RUNNING YOUR BUSINESS
ONLINE &
OFFLINE

OPEN

$50
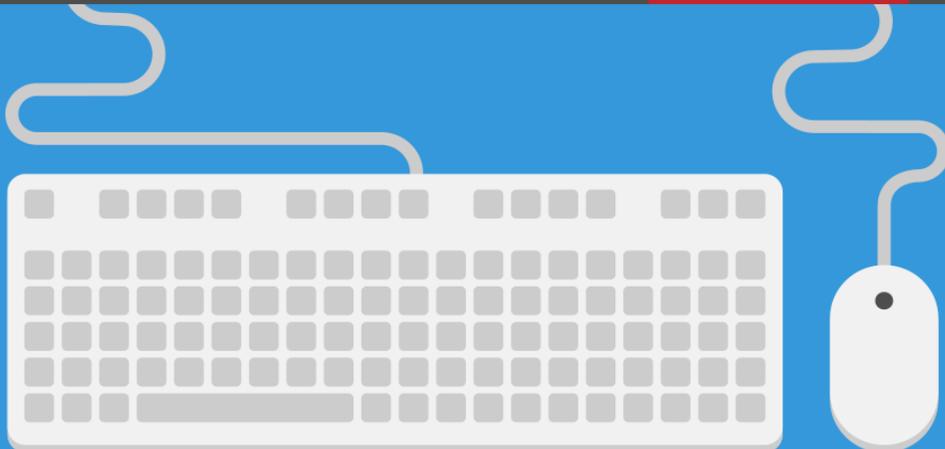
Terms and Conditions

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to reply on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting and finance fields.

You are encouraged to print this book for easy reading.

Table Of Contents

Foreword

Often new would be business owners are enticed by the promotional material on the latest internet tools thus making the mistake of purchasing them without really understanding the fundamentals of internet business marketing. In most cases this would lead to either the frustration or confusion of the business owner or to simply the total waste of funds spent when the item is shelved. Get all the info you need here.

Running Your Business Online And Offline

Chapter 1:

Internet Business Basics

Synopsis

The following are some tips to help the potential internet business owner make some very relevant choices and decision:

The Basics

The first thing to do would be to create or identify a product or service that would be of interest to the intended target audience. This is important as it features highly in the probability of the internet business being a success or a failure.

By doing some research to find out what types of products or services are currently receiving popular attention, the internet business owner will be able to estimate his or her products popularity thus deciding if the said product will be worth the establishment of the business entity.

Designing a website that would be operational around the clock is also another important point to consider as those in other parts of the world would also be able to access the site and make the relevant enquiries and purchases in real time. Building the site around the relevant tools that would make the site accessible and user friendly should ideally be the defining factor of the basis of the site.

Using other complimenting tools such as affiliate programs will allow the business to the visible and exposed in a very effective and quick way. These affiliate programs should be chosen with care so as not to jeopardize the integrity of the business owner's site. By using such tools there is also the further possibility of expanding the current traffic flow to the site, thus creating heightened interest in the site and possible revenue earning possibilities.

Chapter 2:

The Benefits Of Running An Online Business

Synopsis

When the subject of internet business or otherwise termed as online business is mentioned two dominant elements should be considered. The elements such as the products or services intended to be within the business itself and the marketing strategy intended can both be served well through this medium of doing business.

Benefits

There are several benefits to choosing this platform to launch a business and being armed with some knowledge on how to best see the business to its success will definitely bring forth positive results. The following are some areas to look into to have a better picture of the online business benefits:

In most cases the leverage that the online business style is able to provide cannot be challenged by any other types of business setups.

This leverage can provide for a number of positive contributions to the online business thus making it a very viable option to choose.

One of the ideal selling points rests on the fact that most businesses using this style require very limited cost incurred and also another attractive feature of having to commit a lesser amount to time and energy to the business as a whole.

Other leverages come in the form of having suitable affiliations to the online business through the sites and blogs. This affiliation will provide ideally for the exposure of the individual's business and thus attract the desired interest and possible revenue earning goals.

Because of the nature of the online business set up there is really no limit to achieving anything in terms of success for the business.

The customer base can be tagged as limitless and so can the ways of reaching the customer, as compared to the more conventional style of doing business. Time and demographics is also no deterrent for the online business style.

Chapter 3:

Skills For Online Business

Synopsis

Running an online business can be very rewarding in all aspects if the right approach is used from the very start of its conception. There are certain skills that the individual should acquire or at least be aware of to ensure optimization for efforts put into the running of the business.

Having some business and technical skills will help the individual explore all that is presented, thus making the best choices suited for the online business.

What You Need

The following are some of these skill and their benefits to the online business endeavor:

Technical skill would involve being fairly savvy in the tools available on the internet and how to best apply them to the business to ensure the workload is limited for the individual.

With this knowledge the individual can choose to allow the business to run itself to a certain extend without having to be hassled by the more mundane processes.

Some of the examples of platforms founded through some technical skill are sites such as Google, Yahoo, Facebook, Youtube and may others that contribute in specific areas to help the online business gain the desired assistance through the use of these tools.

Then there are also the business skills that can be equally beneficial to the online business owner. This area usually covers the conceptualization of ideas, products, business model and the likes.

In doing these the individual will better understand the market needs and adopt accordingly in the business set up to cater to these needs using the relevant complimenting tools available on the internet.

These tools may include Skype, LinkedIn, Wikipedia, Broadcast.com and many other similar sites. All of which contribute positively to the enhancement of the online business.

Using all these tools to enhance the customer's experience when visiting the site will also create the positive perception of being skilled and this recognition will then attract further interest in the online business.

Chapter 4:

Tools For Online Business

Synopsis

There are many exciting and very user friendly tools that can be chosen for the enhancement of the online business strategies. With some careful research the most appropriate ones can be identified and applied to the business.

Tools

The following are some of the tools available for online business optimization:

- Zen Desk: http://www.zendesk.com/ - when the new online businesses are looking for a suitable and simple web based help desk application most turn to this tool. It is suitable for all sizes of business endeavor particularly for the smaller style entrepreneur.

- Start PR: http://startpr.com – monitoring the progress and how the online business is being received by the general target audience is important to the survival and optimization of the online business entity. Therefore having a system in place would help the business owner to make any necessary changes to his or her business based on the feedback derived from this tool.

- LItmos: http://litmos.com/ - being able to design and create video, power point slides and instructional documents may be something that is needed for the online business. Rather than having to incur costly fees for paying for this service, this tool can adequate equip the individual with the necessary knowledge on how to produce fairly acceptable and professional looking presentations.

- Clarity Accounting: http://www.clarityaccounting.com/ - this tool present the most comprehensive and easy to use accounting applications which allows the owner to access the accounts from any location and time. It also provides the information in other reporting formats and supports multiple users. Being able to peruse the account of the online business on call is something that can prove to be very valuable indeed. This can also help to facilitate any business cost adjustments to ensure better profits margins are comfortably achieved.

Chapter 5:

Offline Business Basics

Synopsis

Though the title seems to imply the more conventional style of business procedures and processes there is also the inclusion of some online tactics that can be incorporated into the offline business promotions. This possibility is worth exploring for its benefits obvious or otherwise.

Offline

Placing the URL on any visible surface such as a car can provide some inexpensive ways of getting the business recognition it needs for its growth and survival.

This is done with the most minimal effort on the part of the business owner as all it calls for is the appropriate designing of the material to clearly show the URL.

Besides this having additional material as back up, would also be needed for those who show interest in the URL and would like further information on it.

This can be in the form of brochures, business cards, business write up such as testimonials and any other promotional material that sheds light on the contents of the URL.

Using any cheaply designed yet tasteful cards with the relevant information about the business visible is also another option that can be used.

This is not only practical, as the card can serve separate functions, yet still promote the business owner's interests. The cards can depict different messages such as the gateway to initial contact, the promotion of limited offers, the discounts that are being currently meted out to loyal customers, thank you cards, reminders and any others that would facilitate the visibility of the business interests.

Any form or campaign being used for the purpose of creating a visibility level for the business is definite welcomed. However the cost factor and work involved should always be a priority in the decision to adopt any particular recommendation.

Calculating and analyzing the various possibilities against the projected revenue expected, should be clearly defined and attractive enough to consider. However spending too much time in this area would prove to eventually dampen the spirits and excitement of all involved especially when the options present are costly.

Chapter 6:

The Benefits Of Running An Offline Business

Synopsis

Perhaps one of the most important distinctions that the offline business style contributes to lies in the fact that there is some form human contact through the business process. For many this is still a very important feature they seek when contemplating any business transaction.

Offline Benefits

In being able to understand and accept the line of thought and necessity, a business savvy owner will try to cater to such needs as much as possible, in order to tap into the already available market. Therefore although there is unlimited possibilities that can be derived from the online business platform the offline one should not shunned at any stage yet.

Besides this, there is also some percentage of business setups that require the intervention of human contact during its setting up stage. There are some people who prefer this form of interaction during the setting up of the online business as it provides for quick and expert handling of the whole initial stage until the business actually takes off. Even though this can be achieved equally well by using some of the online tools available on the internet, the choice to have an offline business style commencing the set up stage may be preferable to some.

Closing a deal face to face has some elements to it that cannot be matched through the online platform although in theory it is not only doable but also commonly practiced. However the face to face style is still popular and not about to be replaced anytime soon. There is just something about the visual contact that speaks volumes into a business relationship and cannot be experienced online.

The offline business is also a great platform to address community needs especially when the said community is not internet savvy. There will be a high percentage of losses for the business owner who

decides to switch to the online style if the customers base is not ready to adapt to this change.

Chapter 7:

Tools For offline Business

Synopsis

Just like online business tools there are also tools for the offline business which has been around for a long time. These tools have been used from time beginning and for the most part, these tools were very effective in getting the job done.

Offline Tools

The following are some of the true and tried method tools that have worked well:

- Business card – this is a pre requisite for any business minded individual as it is the first form of introduction of the business entity to others. Making the business card simply yet informative is the key to getting the attention of those it is given to. Ensure that the point of the business is clearly depicted on the card and keeling unwanted distractive additions that don't really benefit would be wise.

- Displays – using any and every opportunity to display the business entity is always a good way of advertising the business in a casual and non invasive way. Displaying the product around the individual's home is also another way to get the attention of others. In some cases if it is cost effective, presenting the business product as a gift would also be another way of encouraging the use and hopeful subsequent purchase of the item.

- Inexpensive advertising – using one's clothing to promote the business is also something to consider. Embossing the website or picture of the product could be a means of attracting the relevant target audience and also a means of creating the interest in the said product. Using a vehicle is also another

alternative to this effective and relatively low cost way of advertising that should be tapped into. Having a sticker designed to depict the business product and website may help to get interested traffic to the site thus creating the possibility of garnering revenue.

- Personal usage – nothing speaks louder of the merits of something when it is actually being used by the promoting party. Besides the free advertising factor the intended target audience will also be convinced of its merit when its uses are evident.

Chapter 8:

Skills For Offline Business

Synopsis

Although there are still many businesses that use the offline styles of doing business there is no doubt that some of these tools or ways are now considered ineffective and even obsolete. However there are some that are still quite useful and if well simulated with other complimenting tools of the present time, it is possible to create a successful offline business without too many drastic changes being made.

Offline Skills

Being a good talker is one way of ensuring the business is well propagated and the desired target audience is reached and informed of the business and its products or services.

Introducing the product or business during the course of a conversation, without being too intrusive or boring is an art that can be develop with practice or with the studying of those experienced in doing so.

There are people operating offline businesses who would be very willing to have the assistance of online tools to help to gain the leverage for making the business a success or turning it around for the better.

However not being savvy with what tools are available or best suited for the business this avenue is almost always rarely tapped into.

Disregarding and discarding old methods of promoting businesses would not be a wise thing to do, as there is still a market and target audience that is only aware of the offline business styles and its complimenting tools.

Therefore if the business entity makes the switch to the online style of business, then there is a definitely possibility of losing the old

customer base, as they would not be able to make the transition well, due to lack of knowledge on online ways of acquiring the intended items.

If cost is not the issue then the conventional advertising style is still the best and most effective way to getting the attention of the target audience.

Chapter 9:

Blending The Two

Synopsis

The following are some points of interest linked to the blending of the two very different platforms:

Some Final Tips

Offering services to an offline business entity to help integrate the business into the online platform is one way of creating a business opportunity.

There are a lot of businesses operating in the offline style that would like to venture in to the online one, but fail to take the necessary actions due to the ignorance factor about the online processes.

Using offline tools such as the old style of yellow pages but incorporating the new elements of website addresses and email contact will allow the business to be more accessible and visible to the various different target audiences.

This is an important addition and it does not disturb the current customer base who may still only know how to use the old tried and true method of searching for a business entity, product or service.

Using all the benefits of the online tools to direct the offline business to the target audience is something that should be seriously considered.

This will help to bring the business to a different and higher level of visibility and create the desired bigger revenue possibilities, without disturbing the current customer base who are still used to the offline style.

Researching suitable ebooks will also help the two entities to find a suitable balance in order to keep the business relevant and moving

forward. These tools are both available offline and online can be designed to complement each other so as not to confuse the eventual target audience intended.

Wrapping Up

The possibility of integrating the offline and online business styles have of late been a very "hot" topic and some have even claimed phenomenal success in being able to do so. It has yet to be proven otherwise but to date most endeavors using the combination of both styles and applying it when and where necessary have proven to have benefits.