

INTERNET RICHES

The Simple Money-Making Secrets of Online Millionaires

SCOTT FOX

SCOTT FOX is an e-business consultant, advisor and speaker. Mr. Scott's clients have ranged from startups to celebrities like Larry King and Bill O'Reilly. A graduate of Stanford Law School, Mr. Scott has personally founded and built several successful e-businesses. He is also a cofounder and director of The Liminal Institute, a Southern California think tank focused on the promotion of entrepreneurship.

The Web site for this book is at www.internetmillionairesecrets.com.

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MAIN IDEA

The Internet continues to fundamentally and permanently change the rules of business and the business landscape as a whole. One area in particular where the availability of access to the Internet has had a dramatic impact is the ease with which anyone can now start and operate their own online business, even while holding down a full-time job elsewhere. Surveys have suggested at least 58-percent of all employees dream of one day starting their own business but have hesitated to do so because of "insufficient financial resources". It is now possible to use all the web-based tools and services available to set up a worldwide Internet e-business for less than \$25 a month. That places starting and running an e-business within reach of almost everyone.

Simply put, right now is a great time to develop your own creative business idea and set it up as an e-business. The Internet is having the effect of allowing little guys to compete on an even footing with the large corporations and other established players. If you play your cards right and succeed in building a successful online business, you can literally build a multi-million-dollar enterprise and become your own boss. The risks involved in starting and operating a new business have never been lower so now is the time to get into action and make things happen.

"Since 1994 I have worked with dozens of startup e-commerce companies that have gone on to generate many millions of dollars in sales in a variety of industries. Every year I have found that it has gotten easier and cheaper to start an e-business: Online audiences have gotten larger and more familiar with online shopping. Online advertising and sales revenues have increased. Website-building tools have become cheaper and easier to use. Technical and content expertise has become more widely available and cheaper. And the software that runs Web sites has gotten more reliable, faster, cheaper, and more powerful, too. In 1996, a company would have raised millions of dollars in venture capital to get started; today, that small company can often bootstrap its way to success with minimal investment from its founders. This trend has the potential to benefit everyone who has ever wanted to be his (or her) own boss while reinforcing America's greatest competitive advantage: entrepreneurship."

– Scott Fox

"Contrary to popular wisdom and what the media tells you, the Internet is not 'over'. The years 2001-2004 were tough for Internet businesses, but the development of the digital economy is still only in the early innings of a nine-inning ball game. Online sales are continuing to explode and could reach more than \$300 billion in the United States alone by 2010. This is more than 12 percent of overall retail U.S. sales from a new category of business that hardly existed ten years ago! For entrepreneurs like you, numbers like this mean that new online business opportunities are actually increasing. That's because the Internet continues to change so many of the basic assumptions that you were taught about business as its technology gets easier to use and more widespread."

– Scott Fox

1. The Internet Opportunity Pages 2 - 3

Now is a great time to be developing a business which operates on and through the Internet. There are so many business services which can be accessed via the Internet it is now feasible for even someone who is not technologically sophisticated to be able to start a business. In fact, you can open an online business which will have a global reach for an investment of about \$25 a month or less. This is a great time to take your ideas and bring them to life as an e-business.

2. Developing a Great e-Business Concept of Your Own Page 4

To come up with a viable e-business concept, you'll need to develop the right business model. This is not a complex process at all. It simply means you have the right product or service to offer the appropriate target market at an attractive price. If you can come up with an e-business concept which leverages your unique talents and interests to maximum effect, you should be able to establish and enjoy a sustainable competitive advantage.

3. How to Start and Grow Your e-Business Pages 5 - 8

Once you've chosen your e-business concept, it's time now to get into action and launch your new e-business. This may seem intimidating at first but it's usually a matter of working through eight steps:

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|------------------------------------|---|---|-------------------------------------|
| Starting and growing an e-Business | ▶ | 1 | Select a great domain name |
| | ▶ | 2 | Choose a good Web site host |
| | ▶ | 3 | Develop and design your Web site |
| | ▶ | 4 | Find good material for your site |
| | ▶ | 5 | Optimize your Web site |
| | ▶ | 6 | Market your Web site |
| | ▶ | 7 | Integrate and operate your Web site |
| | ▶ | 8 | Keep at it |

