

Start an online business

EVER wondered if it is possible to launch a business without any product or service in mind? Many entrepreneurs have done so successfully through the internet.

Pam Siow is an internet entrepreneur who owns a chain of successful online businesses. Siow started off as a regional marketing manager, who was in high credit card debt because she was not able to manage her spending.

In order to pay off her debts, Siow decided to launch her first online business. She recalled that it was difficult to look for a violin teacher when she was trying to learn the violin.

Siow decided to launch an online referral agency for violin teachers since she did not have much capital. Her first business started with a simple three-page website. She was surprised when she started getting real clients who wanted to find violin teachers.

Siow shares the five essential steps to start an online business without a product or service:

1. Do market research

It is always important to do research about the type of product or business you are selling. This is to understand if there is a demand. Using the traditional method of surveying or advertising about business products can be a long and tedious process. Use Google keyword tool to conduct market research.

2. Sell your internet marketing skills

Many companies want to go online to sell their products or services. However, most of them lack the knowledge or simply cannot afford to hire an online consultant. Go in as an internet marketer and sell your skills to them and get paid per sale. They will be open to collaborating with you because they only pay you when they get a sale. Each collaboration will generate sales for you.

3. Use cheap and effective marketing techniques.

Once you have identified a potential market opportunity, you have to start promoting your business to your customers. Google provides one of the cheapest and most effective forms of advertising. Therefore, learn how to be found by your customers in Google

advertisements and search engines.

4. Systemise the business

Many business owners feel overworked and often feel frustrated. Many business owners launch a business and forget the critical step of systemising their business. In order to earn good money while enjoying a balanced lifestyle, it is a necessary skill to master.

Simplify your business operations through systems and templates. Sometimes, there is a need to bite the bullet to hire people or outsource to partners to grow the business to the next level.

5. Rinse and repeat

Once you have one successful online business, it will be easy for you to duplicate the same success to any other industry. Following the simple step-by-step techniques, people are able to launch an online business without owning a product or service. One of Siow's students, Michelle, is a successful business owner with more than one business online. Michelle shares that 'Pam is very skilful, teaching us step-by-step on how we should effectively market ourselves online.'

According to the *Oriental Daily News*, in 2010, there have been more than 10 million users purchasing products or services through the internet. The number of online users to hit above 12 million by 2012.

This shows a massive money-making opportunity to start an online business especially since more and more Malaysians are becoming open to purchasing products or services online. To learn more of how you can launch your own online business, attend the free Introductory Seminar to Internet Marketing at: www.easybusinesssecrets.com/malaysia.html

Tara Internet Business specialises in helping others build a successful online business on the internet. Easy Business Secrets Seminar is their highly successful seminar where they provide a step-by-step methodology for low tech people to easily launch their first online business.

To find out more how you can start an online Business, visit: www.easybusinesssecrets.com to register.