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# Managing Your Business & Business Options

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# Managing Your Business & Business Options

## **A Rose by Any Other Name: How to Choose a Winning Name for Your Business**

Choosing a name for your business can be a challenge. You want a name that people will remember, and a name that will speak for itself, with or without a business logo.

In choosing a business name, you have to consider a variety of points. First of all, the name you choose should not only be memorable, but it should also be easy to spell. It is harder for a person to look up a name in a phone directory or search for a name online when that person does not know how to spell it. They will be led to places or pages where they never intended to go if you do not make your name easy to spell.

Not only should a business name be easy for consumers to spell or remember, but it should also have some visual quality to it. For example, if you think of the name for a restaurant named "Sandwich Queen" you would most likely immediately visualize an image such as a woman dressed in royal clothing holding onto plate of prepared sandwiches. (If there is a name of a restaurant named Sandwich Queen, it is purely coincidental and not related to the example used in this article).

One of the most important aspects of choosing a name for your business is that the name has to have a positive connotation to it. This can be a challenge, because many words can have both positive and negative meanings, depending upon the usage of that word. However, words like queen are powerful enough, that most likely people would remember all the goodness of a queen-such as her beauty, and the status that she has in the kingdom.

Your business name also should be short and to the point, and relevant to what products or services you offer. Sometimes both of these are hard to do at once. If you want to keep it simple, you can use your first name, such as Julie's Soups. This would visualize to others that you are a real live person selling them soups. You could also add Julie's Homemade Soups, if you want so they know that the soups are hot and fresh. Generally speaking, however, names longer than two, or at the most three words long, are a little too long.

If you want to say more about your business that is not in your short but sweet business title, you can always do so when you create your business' ad campaign. Otherwise, you should be able to have your name stand out with as little as two words. Along with that, your business name should be able to stand alone, without a logo, so that when people hear ads on the radio or word of mouth (though visual ads are always best) they will be able to, again, visualize what the name of the business means.

Even though your business name should always be meaningful on its own, you will want to combine it with a logo. A logo is a work of art that symbolizes what your business is about. It usually is placed alongside, underneath, or above your business name. Your business logo also should be constructed from colors that work well together.

Your business name should contain all of the attributes mentioned in this article so far, plus it should be as original as possible. Obviously, if you use your first name, someone else, such as Julie's Soups, may use the business name. This would not necessarily win in the category of originality. If you can find alternative ways to say the same thing as Julie's Soups says your name will score higher in the originality department.

If you have a hard time finding a name that meets every single one of the above attributes, you can consult a professional who can help you. Another way to find ideas for business names is to study the names of well-known existing companies. When you observe the names of famous fast food, grocery stores, or hotel chains, for instance, you are sure to come up with a winning name idea for your company.

If you need help with any aspect of running your business other than choosing a business name, you can find that as well. Successful businessmen and women every single day seek help and advice from others on how to make their overall business better. Choosing the right name just happens to be one of the most important aspects of starting a business, so it deserves some attention.

### **Avoid These Reasons for Business Failure and Become a Success**

If you want to start your own business you need to believe in yourself. If you believe you can succeed at starting and running your own business, your chances of success will improve. Remember that if you know the secrets to a winning business venture you will be almost guaranteed success.

The most important aspect of avoiding business failure is to remain positive and to be patient and persistent, and to be practical. If you adhere to these four P's to business success, you will have the opportunity to work a business from the ground up into a million dollar corporation. Million-dollar success is not something that happens overnight, however. It is something you have to work at.

If you aspire to create a million dollar company from scratch that will be around for generations and centuries to come, you can do it. However, you need to know the practicalities of such a venture. For example, in order to create a large corporation from a little tiny seed you need to analyze the cost of doing so. You may not be able to create that million-dollar corporation right away. However, you can create the seed that could eventually grow in time to reach the world.

Usually those who have very little start-up costs to start a business will work while they establish their birthing venture. Once they create the revenue that they need in order to let go of their jobs then they can dedicate themselves to expanding their business in order to make even more money. This can be done, as long as the person spends wisely, and saves at least a third of what they earn for business expenses and for use of future operating costs.

In order to be able to form a profitable company, a person has to have goals in mind while they are forming a company. These goals will represent the first 3 to 5 years in business normally. If you are a person who wants to create a large company that makes millions, this is not the time

to make that your goal, however. That would be your long-term goal, which many business people are good at seeing way into the future. For the present, you will need to set smaller financial goals for yourself.

The amount of money that you desire to make is relative to the amount of money you have to invest in a business. The numbers that will be given in this paragraph will neither be real life example, nor a guarantee, but they will provide you with a working example. For illustration sake, you can pretend that you have invested \$2,000 your first year in business, which you worked part-time because you still had your full time job.

If you invest that amount of money your first year your chances of making millions would be very slim, however, you will be likely to make at least a few thousand dollars.

If you increase the amount you invest, however, you can make even more money. A majority of the increase in investing for the further expansion of your business usually is in purchasing large quantities of supplies and updated equipment with which you can plan on reaching more people. The increase in investment a business could also include increase advertisement expenses. The more you invest the more you have potential to make.

The danger, however, is that sometimes people will invest too much too soon in their business. It has been recommended by some experts not to invest more than you have in the bank to cover it if you lost it. Now, this may not always be possible, of course, because you may have borrowed money in the first place to start your business. The point is, to save as much money as you possibly can, and consider your investment choices wisely.

If you are wondering whether starting or expanding a business is a good idea for you at any given time, you may want to consult financial and managerial consultant firms. They will help you decide whether or not any changes that you need to make in your business are financially related or organizationally related.

After you have done all the practical things that you know to successfully launch your business and to keep it rolling, this is the time to be patient and persistent. You have to promote your business every chance you can get, and do not give up. If you truly aspire to become successful at this business venture, do not give up.

### **Crisis Management – How to Be an Effective Leader Through Tough Times**

The first thing that makes a leader effective is for him/her to have the ability to remain calm during a situation. If the leader remains calm during a crisis or disaster, others that are involved will also remain calm. Also, when a person remains calm, it allows them to think and re-think their plan(s) for survival. While a plan can easily be made for small situations such as: a fire or drought.

Planning for tough situations such as: hurricanes, tornadoes, floods, earthquakes or volcanic eruptions can be a little harder to plan for. Either way, a leader needs to understand that even though a plan has been made, it does not mean that it won't change. An effective leader needs

to know common sense and be able to make last minute changes and decisions without hesitating.

A leader needs to have excellent communication skills to make sure that proper information is given to others that need it. He/she also needs to be able to speak to the public or press during a crisis or disaster to give vital information. This can affect how many lives are saved in a dangerous situation.

A leader must also be able to listen to others advice and opinions without getting impatient or out of control. In order for a good leader to be able to possess all of these traits, he/she needs to have commitment to their job as a leader. If a person doesn't have the passion to become an effective leader, it could affect others that are involved or even those that have yet to become involved.

A leader needs to understand that they cannot prevent or stop a crisis or disaster. Although they need to be able to use the traits above to help while the situation is occurring. A leader may not always have help during a crisis or disaster, so he/she needs to be able to handle a large workload for himself/herself. The next few paragraphs will explain a few crises or natural disasters and give some ideas on how a leader can approach a situation such as these.

**Economic:** An economic crisis can affect businesses, individuals or organizations. A leader must have a plan if a crisis comes up and be able to assess the situation and minimize damage. The crisis could be an employee of a business embezzling assets or committing fraud. A personal crisis could be the loss of a family member or loss of income in a family. Either way, a leader needs to make sure that he/she can provide comfort and stability for others involved.

**Natural:** A natural disaster could strike at any time. A leader needs to have an action plan for disasters such as an earthquake, volcanic eruption, hurricane, flood, tornado or fire. A leader needs to be able to communicate with city officials to make sure everyone is warned with enough time to react to the disaster. Equipment such as computers (if available) needs to be up to day and working properly.

During a hurricane, a leader needs to be able to access materials to board businesses and homes before the hurricane hits. As a homeowner, a leader needs to be having insurance on their home, especially if in a high-risk area. Each family and business owner should have a fire escape plan for everyone inside the building.

The leader of the home/business should go over the plan with others often to make sure everyone understand where they are to go in case of an emergency. During a volcanic eruption, an evacuation plan should be created and residents of the town/city need to be updated any time there are changes made.

**Terrorism:** The president, for example is the leader of the United States of America. It is his decisions among others that work along side of him that affect the lives of the citizens. Any time there is a terrorist threat against the country, he/she has the responsibility to research the threat and make a decision. Sometimes there is no time to think about the decision that needs to be made, so he/she needs to be able to make decisions on a last minute basis.

It's the same with all other countries, not just the U.S.A.; leaders need to be able to understand that with one statement or decision, it could affect the whole world. Terrorism is something that no one ever wants to deal with but needs to be prepared for. A leader of a home or business should have an emergency kit stored away in a safe location should there be a terrorist attack upon their area.

A leader is someone that is able to understand others and their needs. A leader is to be effective in every situation, dangerous or not. Everyone in one-way or another is a leader in his or her everyday lives. Some realize it and have a job title to go along with it and others are just everyday parents that lead their children to live healthy lifestyles. Either way, to make a great leader, you have to have courage and commitment.

### **Hire Out or Do-It-Yourself? Which Way to Go for Hire Out or Do-It-Yourself**

In starting out on a business venture you want to be sure you know the grandness of working ON your business, instead of IN your business. In one way you are arranging the ideas, producing the sight, directing your establishment (no matter what the size). On the other, you are arranging the genuine work of the business – particulars. As entrepreneurs their inclination is to carry out all the elaborate work in their company.

In the first place this is what the entrepreneur knows how to do. On the other hand they are certain no one other than them can run the business as well as they do. What function should the entrepreneur be taking with the business? There are some important procedures in order to become a flourishing company. The three important things to remember are:

1. Making determinations – matters that only the legal possessor can do
2. Commercializing the natural process in which the owner can employ
3. Characterizing the natural processes in which the owner can employ

The entrepreneur of the new company needs to interpret to each one of the functions, but is not a necessity to know how it is arranged. To help illustrate what is being said, here is something to think about, when it comes to starting up a web site. One of the greatest errors individuals who are proficient in their area, expand their time and energy attempting to acquire web designs.

To make the process go a little faster, the individual can pay only \$100 to a web designer and place that together for you. The web designer can apply any unparalleled certified design and of what content you determine to have on the site.

To make the business work like every other business out there, you want to ask yourself some questions. In this business does the owner do all the taxes on their own, or do they hire an accountant? Does the owner create all the merchandise materials, or do they hire a professional designer? Is the owner composing all of the contracts? Producing a web page is not very easy.

Doing it good takes masterful acquirements. So take these questions above in to consideration while getting started.

The owner wants to acknowledge that when they determine to do it themselves, they need to be willing to pass the time and energy it acquires to do it. This will take away from their time thinking about the business, arriving at conclusions, and acting ON the business. Now the owner of the web site can also take up their time by learning the elaborateness of the web pages, or the can become beneficial owners.

Just about every owner can better assist in the knowledge of the why's and what's of beneficial online business. The rest should be left up to the masters that are hired to do the how-to's of the business.

The other things that can take from their time are actual merchandizing activities. Some of these consist of contending with the pay-per-click campaigns, presenting their own clauses to the listings, and also constructing link communications. The role that the owner should be most concerned with is the decision-making and the visionary for the business. The fact remains that the money is what most owners are concerned with.

Can they afford to hire all these people? In just about every case yes! If the owner was to compute how much they could bring in per hour, applying there unparallel expertise (working with customers, producing a merchandise, providing a course), they will find that they can employ a lot of aid at \$8-18 per hour and in reality gain them lucrative ness in the business!

The other thing that can be said is that the person time that you take cleaning your home. This could be taking up a good amount of your time per week, when all along you could hire someone to come in and clean your home for you. This could add more time towards the business you are trying to build.

Committing your time to the business could mean more income coming in, instead of losing what is important to you. The obligations as the proprietor are to determine if you want your business to flourish or to flop. So be sure not too lax in your professional life and know that there are people out there to hire for the personal tasks to be done. This will keep you rolling in production in the business.

### **Micro-Managing Knowing When to Back Off**

Training periods and new project assignments can be stressful for both new and seasoned employees. The same is true for managers of the departments who have to oversee those projects or employee positions. What each manager needs to know is that there is a time to look over your employee's shoulders, and there is a time to back off.

If you are a manager now you should try to think back when you used to be an employee and how you would react if someone were constantly watching you. Did you ever feel like your boss was unnecessarily hovering over you? You may have even thought it was insulting back then.

Now, you would probably sympathize with the neurotic tendencies of your ex-supervisor, because you know what that person has to deal with.

However, it may be important for you to not want to repeat those same mistakes. Not becoming like managers of your past can be easier said than done, however. If you are a manager who has been stiffed by numerous employees it may be hard for you to trust people again. You may want to watch their every move and not let them out of your sight for one minute.

In addition, if you continue to watch every employee like a hawk, you will have quite a few frustrated employees who are talking behind your back. You won't even know they are until one of them finally spills the beans, or the tension becomes so thick in your office someone quits on the spot.

For the first few days you may have to watch your employees closely to make sure they understand their job correctly. If they appear to be getting it, you will not have to worry. You can check on them less and less throughout the day as time goes on. Besides, you are the one that hired your employees. To trust your employees is to really trust yourselves.

If you truly do not feel you can trust an employee, then you may have to consider a few things. What type of hiring and recruitment program did you choose to pick your employees? Did you complete any background checks on the person, or check their personal references?

After considering that and you know you did all this, you will not have a problem trusting your employees. If you did not, you may have good reason not to trust the people you have hired, and you will know next time to choose new hires more carefully. The more thought you put into choosing employees that are reliable the less you will have to worry about once they are hired.

If you choose employees wisely they will be more likely to be reliable on the job, and capable of the job. If you choose capable employees, you will find that you do not have to look after them as often as you would have if you had not even checked their references beforehand.

Realize also that even the best employees can occasionally make costly mistakes. Mistakes on the job are not always something that can be avoided. However, you can learn from them, and so can your best employees. As long as you trust your employees and you do not be too hard on honest hardworking people your firm will grow. Not only that, but your employees will respect you because you have confidence in them.

If you can see that your employees are catching on fairly quickly to what they are doing you will know that you have a good catch. You may not have to watch that person as closely. Not only that, but if you make it clear to your employees that it is okay for them to ask you for help, you will not have to check up on them as often.

One more thing you should realize to and that is that different employees have different comfort levels. Some employees work very well with little or no supervision. In fact, those employees often will find themselves not performing as well when being watched. This is very important for you to remember because although you need to check up on your employees once in awhile you may cause them not to perform as well if you check up on them too often.

Other employees work better if you check on them often, and seem to work better when you are in the room, and so forth. If you prefer one type of personality and work ethic to another, that would be something to consider in your hiring process.

If you are looking for advice on hiring new employees you may want to check in with various career centers. They often have free tools for you to use. You can also read more informative articles such as this one.

### **Work on Your Listening Skills and Watch Your Management Style Improve**

Employees respond better to supervisors who show that they care about their employees concerns. If you are a manager of a department or store you will want to remember that.

If you are a manager who is willing to accept feedback and to listen to your employee's concerns, you will become more successful. That is because your employees will look up to you and appreciate the fact that you believe in them and value their input. In turn you will be a better person for allowing your employees to be heard.

Not only should you work on listening to your workers' points of views regarding those subjects, but you should also consider their needs when a problem arises. For example, sometimes one employee may hurt another and the one who was victimized will need to know they can rely on you as the manager.

Every employee will have more respect for a manager who is willing to hear him or her out and take action accordingly. They also will respect managers who will treat them fairly, and offer no favoritism to other employees in the company. If you want to improve your management skills and your relationships with your employees, taking time to listen to them would be the first step.

You need to listen to your employees during good times and bad, because they may not only have problems to solve, but they may have great ideas. If you value the input of your employees your company will grow bigger than you ever dreamed. Not only that, but you will also have the chance to shape each of your employees' futures.

This can be a hard thing to do because you may be sick and tired of all the whining and complaining that goes on within a company. You will have to remember that no matter how much you listen to your employees and respond to their needs, you will not be able to please everyone. Furthermore, if you have an employee who offers an idea that simply will not fit the vision of your company, hurt feelings could result between you and the employee.

Even during times of hurt feelings, though, your relationship with your employees should remain intact. You can keep peace with your employees who offer you ideas you cannot carry out by encouraging them in what they are good at. Not only that, but you can encourage them to think of other ideas that you would be interested in, or explain to them that you would use their idea if possible.

You can find quite a few ways to communicate to your employees causing them to hate you. As long as you listen and respond to your employees' requests as often and as soon as possible you will have a very cohesive team. One way to be able to listen to your employees that could be most effective for your whole team is to have regular employee meetings.

In employee meetings you will lay out your company's plan for a specific period of time, say a quarter or a year. You will tell your employees this plan in a group, at a scheduled company meeting where all employees are encouraged (in some cases required) to attend. That way you can present your company's plan, and get feedback from all the people who work with you and for you.

This is a time when you cannot only receive feedback from your employees but also you can answer their questions as well. Employee meetings should happen as often as possible. Some places of employment have these meetings once a week, once a month, once every three months, or once a year. It depends upon the size and need of the company, and exactly how many people the company employees. You could even consider allowing your employees to fill out anonymous forms with ideas, complaints and suggestions.

If you listen to the feedback and concern of your employees your management skills will improve greatly. That is because you will know what your employees want and need in relation to performing the work you ask them to complete. Not only that, but your company's reputation will begin to shine because everyone will want to work for you.

If you want to learn more about employer-employee relations you can read more articles such as this one. Furthermore, you can contact employment agencies for more information and resources designed for employers and managers.

## **Promising Tips for Promoting Your Online Business**

The biggest challenge of running an online business is making it known to the public that you indeed do exist. Having an online storefront is not enough. No one will find you online if they do not know where to find you. The following list contains tips that can help make your business more visible on the Internet:

- **Submit your business URL to search engines.** In order for your business to show up in Internet search results, you need to apply to search engine directories so people can find it. The URL is the website address that people will use to access your site. For example, if your website address is [www.mybusiness.com](http://www.mybusiness.com) that would be the place where people would go to find your business. Usually when you submit it to a search engine you would do so in the following format: <http://www.mybusiness.com>.

You can either manually submit your website URL (address) to search engines or you can have it submitted for you with automated systems. One very popular automated search engine submission program is called Traffic Blazer®, which is sold by GoDaddy.com. Some search engine submissions are free while others cost money. Usually you have to pay in order to be

guaranteed a search engine spot, but you can also work your way up the ladder without having to pay to have your site submitted.

- **Use link exchange services.** Link exchange services are communities of website owners who gather together at one site to exchange links. When you sign up to be a part of a link exchange service you will be added to the same directory as everyone else that signs up at the same link exchange site. In return, you put a code (or website address) on your site that later publishes on your site as a link directory.

In this directory that is placed on your site everyone's name, including yours, will be placed in it. This is a way to exchange links without having to manually solicit individual sites. Sometimes you can even place your link in some directories without having to place their link on your site. This is one of the most effective and inexpensive ways to advertise your site. Not only that, but the more links you have on your site the more popular your site becomes.

- **Submit to free directories.** You can find countless free directories in which to place ads relevant to your site. Some of these directories are classified ad listings, while others are just places that you can add your link. Usually you are not even required to place their link on your site in return when you place an ad at one of these places. Along with that, even though submitting to free directories does not necessarily give you a very high position as would a paid directory listing it does help you gain a little more exposure.

- **Create interaction on your site.** Customers have a tendency to stay at websites for longer periods of time if they have a reason to be there. For instance, if they can find a fun game or puzzle to play, a helpful article to read, or interactive forums to join, they will stay at your site for a longer period of time. Not only that but they will come back more frequently, and will be apt to remember you. If they remember you they will want to come back to visit again and again. The more times they visit your site the more likely they are to buy a product or service from you or one of your site sponsors.

- **Purchase pay per click ads.** When people search for a particular key word or phrase on the Internet, a list of websites relevant to those key words will show up in search results. You can purchase those key words for a certain amount of money, which is called bidding. Then, you will create an ad that people can find by typing in the key words that you have bid on. The more money that you put on a key word, the more chance you have of your pay per click ad being on the first page of Internet search results.

To make this concept clearer you can read this following fictitious example: If you bid five dollars on the search word "angels", your ad could be on the first page of the search results. Therefore, it will be more visible to everyone, versus if you were to only bid one cent on that very same word. The way you make money with pay per click ads is by people clicking on the URL which you used in the pay per click ad, which would usually lead to your website. The URL is a link to a page in your site, either the home page of your site or another page.

- **Purchase banner impressions.** Banners are the image ads that you see usually on the top of websites, but sometimes within the body of a web page as well. When customers see these attractive banners they usually click on them to find out more about what the advertisement

says. You can purchase these for a low price, and some banner ad services are even free. You can also do banner exchange advertising just like you can for link exchange.

**- Join blogs and forums.** If you join blogs and forums and interact with the Internet community you will often make new friends. If you do this eventually your business will come up in conversation. Also, most forum and blog sites allow you to place one or two links at the end of your signature. This link (or more than one link) would be the address to your website or the way people can access an online publication for free, and this contains useful information to visitors.

This useful information, then, is surrounded by product that you would sell to them. The secret to this type of promotion is to be involved in it respectfully. Blogs and forums (unless they are run by you) are not solely meant for advertising. Instead they are meant for online members to get to know one another. However, this form of communication can often turn into a subtle form of public relations.

When you communicate with others by way of forums and blogs, you are taking part in interaction with your community. In turn, this community will then learn more about whom you are, and the company that you run, which is a part of you. This is something that simply cannot be avoided, and helps you reach out to others without having to pay outrageous advertising fees.

You may want to know also that some forum and blog sites will even devote sub-forums within a forum designated for promotion. In the case of a particular forum being a place to market, you can say promote yourself as much as you would like. The point is to use this type of promotion to your advantage but do not abuse the privilege.

These are only some of the ways you can promote your online business. For more information about advertising and ways to build your online business you can turn to respected business experts, and you can read more articles such as this one.

## **A Look at Affiliate Marketing: How You Can Profit from This Internet Business Trend**

Affiliate marketing is one of the hottest trends on the market lately. This is the act of placing a company's advertisements on your site in exchange for commission. You can also make money when people click on ads in some cases, as well.

You can find many different affiliate programs and they all have a slightly different function. However, they are all designed for one purpose-for making money, and to advertise the vendors who sponsor the ads that will be placed on your site.

One of the most popular affiliate programs is Google AdSense. When you sign up for Google AdSense and are accepted into Google's program you are allowed to place their ads on your site for free. In turn, Google pays gives you a small compensation for any revenue they earn by people clicking on those ads.

If you are a person who places Google Ads on your site you are considered the Publisher, and the person who sponsors those ads placed on your site are called the Advertiser. If you also want to advertise in order to draw more people to your site you can also advertise with Google as well.

Those who want to advertise with Google will place pay per click ads, which land on certain pages of search engine results. The way people find these ads is by typing in certain key words. These would be key words that you would pay a price for to have your ad placed in a certain position.

You have a few ways to ensure that your ads show up on the first page of search engine results. One way is to purchase a particular key word for the maximum bid. If you do this, your ad will make it onto the first page, and may even be number one on the list of ads on that page. This could get costly though, especially if you have a very low advertising budget.

If you desire to increase the amount of people you reach with an ad without spending large amounts of money you can bid on niche key words which lead to listings of very few website addresses. You would want to do this in order to reach a smaller market that is guaranteed to make you money, and in doing so, you have little or no competition.

In order to find out which key words are the best to bid on, you will need to read books by experts regarding affiliate marketing and how to create effective pay per click marketing campaigns. Not only that, but you will want to familiarize with Google AdSense to help you make money.

Google AdSense is not the only affiliate program out there. Numerous companies that advertise on the Internet offer affiliate programs listed on websites, which assist both advertisers and publishers in making money.

One place that you can find very lucrative affiliate program listings is on Commission Junction.com. Other sites that offer great affiliate incentives include ClickBank, PayDotCom, and eBay. Just like Commission Junction, ClickBank and PayDotcom have listings of several vendors that you can work with in order to make money. eBay is a huge auction site which has its very own company program, which will also make you money.

The best way to find information about how to set up each affiliate program is to visit the site of each advertiser, or the site where these advertisers have listed their program offers. You will also want to apply to the various programs, which you would like to promote on your site. Once you receive permission from advertisers, which you sometimes receive immediately, you can begin your money making venture.

You will want to be aware that each advertiser has its own set of terms and conditions for being a part of their particular program. For instance, many will not allow you to bid on certain key words, especially the ones that contact their business name. Also, usually you are not allowed to modify any of the advertising links or logos that you have access to.

In order to be successful with each advertiser, you need to make sure that you follow each advertiser's set of marketing rules. You will receive a copy of terms and conditions for each

affiliate program that you join. You will also be given contact information for the advertiser in case you have any questions about the terms of using each program's ads.

If you are ready to make money using affiliate programs you will want to read more informative articles such as this one, and others which will teach you the what's, why's, and how's, of affiliate marketing. You can also read articles which will help lead you in the direction of the right people to help you launch a successful affiliate market campaign.

## **eBay Basics a Quickie Guide to Starting Your Own eBay Business**

Starting a business on eBay is easier than you may think. Millions of people are earning both a part-time and full-time income through this selling venue. Not only that, but it is one of the safest ways to complete online transactions.

If you want to make money on eBay, you need to take a few steps in order to set up shop. You have a variety of choices when working with eBay as well. You can either sell items in eBay's online auctions or you can promote your items in your own eBay store. The following is some of the steps you have to take in order to become a part of eBay, one of the largest online selling communities:

**- Visit the official eBay site and register for a user name and password.** You will also want to examine the site to give yourself an idea of what other sellers do to promote themselves through the eBay system. When you register for eBay you will have to submit your name, address, phone number, e-mail, birth date, credit or debit card number (for processing selling fees) and other personal information onto one of eBay's secure signup forms.

You will also have to create a username and password to use to access your own personal eBay account, and accept eBay's membership terms. Once you have completed the signup process you will be sent a confirmation e-mail that indicates you are not a member of the eBay community.

**- Set up a Paypal account.** Paypal is one of the easiest ways to accept payment from buyers, which is processed into your account immediately. This is an online payment service that is connected to your bank account, and is a company that is affiliated with eBay. Your Paypal account is then integrated with your eBay account. You can also accept credit card payments through the eBay system as well.

**- Set up your seller's profile.** There is a special section within your eBay account, which helps you indicate your eBay seller's preferences so that you can establish your terms as a seller on eBay. In order to access your seller's preferences page you first need to go to eBay's website and then click on "My eBay". After you click on my eBay then you will be led to your personal profile summary page.

To the left of the page, about two-thirds of the way down you will see a heading that says "My Account" with several links under it. You will need to click on the one that says "Preferences". This will lead you to a page where you can indicate your shipping discounts, buyer

requirements, add a customized e-mail logo, and more. This is one place where you will maximize your potential to earn as well as make it clear to buyers exactly what your selling preferences are.

**- Familiarize yourself with eBay's marketplace.** The eBay marketplace is where all the buying and selling takes place. You can start participating in both buying and selling almost immediately after you have signed up. The longer you are a seller on eBay, and the better track record that you have, the more chance you will have of making great sales on eBay.

You can view what the top eBay sellers are doing and learn from their techniques just by scrolling through listings of auctions. Not only that, but you can make a few purchases, so you can familiarize yourself with the bidding process. You can also view eBay's tutorials about buying and selling on eBay. These tutorials can help you benefit the most from your experience on eBay.

**- List some auction items or build your eBay store.** Once you have become familiarized with eBay's buying and selling procedures, you can begin listing your own auction items. When you list items in an eBay auction you have a variety of options open to you. For example, you can add photos to your listing so people can see what exactly you are selling. Not only that, but you can decide if you want your auction to run for 1, 3, 5, 7, or 10 days.

Also, if you go through eBay's buyer verification process you can sell items, which people can buy now and not have to wait until the end of the auction to buy these items. These items are called fixed price items, which are sold for a flat rate, rather than for the highest bid.

To learn all the steps in order to create the most profitable eBay experience possible you will want to visit the official eBay website. Then have countless supplies of auction and storefront tools that you can use. The storefronts that you can buy on eBay cost a monthly fee, and the auction fees that you pay are per listing.

eBay has been proven to be a lucrative venture for many people. Perhaps it's your turn to try out the eBay system.

### **Don't Be a Babe in the Woods – Research Your Market Before Starting a Daycare**

Starting a day care business in your home takes time and dedication, which you need to be prepared to handle. You also should be aware of the legal aspects of running this type of operation, and you should research the potential for marketing a day care in a specified location.

The procedure for becoming a licensed home day care provider in your home usually starts with mandatory enrollment in childcare classes. These classes are usually offered at a local technical school or college. These classes will teach you all the aspects of teaching children in your home. For instance, you will learn different teaching methods and how to set up a well balance

curriculum for your students. Along with that, you will learn all the legal aspects of setting up your day care as well.

Legal aspects involved in running a day care include making sure the building or home in which you will provide day care services is constructed according to safety and sanitation codes in your area. The reason why is because the children who come to your establishment will be spending at least 8 hours day there.

They will be eating, sleeping, taking a nap, and playing at your day care, and they need to be able to do so without getting injured or sick. No day care is one hundred percent accident and sickness proof. However, the guidelines set by your state can help assure maximum safety for all of your clients' children who are enrolled.

Aside from the legal aspect of running your day care, and the educational requirements, researching your market is one of the most important aspects involved in the decision to start a day care. You will need to do research of the demographics (age, sex, income, and other qualifying factors of a person or group) in your neighborhood to determine whether a day care is even needed in your area.

You will also need to determine what income level of people are likely to purchase day care services. If the demographics of your neighborhood do not lend themselves to a successful day care operation you may want to consider your alternatives.

If you have a love for kids and not many of them live in your neighborhood you may want to consider starting your day care elsewhere. If you know many kids live in your neighborhood but none the parents can afford day care, you may want to consider applying for funds to help you offer care at a reduced rate.

The more you research your market the better off you will be when starting a day care. Do not make the mistake of waiting until after you have built or rented a new building, or spent large amounts of money advertising your service. You would be better off making sure you complete this research before you even start. That way you will know that you will have to either seek other options in regards to fulfilling your love for working with children or find a neighborhood that is filled with children needing good care and instruction.

You may also have the option of starting an after school activity program with older children instead of taking care of younger children who would typically be in an all day program. If it doesn't matter to you which age of children you work with you may be able to create such a program. Often the rules and regulations of such are less strict than for a day care. Again, however, if you have your heart set on starting a day care for children aged zero to kindergarten age, you may have to start your business in a place where they have a greater need.

For more information regarding the research of marketing a day care or learning about the legal aspects of running a day care you can consult a variety of sources. For instance, you call your local state governmental office, talk to an existing day care owner, or read magazines and books dedicated to the subject of starting a school for early childhood-aged students. You can

also visit the website of non-profit associations for day care educators, or consult a childcare business expert. Not only that but you can read more informative articles such as this one.

## **Clean Up with these Winning Tips to Start a Janitorial Service**

Janitorial service is a very competitive industry that offers businesses a service that is in high demand. In other words, though starting a cleaning business seems to be a very popular business to start, there is the need for it. You will never run out of customers in this industry if you set your business up right.

It does not cost very much to start a janitorial service and the return on your investment is very high. You can start out small with just a high quality industrial mop bucket, broom, duster, vacuum cleaner professional grade cleaning equipment, portable trash cans, and other necessary equipment. You may also decide to store additional equipment in a janitor's closet on site of each building you clean so you always have supplies to use.

With this equipment, you can start out cleaning small one or two room offices, or moderately small complexes. You can clean these offices in one to four hours just by yourself. In fact, if you were in business for yourself just to provide for yourself, chances are you could make enough money with just one or two four-hour accounts.

If you are planning on starting a larger scale janitorial service, you will need to purchase enough cleaning supplies and equipment to adequately cover each floor of each building, and every bathroom. You will also have to hire enough employees who you trust to be responsible enough to finish the job for you the right way. The key is to take on the size accounts that you know you and your team can handle.

The highest cost for starting any janitorial business is the insurance that you need. You will need to purchase liability insurance if you are working by yourself, and if you have employees, you will need to be bonded as well. This is to protect you from possible damage or theft. Of course, no one wants these unfortunate circumstances to occur, but most successful cleaning businesses will not operate unless they are insured. Not only that, but many companies who call upon cleaning services will not hire you if you are a company who does not have insurance.

Not only can your janitorial service clean offices, but you can also clean houses. Generally the hourly or per job rate is lower for house cleaning than it is for businesses. The average hourly rate for cleaning a house is between 15 to 20 dollars an hour. Sometimes first time house cleaners will charge a rate of 10 to 13 dollars an hour to build up new clientele. This differs slightly from the hourly rate of a professional office cleaner, otherwise known as a janitor, who makes usually 20 to 30 dollars an hour. Sometimes this rate is less, and sometimes the rate is more.

Most successful janitorial services will make sure not to take too many spending risks but instead plan their budget accordingly. Ideally, a person who wants to start a business should have as much money in the bank as possible in order to keep the business going. Either that, or they may need to have a job or other source of income to pay for expenses while they start

their business. If you need starting capital and money for operating costs you might also be eligible for small business loans. These small business loans are generally given out to people with the best credit.

Some business opportunities also exist for people with less than perfect credit. It may take longer to find financing if you do not have as good of credit, or you may have to partner up with someone who believes in you and has the money to invest in your business. If you have a will there is a way for you to invest in a business. Sometimes you can find grants for certain types of business, especially if it is something that will benefit the public at large.

Those who would be most successful at starting and running a janitorial business are those who have janitorial cleaning experience. Managerial experience would be helpful as well, and experience dealing with people would be beneficial. If you think starting a janitorial service would be right for you it may be time for you to take initiative to do so.

### **Going Virtual Winning Ideas for Becoming a Virtual Assistant**

One of the most cost effective ways to offer your expertise is by servicing clients is by way of the Internet. Serving clients in this way allows you to reach people from all over the world in just a few minutes of your time, and theirs. A person who offers their services by way of the Internet is called a virtual assistant, or online assistant.

The type of support that is often given by a virtual assistant is usually administrative, technical, or creative support. Usually other independent contractors or even large companies with an overload of temporary work will higher an online assistant.

The advantage of a company hiring an assistant who they can communicate with online is that it is less costly. They only pay that assistant by the job, and they do not have to accumulate all the administrative costs associated with hiring office assistants directly on to their company

You can very easily become a virtual assistant. You have many tools available to you by way of the Internet to spread the word about your specific services. One of the most popular marketing tools that independent contractors use is posting their profiles at job bidding sites. This is a site where buyers will post listings of projects that need to be completed, and providers will indicate their interest in one of these projects and name the price for which they will complete the project.

If you are truly interested in working as an independent online secretary, you can also take advantage of another tool of promotion. You can expand your online service territory by creating your own website which tells your viewers and potential customers who you are and exactly what you are about. On this website you will also place your completed project samples and contact information for those who desire to get a hold of you.

It is so easy to become a virtual assistant. For most projects you will just need a desktop publishing program, word processing program, or other office program. In fact, many projects

that you would complete as a virtual assistant online can be produced using a Microsoft Word or Microsoft excel program.

If you want you can also place ads in your local area advertising your services. You can advertise in the newspaper, on fliers, business cards, bulletin boards, and anywhere else your services may be of use.

Virtual assistants are often hired to a specific type of project. For instance, usually those who want to design a website will hire people who can write website articles, and people who can create artistic business logos. Other clients may even have the need for a person who can design an entire website in html format, with CSS and PHP and other website scripts.

Other needs for online assistants would be for companies looking for extra online support. For instance, some businesses will need extra customer service support, but they do not have the office space to add new people to their customer service team.

Therefore, they will hire online customer service personnel. Those who offer customer service to clients usually do by way of online chat or e-mail. Other businesses will provide a customer service phone number that clients can call.

You have a world of opportunity open to you if you have any technical, creative, or administrative skills at all. More and more companies are hiring virtual assistants. Occasionally, you can even find assistant jobs working full time for a company, straight from your home.

The requirements to become a virtual assistant vary from company to company. For instance, some technical support jobs may require a four-year degree or at least a working knowledge of the Internet. Other virtual assistant jobs require that you have some creative experience in designing or writing.

If you want to display documentation of your previous assisting experience you may want to add any writing, administrative, technical, or designing experience you may have on a resume. Furthermore, you may also want to add a list of references of people that you have completed projects for.

The more information you give about yourself when trying to break into the world of working as a virtual assistant the better. Not only that, but the more experience you gain as a virtual assistant the better chance you will have at making enough money to keep you working full time.

Working as an assistant online could be an exciting opportunity for you. You can check out all the opportunities [posted at various project bidding sites and local career agencies.

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