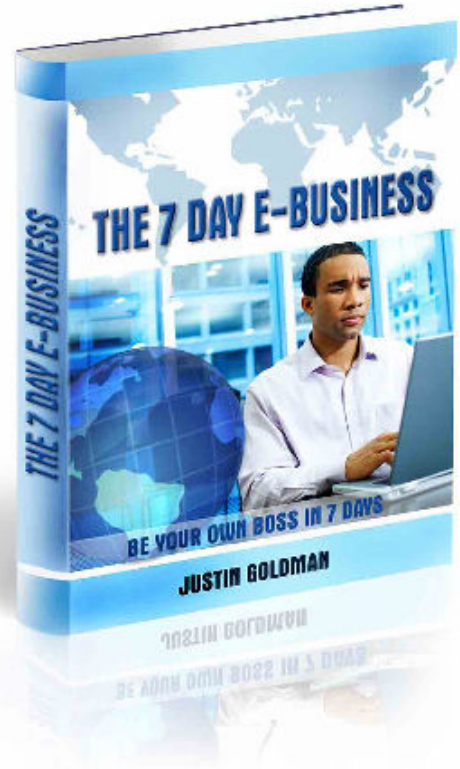
E-business



E-BUSINESS

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Introduction

Kudos guys!

You made the perfect choice by picking up **The 7 Day E-Business**.

You will soon know why I am saying that. This book in your hand has been doing outstanding miracles for individuals entering the newest domain of e-business recently. It has hugely changed the very perspective of the common masses making them more at ease with this new and exciting option of business. And guess what lives of numerous freshers in this business have changed in just the span of turning a few pages.

Now let me ask you a question; Isn't it a gut feeling common with all of you that the job you do now is not the one you always want to do? Slowly and steadily under the cover of the pile of files on your table or the closed doors of your gloomy office you are always longing for better, a much better and exciting job; isn't it? I know you are sick and tired of that screaming boss and traffic all the way to office. So what are you waiting for? Freedom is not that far away you just need to gather all your guts and that hidden confidence in you. And you can leave all the rest to this alchemist in your hand!

What do you know about e-business? No let me reframe the question. Do you know anything about e-business? Have you ever considered the fact that it can be a very bright option for you to start your own business? No, I am not being stupid by asking you this question because even if you don't know you don't have to worry. The 7 Days E-Business will do it all for you. Just a little flip through this book and you will know how

e-business could be a much better alternate for you. You even don't have to worry for the success and growth for the business yourself since that is the best part. This newest form of business is ever growing at a record speed and always for the better.

E-Business is the latest evolution in the field of global business and it is a strong contender. Every day millions is invested in it. The very names of Google and Yahoo will give you the idea how big it is. Few years back they sound completely words of an alien language to most of us, but today they are household names all around the globe and this growth ahs been immense in a very short span of time. The garage room to net boom success stories of these Internet giants should be enough to boost your confidence and expectations that even you can do it!

You may be thinking, "Oh! It's all just a mirage for me. Where will I get all that amount of money?" Even in this case you have no worries. E-Business doesn't require you to gather a huge amount of money by tracking your equities or selling your house. You can start with a little and earn a huge fortune.

But the only thing you need now is a trustworthy guide; this book will do all the needful to help you learn the intricate details of e-business in just a mere period of seven days. One week of serious reading and you know all the steps to set up a flourishing e-business. It will also give you the choicest links to transform you at a jet speed into a successful entrepreneur. So don't waste any more time in thinking! Just believe it – this is the turning point! If you truly want your life to change then just read through this book and apply the steps. What do you say does it sound all that hard? Read your mind and make the choice. The choice is yours!

But I would rather use this opportunity to do something in advance.

Congratulations! Why not do it now when I know that success is just there lying on your table? Got it!

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Chapter 1: Possibilities on the Web

A. Selling on e-Bay:

E-Bay is an online marketing place that has a reach and is spread all over the world. Marketing your products and services on e-Bay is the easiest as the customers are ready even before you are actually prepared to sell and you soon realize the fun in earning money at this alarming speed. To operate online on e-Bay you need to get yourself registered. It is very simple and completely free.

Here are some links that will give you real good tips about e-Bay:

- http://sbinfocanada.about.com/cs/onlinebusiness/a/ebaysellingtips.htm
- http://www.coolebaytools.com/tips.html
- http://www.ebaysellingtips.blogspot.com/
- http://www.fadedgiant.net/html/ebay_selling_tips_.htm

First you need to go to the registration page and join e-Bay community by giving your details. These are the steps you follow while registering. The registration page will look like this:

- Choose an ID and Password.
- Then you follow the link on the verification e-mail and confirm your registration.
- The next may be a shock! You need to give your credit card number for registration. Don't worry. Your credit card number will never be misused on a reliable e-Bay.
- Once your credit card number is verified you need to choose your mode of payment.
- Now the registration is done. You can start marketing your products. But before selling select a format for selling. It can be a fixed price or an auction format.
- Then give a title and the description of your item in powerful expressions. Setting a minimum price or a buy-it-now price for the auction will be helpful.
- When you start you get the opportunity to sell only one product at a time. But steadily as you attain 10+ rating from the customers you are free to sell multiple items on e-Bay.

- Last but not the least; pay good attention to the shipping, the cost and the legal formalities.

Isn't that simple? And with e-Bay you will never know when money will start flooding in to your pockets.

B. Selling digital downloadable products like e-books:

Now the next thing for which you will need a brief is what preparations do you need to start an e-business? Don't worry! It doesn't require any larger than life way outs. Just start paying attention to your selling quality- that needs to be high. Digital downloadable products need to have an international standard and an international style. Examples of some of such products are e-books, software products, videos and music.

An E-book reader

E-books are books published on the Internet**.** Now it is time for you to be an e-writer**.** Writing an e-book is not that scary. You don't need to worry about whether you at all have the knack and skills or not. Believe me it is really not that hard! It is rather simple and easy- very soon you learn the tips and tricks required to write an e-book and it becomes as easy as you have never imagined. Once you are at ease with this part you have possibilities of a roaring success on the Internet. Here are some simple guidelines, have a look:

- First, choose a topic. You can pick up anything, success stories of established companies, a guide helping others to get in some new business. Nobody minds even if you experiment with a completely unrelated and uniquely different topic. Second, start collecting information on your topic.

- Then choose the text processing programs for writing your e-book, Ms Word, HTML or Notepad will help. Now it is time to get down to serious writing. Be sure to make your book simple with an attractive format.

- Once you are done you have to sell and promote your book through the services available on the e-Bay. Here you need to choose the form of payment. Clickbank can provide you good service.

C. Selling products:

The market where you can dump off all your old stuff and also sell the brand new ones with equal ease is the e-bay. But while selling, just remember that all your old stuff are intact and in good condition. If they are not, inform the customer beforehand or it may affect your profile in the e-Bay market.

Also remember:

- Your product should look attractive. For that you list the characteristics and merits in an attractive way. You may load a photo of your product, which will help bringing in more customers.
- You have to do a bit of research on the e-Bay market so that you can sell a little better. Remember you are new here and there is no hurry!
- Keep your payment format simple so that anybody can conveniently use it. You can trust on **PayPal** for best results.
- While marketing the products remember the rules and regulations of this unique market or else you may face serious problems with well-informed customers.

D. Providing services through your website:

Recently the use of Internet has increased at a rapid speed even beyond our wildest dreams. So why not utilize the huge potential of this market and sell services through your website? I know that sounds lucrative. Now let me tell you how you can do that.

- Have you heard of something called ***chatting***? In this era of cyber mania, I am sure you have! It is like talking to friends, relatives and acquaintances who stay for away very easily through the net. It's new, its cheap, its trendy and its hot. You can provide this service online and earn millions. After all it's not as costly as talking on an ISD call.
- You can also start ***online groups and communities***. If you start providing that you find customers pouring in, in billions. But that will need a continuous traffic, which is not that easy to manage.
- You can add that extra oomph to the look on your website and the bills in your pocket by allowing your website users the facility to ***upload their photos and***

videos and also submit their articles on their opinions on different issues. This facility will turn out to be a hot cake as everybody out there want to add a personal touch to the part of the website they access.

E. Working as a freelancer using Internet

Freelancing is the easiest and one of the most interesting ways of earning on the Internet. So if you think it's your cup of tea then you can start by join some online content writing company. The best part in this work is you can work from the comfort of your home. There are two categories to this kind of a job. This first category includes online advertising, site promotion, software vendors and technical aspects of websites. And the other category concerns purely of freelance writing. But I should also help you know that there are some good as well as bad aspects to the work of a freelancer.

The impressive goods are:

- There is no bindings to your work and time period. Work as you feel.
- No boss!
- Working from home helps you save money for the traveling and conveyance required for an otherwise office job.
- Freelancing is a good part-time job for you if you are a student or have other necessities to perform. It helps you earn some extra cash with your leisure time.

Now there are some depressing baddies as well but not that bad that they can stop you from doing it. They are:

- We are social beings. Freelancers' work often means you have to work alone, away from social company, which may gradually affect your mood and feeling of loneliness.
- And beware of frauds. So ensure that you work for a well known and authentic website, or you may end up getting cheated.

Some sites that can help you get freelance jobs are:

- http://elance.com
- http://guru.com
- http://getafreelnacer.com
- http://rentacoder.com
- http://rentaghostwriter.com
- http://getacoder.com
- http://writerlance.com

F. Earning from advertisements, affiliate programs and Google AdSense

Advertisements, affiliate programs and Google AdSense are other spheres that can help you earn some more money on the net. Advertisements are always exciting to work on. There are various advertising agencies that are always on a vigorous urge to post their ads on the different web pages.

What you can do is contact some of these advertisers either through websites or through Internet search engines. But if you want impressive deals then you have to be well versed in the cost you call. Affiliate programs are there to initiate the speed and the growth of the traffic for your business since they allow you to post your links on the different sites with their help. What is left is the Goolge AdSense. It is a great way that enhances your income. Under the unique scheme you earn for posting ads on your website and the extra sugar for you is that all of the ads are somewhere related to the content on your own website.

So now I am sure you have realized that you do have a good chance in Internet business. Here are some links for you to begin with:

- **Google AdSense**: http://google.com/adsense
- **Yahoo Publishing Network / YPN (formerly Overture):** http://ypn.yahoo.com/
- **Microsoft Content Ads:** http://advertising.microsoft.com/microsoft-adcenter/faqs/content-ads

Chapter 2: Getting your website ready

A. GETTING A DOMAIN NAME

A domain name is something that is related to the numeric IP address of a computer on the Internet. It is the unique name that makes your website accessible to the Internet users as using it they can look at or download required information from your website. It simply acts as the address for your website. Did you get it? Now till now whatever information I have given you, if you go by that, it may sound a little complex but the twist is that getting a domain name for yourself is the easiest part in your business.

While choosing the domain name be a little conscious as it is by it that people will know and recognize your website. So keep in mind "The first impression is the last impression!"

- The very name should be quite enough to give an idea about the content of your website as these days men don't have time to get to the details.
- The domain name needs to be chic and specific concentrating on what your website is catering to. But keep it simple.

When you are done with the choosing part you need to register it. For that first find out about the different registration sites. Choose one of them and enter the domain name you have thought of, you will find a box given for the purpose. Then you need to choose the extension and wait for the availability of the name you offered for. Once that is done stamp your approval on the domain name. That's it! Your work is done. All that is left is the registration fee; you need to pay that to keep your account valid for a stipulated period of time.

Here are certain links where you can register your domain name:

- www.GoDaddy.com
- www.behosting.com/register.html
- www.DomainInvestigator.com
- www.InexpensiveDomains.com
- www.NameCow.net
- www.NamesAreCheap.com

B. Finding a hosting service

The next thing after a domain name is a hosting service. It is the fee that gives you the opportunity to put some information on a web server or an Internet host. You can gather all information you want in this context from http://www.hosting-review.com/ . You will find all the required information there. You can also access Google for such help. There are different types of hosting services available on the net.

- Firstly, there is a ***free-hosting service*** you can get. You get it free of cost but the catch point is it has limited capacity.
- Then you can enjoy a ***dedicated hosting service*** also. Here you are the exclusive and sole controller. The entire server is booked for you avoiding any kind if sharing.
- Next there is also a ***shared web-hosting service***. Here you need to share your web space with others. That is because all the domains share the CPU and RAM here.
- Then there is an option for a ***managed hosting service***. In this case you have your own server and the exclusive space but not the entire powers to control it.
- Next there is the ***reseller web-hosting service***, here the sole opportunity to hold is yours. That is the novelty you enjoy in this service.
- Lastly, there is the ***virtual dedicated server***; in this category you seem to be your own server. You enjoy a virtual individuality with out extra costs but under the cover there are users with whom you share unknowingly.

Choosing a hosting provider may be a little confusing after seeing so many options. While choosing your provider remember to check your costs. Bandwidth, or monthly basis payment, whatever you opt for; always give some extra attention to the expenses

part. Here some links where you can seek the required help to choose your service provider:

- http://www.hostsearch.com/reviews.asp
- http://www.allwebhostingreviews.com/
- http://www.findmyhost.com/
- http://www.webhostingreviews.com/

C. Creating and uploading website

Do you really know what a website is? To proceed further you really need to have a technical idea. A website is a collection of pages that contains various information, videos, clippings and music. All these are hosted on the server to be accessed through the Internet. Collection of the numerous web pages worldwide conglomerate to something called the 'World Wide Web'.

Now the next step is to teach you how to create your own website. Leave that to the 7 Days E-Book and me; let it be a complete pleasure for us. By now you have a rough idea about the procedure from the preceding information provided. You surely have got the idea of how to create and upload the website you want. Ok I will give you quick recapitulation. First, register your domain, then choose the web host according to your needs and finally create the web page. Bingo! It's that easy.

Wait a second! Web-page creating may need a little bit of extra assistance. Here it is:

Most of the time you will find that your chosen web host will help you with some software and certain assisting tools to help you create your website on your own. The website building software are also available on the net. You can either enjoy free software from the web server or buy a superior one from the vendor. But if you don't want that help then my dear you have a little bit more to do on your own.

- Firstly, you can use the well-known Telnet program to do the job.
- The UNIX Account is also a good option but that requires your exclusive accessibility to it.

- Or else go for this option. While you are offline just upload the web page through the Internet Service Provider.

- The Html software is an essential element you will require while you create your own web page. It helps you with editing using its three exclusive editors, text editor, object editor and WYSIWYG HTML editor. But be careful of the HTML and Hypertext markup language. Also keep an eye on the CSS as that determines the ultimate look of your website.

- You can keep an option in your web page to receive the necessary and valuable feed back from the users who access it.

Once the software is ready you need to upload it. There are two distinct ways you can do it:

Step 1: You can upload the software by using the uploading software available from the server. Access some of these generous services and choose a format and exclusive design for your website.

Step 2: You can make use of the Font Page to upload your web pages. For that first enable the font page extensions. That's all done for you, now you only have to go following the software instructions on the page.

Once the uploading is done just carry out the necessary checking to catch any errors. Also ensure regular checking and modification as well. To be on the safe side you can consider a few precautions to avoid useless errors.

Here are some links that can help you while you intend to create your own website:

- **www.ulead.com (one of the best website /graphic design software)**
- **http://tutorials.epilogue.net/tutorials/building-a-website-tips**
- **http://www.buildwebsite4u.com/building/build-website.shtml**
- **http://www.onlineworkguide.com/Buildingyourownwebsite.html**

Chapter 3: Web Designing

A. How to go ahead with web designing

The first thing you need to do is indeed to enlist the help of a good web designer. Even if you have a lot of creativity and spatial ability, you have to admit that there are certain facets of your business that should be best left to the experts. Usually, a web designer engages in the following process while designing a website:

- He/she takes the subject or topic of your website into account to layout a design for your website.
- The team of experts and you can then work together to understand exactly what you want.
- You can make the goals regarding the purpose of your website clear to the experts. They will use this information while laying out the content and determining the amount of graphic design they can use in the website.
- You also need to take your audience into account. For example, if the site is meant for children, then the designers have the freedom to add colors, pictures and animations in the website.
- Next you need to determine the number of pages you want in the website. Thus, you can set your specifications regarding the length of the website. From here on only the designers take over and follow the main points mentioned below to design the website
- A rough layout of the website either on paper or with the help of a virtual software.

- The designers then move on to the production issues of the site like appointment of Webmaster, site editor and more.
- Designers then focus of the Use of technology like the selection of browsers and other operating systems.
- Database support and audiovisual content are also glossed over with connection to the website.

- At this stage, the designers are through with the completion of planning.

Some good web designing organizations

- http://www.imark.co.in/
- http://www.GetMeContent.com
- http://www.dimensioni.net/
- http://www.megrisoft.com/
- http://web-designing.thewebbrains.com/
- http://www.blueappleonline.com/

Finally, the designers focus on the actual site design. Here they choose and finalize the overall look of the website. This includes the written content, placement of photographs, subheadings, graphics and almost all the relevant information on the web pages. Special emphasis is also placed on the home page.

Next, the website is all set up for viewing. A good website is error free, easy to access and operate and free from technical glitches. The website owners again take over completely and plan on marketing their website.

B. Who to approach for web designing

Most of the people make a mistake in this phase of the job. They tend to look at websites which though rich are all too stuck up in design. Now listen I am going to help you so that you don't make the same mistake like the others. Let me inform you some criteria that will be helpful in making you make the right choices of the personnel.

Before choosing the team, go through their previous work.

Before you sign any team to do the jobs for you, make sure that you pay an attentive look at their credentials.

Preferably experienced and dedicated professionals will be a good choice. This will help them understand your perspective better and hence you will be more satisfied with the designing.

Freshers can also be a good choice, then you will receive the intent enthusiasm and the novelty of fresh ideas and the cost is not much.

B. Cost and considerations

The web designs are generally priced high as the process is highly challenging and needs a lot of creativity. Bu cheaper and schematic options are also available in the market but for that at times you need to be lucky. Keep certain factors in mind when you are planning on the cost.

a. Determine the cost of your website on the job rate and the daily charges rate.

b. The cost may depend on the nature of your website- complex or simple.

c. The graphics and the technology related are also significant elements that can add to the cost.

d. The reputation of the company you have chosen may be a factor. Outsourcing to Indian designers can save a few bucks.

To complete the entire project you have to have an expert team, serious planning and a well carried out action course.

Chapter 4: Promoting your online business

A. Different traffic generating methods

The characteristic of a healthy and successful online business is business traffic without any clash or congestion. To accelerate a similar condition in your business you have to plan a good communication system. There are three ways of getting a visitor or a customer- firstly; they may accidentally come across your site through search engines or other links on the net. Secondly, some may come in search of the exclusive news on your website. Lastly, they may be looking at products on your site comparing them to the ones they actually need.

To increase the traffic you must have an innovative and a completely unique content. Insert various links on the website and also put your link on boasting websites showing off your traffic limit. Nice and attractive advertisements and an exclusive blog can help further. Put a mix-and-match combination of all this and just see the difference.

B. SEO

SEO stands for Search Engine Optimization. Their purpose is to bring the required data to the seekers. It can also be of help to you. It can do the marketing of your business quite efficiently and increase the traffic as well. To make the SEO work effectively for your website you will have to place many links on your site. Maintain organized web pages and quality content. Some press releases and regular blogs can add to the effect. Get your website link registered on some online directory and buy some well known links which would add a quality element as well.

There are two ways of placing your website higher in the SEO:

- Follow the White Hat or the legal way which though safe is not really profitable.

- Or follow the Black Hat or hoax plan method where you do a little trick. You place a keyword on the SEO posing a highly optimized page result but it actually reveals a completely different and a common page to the user.

C. Article writing and submitting

Writing and submitting articles is a very easy way to earn some money from your online business. You can do that yourself or take the help of experts through outsourcing. If you choose to do it yourself then you don't really require any professional expertise, only confidence a good capability to handle with language will be enough to serve your purpose. Make them simple with easy language. Use keywords relevant to the topic you are writing on to make sure that your site gets a good position on the search engine.

After they are ready in order to submit you can either create your own content site or submit them with some well-known search engine like the Google. At the end of the article don't forget to insert your link, name and contact number. There is a news you will love- the submitting is absolutely free and the entire process can increase the traffic on your website as well.

D. Banner and Advertisements

A banner advertisement

Advertising for your website is a very effective way of promoting it. That can be done either through direct advertising or through brand awareness advertising.

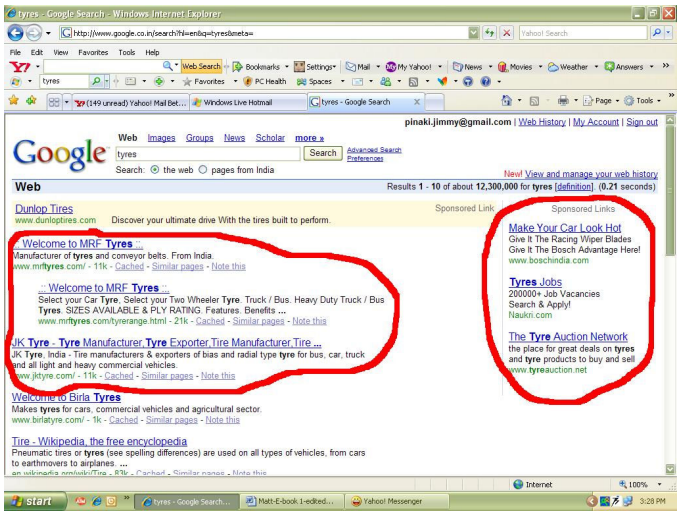
In the former your direct focus is on the customers. You try to motivate them through emails and by sending them business letters.

The second process involves the media; it does the advertising on behalf of you. Advertisements are shown on television. Banners, billboards, newspapers and

magazines are made use of in this process. So here in a gist let me tell what in all you can do for the advertising purpose:

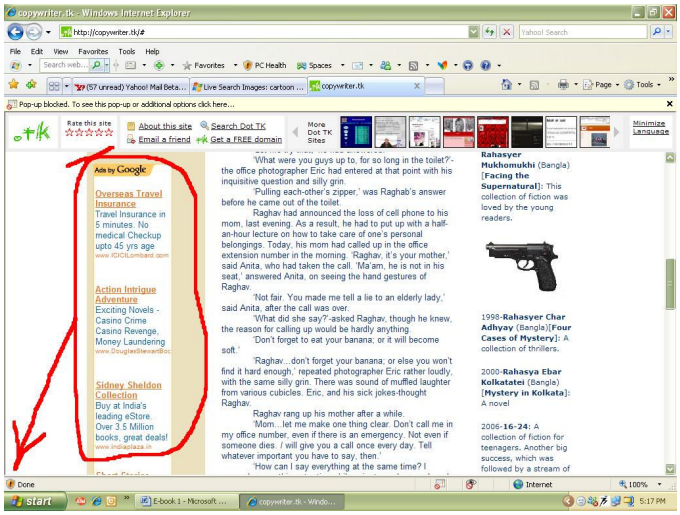
- Make use of the Newsgroup endorsements and reviews, emails and web links.
- Get your site listed with services like Google and Yahoo.
- You can put your product information sources on banners, billboards and pop-ups.

E. Pay per click ads



PPC ads appearing in Google search

Also known as PPC ads, these are advertisements posted on search engines and websites. Advertisers are supposed to pay only when visitors click on these ads. As some user types a keyword that matches the advertiser's keyword search list soon the advertiser's ad appears on the search results page. Ads of this type are called "sponsored links or ads". They are supposed to be found over natural or organic results on the page.



PPC ads appearing in a website

5: Accepting Payments

A. Accepting Payments

Online business is a place where you never get to see your clients, but there are ways in which you can get the payment from them. There are methods, which are quite reliable and considerably not complicated, some of them are:

- PayPal can be a good medium for accepting payments. It is fast and trustworthy.
- In this business payments can also be accepted through credit cards, the process is called bid payments.
- Google also provides you with an online payment procedure, which is also very handy.

Next let me tell you how to accept the payments. Accepting payments online requires you to fulfill certain criteria like you need an online registration; you need to own an exclusive user's account and it would be quite safe to have a credit card.

B. How to use PayPal?

You must have heard of PayPal, haven't you? You know it is the most safe and easy to use method of all your online monetary transactions. This company helps you to send and receive all your online payments via your bank account or the credit cards. It is famous among the vendors and corporate user's for its universal account based processing system. Operating a bank account at PayPal requires you to trail some very easy steps:

- First go to their website **www.paypal.com** and create an account.

- Registration is free but you need to have a valid credit card and obviously an email id.
- After that a verification process follows with the transfer or withdrawal of your money.
- Now that requires a fee payable in US dollars. Once verified you get the PayPal seal and you are authenticated.

So now your account is ready and you can start operating through it. It can be used both for receipt and payment.

C. Precautions from Fraud

Internet is quite a safe place for your monetary dealings but it is always good to be safe than worry, isn't it?

To avoid any sort of a fraud always make use of a valid account in a reliable bank. Keep regular check on your account. If ever you lose your credit card inform your bank as soon as possible. If you sense any foul play don't waste anytime and change the password of your account as soon as possible. Keep a good knowledge of the Internet laws and clauses and if you feel necessary close down your account.

If you can get this book, it can perhaps offer you the best protection from cyber crime and hacking: http://www.e-businessmanual.com/

D. PayPal alternatives: An Overview

a. Google checkout (www.google.checkout.com)

Google Checkout is an online payment processing service provided by Google aimed at simplifying the process of paying for online purchases. Users store their credit or debit card and shipping information in their Google Account, so that they can purchase at participating stores at the click of a button. Google Checkout also offers fraud protection, as well a unified page for tracking purchases and their status. Google

Checkout is free for merchants until December 31, 2007. After that date Google will charge merchants 2.0% plus $0.20 per transaction.

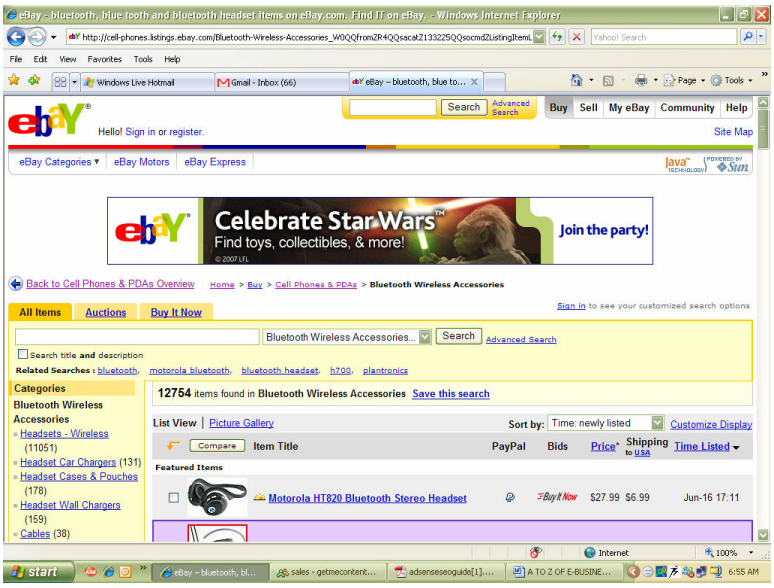
Prior to launch there had been early speculation that Google was building a product to compete with PayPal. However, the scope of Google Checkout is very limited compared to the PayPal offering. Google Checkout processes payments without storing value, and cannot be used to make payments from person to person. EBay (which owns PayPal) raised some controversy when it added Google Checkout to its banned payment methods list, thus preventing eBay users from using Google Checkout. Google Checkout service was first made available in the United States on June 28th, 2006. The service later became available in the UK on April 13th, 2007. It's catching up; after all, it's a Google brand!

b. e-check (www.echeck.org)

An e-Check is an electronic transfer of funds in which the money is taken from a bank account, typically a checking account. The account's routing number and account number are used to draw funds from the account. E-Checks can clear much faster than written checks. E-check is a payment instrument that combines the speed and processing efficiencies of all electronic transactions and has the security of any top payment service available on the net. It has a full proof legal infrastructure along with all the updated business processes and the paper checks as well. It is the first choice of the United States Treasury in case of all the high value payments they make.

Chapter 6: Selling on e-Bay

A. Selling on e-Bay



e-Bay is a place where everything is sold. As you already know selling on the e-Bay needs a registration. The procedure has been explained to you in detail in the first subtext of the first chapter. But for your convenience here is a brief. Join an e-Bay community by picking an ID and password and then get your registration confirmed as you follow the verification email. Enter your credit card number and remember there is nothing to worry, it won't be misused. Then choose your mode of payment and start selling.

For your products to be sold well they need good description and you should put considerable and minimum price tags. You will start by selling one product at a time but soon as you get a ten plus rating from the customers you will be able to sell more than one product at a time. Keep a check to the shipping and the legal formalities as well.

B. Sell eBooks on e-Bay

As you already know they are books published on the net.

- Don't worry for the writing part because you can be an e-writer yourself without facing much difficulty. With the help of some simple tricks you will soon learn the job.

- You need to choose a topic and gather information on it.

- Then select your text-processing program; it can be MS WORD, HTML or Notepad. Sit down to write, write straight and simple. That will make it attractive.
- When the book is ready promote it through the different services on the e-Bay.
- And don't forget all the cream of your coffee; don't forget to choose the payment mode for your ebook.

C. e-Bay dropshipping: How will you find drop shippers?

In dropshipping the merchandise is brought to the actual user through shipment avoiding any distributors in between. It is a direct process that helps save money and time. This process is also called Blind Shipping and is good for new businesses. In this mode you enjoy the advantage of working as retailer; taking orders on the e-bay get paid yet get the job done by a drop shipper. The difference between the prices you receive and the price you pay is your profit. But this facility is not free and too much of fee due to business through dropshipping can squander your profits.

To choose your drop shipper do a bit of a research on his track record and also on the prices you are paying so that profit is ensured.

D. Auction sniping: Who are auction snipers?

Auction basically refers to the process of bidding for some article to win it. Auction sniping has two distinctive methods: **a. Manual sniping**, **b. Automated sniping.**

The former involves bidding at the last minute in reference to some information, which you know beforehand. You go to the auction site when only the last few seconds are left and place your bid. Just determine that your bid is higher in comparison to others or else other snipers may outbid you.

In the second case, you have a greater advantage as you can have automated sniping services to bid for you on win for you when it is not really possible for you to do it. It

solves the problem of not being able to bid at tow auctions taking place at the same time. The snipers are the people who do it for you in return of a mere fee.

E. e-Bay feedback system explained

The e-Bay is complete and packaged in itself; it even has its own feedback system. It is the place where the buyers and sellers leave their feedback.

Feedbacks can be of 3 types, positive, negative or neutral. You leave a positive feedback in case of a good and pleasant deal. You choose a negative feedback if you are really in a state of disgust due to some unnecessary hassle, feel free to do it. It is bets not to leave a neutral feedback; in return it may increase possibilities of a negative feedback for you.

Chapter 7: Business Writing

A. What is business writing and why is it needed?

Business writing is basically the art of writing business articles. It includes various forms of writing like press releases, content for technological websites, Sales memoranda, etc. It is widespread arena that includes all the spheres of writings related to business. This job is a bit complex, you yourself can do it if you have the enough confidence and the required information or you go for outsourcing as well.

B. Importance of writing blogs

Business writing and the notion of blogs are a very important aspect of e-business these days. They add quite a strong base to the business and a significant exposure and identity to it as well. Well-written and business articles can really be enough to attract a lot of business as the content is supposed to create a charisma. Business writing as part of e-business has grown hugely in its status and now it can be considered the core element at the root of your e-business.

C. How to write a sales page?

A sales needs to be dealt with real attention and handy knowledge as it forms the basis of your marketing, and you already that the first impression on the part of the customer or client characterized by your sales page will be the last impression. While writing the business page focus on a few points:

- Base your writing on facts and be careful about the details.
- Keep the content and the language simple so that anybody and everybody could understand it.

- All the business documents that you include should have relevant information of considerable value and should meet their ends.

D. Need for ghostwriters

Do you have any idea who they are? Is it getting scary? Ok now stop shivering and listen to me, Ghostwriters are masked writers. More specifically they are professionally skilled writers who write articles, books, etc on behalf of others. They write and return they are to be paid well for the purpose. So now you know they are not dead man alive.

I. Who is a ghostwriter?

They are skilled writers who write all sorts of things on behalf of others without taking the actual credit. They can write political stuff like autobiographies for the celebrities or political manifestos on behalf of the philosophers or thinkers. Then they can be fiction writers increasing the numbers in the series of a famous book or miscellaneous like blog writing or business writing.

II. What is their rate like? Can I afford it?

There are a number of factors on which depends the rate of a ghostwriter, some of them are:

- The reputation of the ghostwriter, more the stars more the money;
- Mode of payment which can either royalty based or page based.
- The local rates of the ghostwriter and those in practice in your part of the country are to be taken into view.
- In countries like UK, USA and Canada writers may charge as much as $25000 for a 300 pages writing.
- A very smart option for you to hire writers from India through the process of outsourcing and get your job done at m-u-c-h cheaper rates, without compromising quality.

III. Where will I find a ghostwriter?

Search engines on the net can help you well in this purpose. Ads on the net and even in the local newspapers can give you a lot of information. If you are in instant need you can place an ad yourself but remember before selecting someone positively check his past record and his credentials. And finally, when its time to sign the contract; do it carefully, so that you face no complications once the job is done. The clause of 'non-disclosure' must be included, which tells that the ghostwriter agrees to keep your identity secret in his portfolio. Also, 'copyright transfer' clause also needs to be included, to transfer the copyright from the ghostwriter to you.

Some useful links to find good ghostwriters

- http://GetMeContent.com
- http://Ghostwriters.tk
- http://Elance.com
- http://Guru.com
- http://WriterLance.com

Chapter 8: Mailing List

A. What is a mailing list?

It is something that will be real help to you. A mailing list is a list of contacts, which can be used if you want to send some information at the same time to all the contacts on your list all together. Number of contacts on the list is the marker of the number of people you can send an email at a time.

B. Building and buying mailing lists

Building a mailing list may need a bit of an effort. For the purpose you have to increase your acquaintances online by introducing yourself on the net. First you have to compile the list through active participation in the online discussions. You advertise your link and add to the reputation by starting a newsletter that all the users can subscribe to. Be choosy while you include names in your list. You can also make use of the mailing list format option on the net to prepare your mailing list.

You can also buy a mailing list or the opportunity to build it with help from the different reputable software agencies. They offer you to choose from various versions of mailing lists the one you think suitable.

C. Software for list building

A host of software companies specialize in building mailing lists. They provide all sorts of facilities like anti Spam, HTML newsletter builder service and they will also provide you with continuous email notifications to maintain yourself on the top. Some companies also help you with the restyling of your list removing some outdated contacts and placing some new and quality ones in their place. With software companies you get to see various versions of the mailing list and choose the one you would prefer.

Here are some links that can help you buy a mailing list:

- http://mailinglists.usadata.com/
- http://www.mymailingleads.com/
- http://www.scsss.com/massmailing.htm
- http://trade.indiamart.com/details.mp?offer=678809&group=55&cat=318
- http://www.brainpulse.com/internet-marketing/email_marketing_services.php

D. Outsourcing mail campaigns

Outsourcing of mail campaigns is carried out to generate traffic to a site. If your website needs to be ideal in the context of e-business then it needs to manage the entire campaign of listing a mail, designing the advertisements and also manage the sending. If you want then you can get thing done by some software company who will do the entire processing on your part via outsourcing.

The company that will outsource for you may start of fee charged per thousand delivered mails. On the completion of a successful campaign you may roll out with a greater success.

http://www.land4free.co.uk may be a helping hand for you in this case.

E. www.aweber.com (a web based mass mailer) compared to www.mailloop.com (a desktop mass mailing application)

Awebers is a web-based mass mailer. It is a very reliable and easy to use method that helps you keep a track of all the visitors and pop-ups on your site in quite a cost effective way. It also helps to increase the traffic and business of your site by sending out numerous newsletters and capturing hundreds of visitor sign-ups. It also provides with unlimited autoresponders, follow-ups and a toll free expert customer service.

On the other hand Mailloop is a powerful software program quite robust in nature. It allows you to send your clients an opt-in list of personalized emails and newsletters all at the same time with the click on one single button. Mailloop has inbuilt wizards that guide you all the way through the creation of personalized emails and newsletters. This helps you to add a personal touch when you are interacting with your clients. So what we find is both Aweber and Mailloop are complimentary to each other in the work they are supposed to perform.

Chapter 9: Affiliate Promotion

A. What is an affiliate promotion?

Affiliate promotion- sounds new and confusing? It is process of posting the links of manufacturers and products on the net. It is like joining hands with other brands to increase each-other's profits. In this case you need to have the details and descriptions of the products and services that the manufacturer provides. So what you do is refer your customers directly to them. Automatically in the end the users buy the products that were posted on your website by the affiliates. You get a commission for referring.

B. Where to find affiliate?

This is an easy job! It is the latest trend and the affiliates are more in search of you than you are of them. A look through the different search engines may be hugely helpful, as there you will come across loads of them. You can always go for the one who will provide the best cut and the share as well.

Some places where you can look for affiliates are:

- Commission Junction (www.cj.com)
- Clickbank (www.clickbank.com)
- eAds (www.eads.com)
- Teknosurf (www.teknosurf.com)
- ValueClick (www.valueclick.com)

C. Tips and tricks

Affiliate promotion can be easily and successfully dealt with the use of certain tips and tricks. They are:

- A little bit of research on affiliate promotion is required.
- A better cut at the cost of time can achieved by approaching the companies your self.
- If you want the best deal then it is better you know all the pros and cons very well.
- Talk to an affiliate if necessary and try to know affiliate promotion well.
- Be clever and alert while utilizing the benefits, the updates and happenings should be judged carefully.

Chapter 10: Earning from Google AdSense

A. What is Google AdSense?

It is one of the top three PPC (Pay Per Click) Programs available on the Internet. It is an advertising program run by Google. It is a place on the website where you earn money just by allowing advertisements to appear on your web page. All the website owners can apply to enroll with AdSense, to enable the text and image advertisements appear on their site. The ads are administered by Google and you profit from the revenue on the per click basis. These ads are somewhere related to the content on your own website. Hence all the different advertisements and your website though apparently different exist in an inherent correlation.

B. How to earn from it?

Google AdSense (**http://adsense.google.com**) is a fascinating way of revenue earning and sharing. Any website irrespective of the size can earn from it. As you enroll the Google ads come on your WebPages and don't really require any technical coding knowledge for that. As the ads appear the website gets a share of all the payments made to Google from the clicks via the different sites. The returns you earn are good enough!!

C. Other similar programs

Some other similar programs of the same purpose are also available on the net. Some of them are:

- **Yahoo YPN**
- **Clicksor**
- **TargetPoint**
- **AffiliateSensor**
- **RevenuePilot**
- **EnhanceInteractive**
- Fastclick text ads