate workers, apply general management skills, manage and train employees, and generate high profile public relations and publicity. You will have the advantage low cost internal marketing ideas and low and no cost ways to satisfy customers and build sales. Learn how to keep bringing customers back, accomplish accounting, do bookkeeping procedures and auditing, as well as successful budgeting and profit planning development.

This manual delivers literally hundreds of innovative ways demonstrated to streamline your business. Learn new ways to make your operation run smoother and increase performance, shut down waste, reduce costs, and increase profits. In addition, you will appreciate this valuable resource and reference in your daily activities and as a source of ready-to-use forms, Web sites, and operating and cost-cutting ideas that can be easily applied to your operation.

The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com.

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