

TIME

for a

Successful

Online Business



(c) Joy Healey

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ABOUT THE AUTHOR: JOY HEALEY

Having moved to the beautiful city of Norwich (UK) I am enjoying semi-retirement. My hobbies are reading and line-dancing. I have two sons, both of whom have lovely ladies in their lives, two grand-daughters and three grand-dogs.



WHY DO I NEED A SECOND INCOME?

Although I'm a workaholic and will probably never want to **fully** retire, that's probably just as well, because I left it too late to plan for a financially secure retirement without developing an additional income stream.

To be strictly correct, I DID start saving in a pension, but the pension company crashed and took with it most of my savings, so – to enjoy my future life - I need an extra income to top up the state pension. (I suspect that anyone who does the sums will find they do too.)

On top of that, when thought I had everything in place again, another “bolt from the blue” turned my comfortable plans upside down and left me wondering “What Now?”

And the only thing I could think of was to start a side-line business to generate extra income for my retirement. But to do that while still working full-time is no easy ride, as I soon found out.

So, I needed all the time-taming tactics I could find, and I am pleased to present them to you in the hopes you'll also find helpful advice to short-cut your path to a successful second income stream.

WHY DO YOU NEED EXTRA INCOME?

Enough about why I need a second income.

What about you?

What is keeping you awake at night?

- You may not be anywhere near retirement, or you may already have retired and 'feeling the pinch'
- Debts to clear? Mortgage mountain?
- You may have an expensive family event coming up (wedding, university fees, car)
- Perhaps you just want to fund the holiday of a lifetime before it's too late

For any one of a number of reasons, you find yourself in need of extra cash.

But somehow you never manage to get started...

You could be worrying about any of these questions

- Can't afford the start-up cost?
- Don't have any technical skills?
- Think you don't have time?

The latter is the most pressing problem commonly cited.

There are ways to overcome all the problems you fear about starting an online business. This book shares my tips on making time for a part-time business.

Don't wait until you run out of money and/or time and find you're unable to enjoy life.

Work on your second-income plan, even if just for quarter of an hour, every day.

You can either take enjoyment from your extra income 'now' or save it for a rainy (pension) day.

Assuming you don't have a spare year, warehouse, shop or a pile of merchandise at your disposal, one of the simplest ways to earn extra income is from one of the many online businesses available to even the smallest would-be entrepreneur.

START AN ONLINE BUSINESS? WHEN?

Yes, the theory is fine, but just how are you supposed to start an online business when there's barely enough time to meet the existing demands of your life?

I hear you shout "But, but, I have a job, two jobs, a family, bills....". Yes I know. So do I. Still the fact remains, that on waking up to start each new day we all receive the same 24 hours to invest or waste.



Can you, in your imagination, take a time travel pill and go back in time to consider Bill Gates, Steve Jobs and Mark Zuckerberg when they were starting up their "small" – at that time – businesses?

What do you, as a small business person, have in common with them, when they were starting up their new ventures?

It won't take a genius to guess that YOU have the same number of hours available in the day as THEY did. And look what they managed to achieve with their 24 hours in the day. Some people use their time advantageously while others waste it foolishly.

Messrs Gates, Jobs and Zuckerberg spent their time more wisely than others who sunk without trace.

Of course there were other factor involved too, skills, luck, timing etc. But if they had wasted the 24 hours in each day, do you think those three would be the house-hold names they became?

In the rest of this eBook I'm going to show the how you can set up a serious extra income, and give you Time Taming Tips to free up enough time to get started.

DO YOU SET WISE TIME GOALS?

Did you notice I slipped in "goal-setting" there? Yes, I'm afraid so.

To be successful in business AND in life, you need to make the most of your time by:

- Setting goals, priorities and preferences,
- Learning when to say no
- Becoming downright selfish with your time.

Everyone has the same 24 hours in a day, a whopping 168 hours in every week. Even if you manage to sleep 8 hours each day, you still have 16 hours a day to accomplish the tasks and objectives that lead to your goals and desires in life.

How you choose to spend them will have a huge impact on the success of business you build.

Time taming skills will free up hours you didn't know you had available.

MY CONFESSION



Those who know me well will probably be laughing – affectionately with luck – and reminding me that my own time management needs to be worked on, because I just have no "Stop" button!

Almost every night you'll find me "Blogging After Dark" and working into the wee small hours quite contentedly.

However, this is a deliberate choice, because I've always been an "owl" rather than a "lark". These hours are when I get my best work done – not least because I'm less likely to be disturbed by family, friends and tele-sales people.

The biggest time-tamer of all is to accept that you DON'T have to run your own blog or produce your own marketing materials and products to start your own business. You will save time and stress by out-sourcing as much as possible, so that you can continue with your own income generating activities.

As a part-time online marketer, I also have commitments to my off-line clients and so long as they are paying my bills (which they are!) they take priority over my online ventures.

Using the hours when I am more likely to be disturbed as my "family / admin" hours, means that I can go into a "deep concentration" mode when the distractions have stopped for the day to work on whichever business needs the most of my attention.

But I have some tips and techniques that help balance the demands of starting an online business with "life". Because if you're exhausted and stressed all the time, what's the point?

I hope my time management tips will help you.

IS YOUR MIND-SET RIGHT?

One of the reasons people have poor time management skills is that they don't actually have the mind-set of the entrepreneur.

If you don't have an entrepreneurial mind-set, you need to start developing it FAST.

If your "head" isn't where you need to be in your business there's every likelihood that you need to grow, you need to learn and you need to step outside of your comfort zone.

If you adopt these ten principles in your life and practice them daily, weekly, monthly you'll do just that.

1. Take your business seriously and see and see it as a real business, not a hobby.
2. Prioritise your business over empty time wasting. For example, if you won't give up your favourite TV show to put some extra work into your business then you have your priorities all wrong.
3. Become a person of value to a specific audience, regardless of what product you bring to the table.
4. Be absolutely clear on your true desires, and the "why" that drives you. Focus on it daily. Put up a sign or picture next to your desk if it helps.
5. Decide every day what you need to learn and achieve.
6. Give your goals deadlines, so you don't drift from task to task with no clear focus.
7. Adopt the mind-set that tomorrow is not given. You don't know what it will bring – or even that it's coming. When it comes to getting work done, tomorrow often never comes. Why not do it today?
8. One of the most important factors to your success will be how hard you work. It does not matter what system you have, you still have to work hard at it.
9. Get up early or work late. Whichever type of "body clock you have". You can be winning while others are sleeping or slumped in front of the TV.
10. Reach for the stars and believe you can do this, because you can.

This is the mind-set of the true entrepreneur. Work towards it if you're not "there" yet.

MORE REASONS FOR STARTING AN ONLINE BUSINESS



I have already explained that I first started to look for an online business to supplement my poor pension provisions.

But as well as an extra income, I wanted more free time. You'll see why on the left, as my visiting 97 year old

Dad settles down to a serious game of Bingo with the younger members of the family.

Your reasons may be very different – you may yearn for a more comfortable life-style, a luxurious life-style even, with all the trimmings of success: cars, houses, holidays etc.

But whatever your ambitions or purposes, an online business – worked at systematically – can help you achieve your goals.

With any business you choose to build (online or offline) you will benefit from certain basic marketing skills. And if your business has any online component at all to it, traffic generation skills are essential.

Make no mistake – without proper training you will struggle. I wish the days of fast online cash were still possible, but they're not.

So you **MUST** learn new techniques, and if you're short of time, this probably means learning new automated tools, or paying someone else to do the work.

So let's start thinking about how to get the best out of every day.

SETTING YOUR PRIORITIES

The key to taming your time successfully is to break your day down into manageable segments, which should involve a combination of work, exercise, leisure, family, friends and other obligations that life brings your way.

Creating a balance that you, and those important to you, can comfortably live with is important.

So a few weeks ago I put "all but the basics" on hold and spent time with my Dad. This was important to do, and, when you tell people why, they're usually very understanding (and if they're not, I don't care – my Dad is more important).

Here's one quick tip to start you off.....

A SIMPLE TIME TAMING TIP

A good starting point for planning your week is to sit down on Sunday evening and map out everything you want to accomplish during the week ahead.

Go through the list of things that need your attention and begin to pencil them into time slots in a scheduler – which could be as simple as an Excel spreadsheet, a Word document or a Google calendar (which is free). I use the free <https://app.simplenote.com/>

Separate your tasks into prioritized lists such as:

- (1) Urgent.
- (2) Important, but not urgent.
- (3) Not detrimental, but I would like to finish.

Maybe colour code them for ease of later recognition.

As you go through the ranking process, leave yourself some breathing spaces. If unused “on the day”, these time slots can be used for unforeseen emergencies, to grab a healthy lunch, do some stretching exercises, run a couple of errands, read a book, take a short walk to clear your head or just about anything else that would be of benefit to you. You shouldn't be constantly working or thinking about work.



Most importantly, determine a definite point that will be your cut off time for the day. For home-based entrepreneurs, this is where you'll shut down the work computer and close the office door.

It's important you do this at the same time each day so it becomes a habit.

Perhaps set an alarm on your clock – or use a favourite TV or radio program as a signal that it's time to relax.

This system will work for you if you allow it to, but it's not set in stone. You can go back over your priorities and change them to better suit your schedule. Time may be

constantly ebbing away, but life is ever changing. Plan your days to best suit your current needs and desires.

It takes a well-disciplined entrepreneur to create a healthy balance between work and play. No matter how much additional time you wish for, you (and all your business competitors) have the same 168 hours each week and no more. What's important for your success is how you choose to spend them.

Make your days of the week work for you; your life and business may depend on it.

HOW TIME TAMING CAN IMPROVE YOUR INCOME

WHY MIGHT YOU WANT TO IMPROVE YOUR INCOME?

Most people round the world want to improve their income. We're all feeling the pinch, but will still probably want/need to retire one day. If you don't think so now, you will one day! Even if you're swimming along fine now, you never know what's round the corner.

- Redundancy
- Pension Crash
- Divorce
- Illness
- Even an unexpected large bill such as a house, an appliance or car repair

Any of these could hit you out of the blue, and if you have no Plan B in place, it's scary.

COULD YOU FUND AN UNEXPECTED LARGE BILL?

Two UK newspapers reported recently that 10% of people would be pushed "into the red" if they had an unexpected £100 bill. This was on the back of research by YouGov.

It's no better in the USA where [nearly half of Americans would have difficulty finding \\$400](#) to pay for an emergency. And the UK and USA are supposed to be "lands of plenty". If you live in a less "wealthy" nation things may be even worse for you.

Be honest – where do you stand in these statistics?

And if you couldn't fund an unexpected large bill now, what would happen if you were unexpectedly unemployed / ill / unable to work for more than a few weeks?

These things happen, unfortunately.

Or perhaps they've already happened, and you're in a hole and looking for a way out, but you're so short of time trying to replace your lost income, you can't imagine taking on anything extra?

GENERATING AN EXTRA INCOME – AND TIME FOR IT!

The only sensible response to preparing for these possible disasters is to already have in place an extra income-generating project and do it when you can. The downside is that most people seem unable to juggle any extra “work” into their time schedule.

Yes, you're busy – most people are, but can you rearrange your schedule for the sake of making extra money?

Unless you're already sitting about idle for substantial chunks of time, you'll need to make sacrifices.

Perhaps you'll need to cut down on things you enjoy – such as watching television, or some other leisure activity. No-one really wants to do that, but in the long run you'll see the benefit. And in the short-term you may be saving money that you can use to help you get your business launched faster.

Alternatively, you may also be able to improve your income and cut down on some of the tasks you dislike doing. That probably sounds more appealing – so read on.

ONE QUICK WAY TO FIND EXTRA TIME



Grab a pen and paper or keyboard. Find somewhere quiet and detail your current schedule. Itemize everything you do on a daily basis. If you can't do this from memory, record your activities as you go through a typical day / week.

Start from the moment you wake up until you put your head down on the pillow at night.

What I hope you will find is that you already have a few hours within your time schedule that could be applied more productively.

Using your time in the best possible way boils down to making a plan of what you'll do and then following the plan.

If it's hard to create a list for a full week, create it for one day. The idea isn't to set yourself up for failure with unachievable schedules, the aim is to create a plan that will be easy for you to stick to.

MORE TIPS TO TAME TIME

- Errands can be scheduled to overlap with one another. For example: you need to go to the ATM machine **and** pick up groceries. To cut down on the amount of time to visit each locality, find a grocery store that has a bank inside the facility and use their ATM machine. You can do bank transactions and shop for food in one convenient trip!
- Do you play chauffeur to the kiddies or grand-children? Are you constantly waiting in the car to drive them home from an after school activity? You can use this time constructively by reading a book, making out your to-do lists or writing in your journal. Instead of sitting idle – do something productive.

- Even better, arrange a carpool where a group of parents take it in turn to be the chauffeur and when the other parents do the driving use your freedom productively. It's far better for the environment to have fewer cars making a similar trip.

When you have your schedule, look with a critical eye at your to-do list, and ask yourself if it's completely essential that YOU do each particular task? Or could it just as easily be done by someone else?

Often, if you're honest with yourself, you will find there are instances where it would be more efficient for someone else to take over.

There may be family AND business tasks that you can out-source to free up time to devote to a part-time business.

TAMING TIME WITH JOBS AROUND THE HOME



Don't be afraid to pay for outside help.

For instance in my off-line business I earn more per hour than I pay either my cleaner or my gardener, so I never resent spending that money. And I don't like cleaning anyway!

If you can't afford a professional gardener or cleaner, perhaps you could give a young family member a few extra pounds to do these chores. They might appreciate the extra income too and they'll be learning new skills.

Making time to improve your income can be realized by prioritizing tasks and keeping yourself to a tight schedule.

It's a matter of becoming more efficient in your daily activities.

Organization is your key to success, and if you are to be successful juggling two ventures, time is of the utmost importance.

The time I save by not doing my own house-hold chores such as gardening and cleaning, frees me up so that I can spend those extra hours working on my business.

SAVING TIME IN YOUR BUSINESS

The same goes for time saved in your business too. Buying in ready-done tasks that you're not good at, for instance from freelancers on [Fiverr.com](https://www.fiverr.com) or [Upwork.com](https://www.upwork.com), will free you up to do work that you ARE good at.

Even in the early days of your business it makes sense to pay for out-sourcing because it can get you up and running, to get into profit faster when someone does a job you're not good at. It's more efficient than you spending ages struggling to learn how to do it.

It's especially sensible to buy-in one-off tasks that you're unlikely to need again. For instance if you have never set up a blog, you shouldn't need to do that again, so arrange for someone else to do that while you work on other aspects of your business.

A well-chosen professional (in any field) will:

- Quickly do a job you should never need to do again.
- Get the job done faster, so you can start earning faster
- Do it correctly in the first place without making "beginner" mistakes that need to be corrected later

When you need to do a job regularly, and it has to be done 'just-so' it may be better to learn to do it yourself.

Shortly we'll look in more depth at ways to tame time in your business.

TIME PRESSURE AND STRESS

Do you always feel as if you're trying to beat the clock?

This chapter is for those who are stressed because they have too much work to handle, and aims to show how you can increase productivity and alleviate unnecessary stress by adopting sound time taming skills.

If you're feeling stressed and overwhelmed while working, it's why not start thinking how to make some changes?

You can't do your best work or make good decisions when you're stressed, and those in the work-place should realise this – managers, workers and solopreneurs alike.

THE EFFECTS OF STRESS ON YOUR HEALTH

It's not just the quality of your work that can suffer if you're stressed because you're working under time pressure.

Stress is a killer. According to the [Mayo Clinic](#) here are some of the ill-effects of stress on health:

- Anxiety
- Depression
- Poor digestion, as the fight or flight mechanism diverts energy from digestive processes
- Heart disease
- Loss of sleep
- Tension headaches / migraines
- Weight gain may result from poor food choices
- Impaired memory and concentration

Sometimes you may not even be aware that you're damaging your health, but the effects of stress can be cumulative.

For the sake of your health, use these effective time taming techniques to help you settle into a productive routine and reduce stress from your daily activities.

Try them all to see what suits you best. Some will may work for you better than others and you may find unexpectedly helpful results. Be flexible. You can easily discard the techniques you don't care for and adapt the others to suit your daily needs.

REMOVING TIME PRESSURE AND STRESS WHEN WORKING

- Keep a daily work journal to evaluate how you're spending your time. You're more apt to uncover time-wasting activities when they're written down.
- If you spend too long at the PC, install time tracking software. I use the free version of Rescue Time.
- Plan for tomorrow. At the end of each workday, write out a list of tasks to complete for the next day. Spend time rearranging the tasks from the most to least important. Some projects are more important than others; apply your efforts to gain the best outcome.
- Set a time limit, not just for the whole task, but for portions of the work. For example, if you need to input figures into a PC and file the paperwork, perform the data entry today and save the filing for tomorrow.
- Reduce distractions. Close the office door, shut off the cell phone and close your browser. Every distraction from your planned day means less work is done.



- Learn to say “no” if you need to... and stick to your decision. Don’t take on any new projects until you’ve completed existing ones. Politely decline and explain why it’s impossible to deviate from your plan.
- Take necessary breaks, often. Sitting hunched over a desk, staring at a computer screen can take a toll on anybody. Learn to relax for a few minutes - get up and walk away as needed. Grab a drink, stretch, or step outside for some fresh air. These simple activities will counteract stiffness and neck strain.
- Feeling drowsy? You may benefit from a fifteen minute “power nap”. If it makes you more efficient afterwards, it’s time well spent.
- Challenge your abilities. Use a timer set for short spurts of time (about 10-15 minutes) and work feverishly to beat the clock. Sometimes all we need is a little challenge to get us motivated and keep on track.
- Break bigger tasks into smaller ones. Delegate a portion of the work to a virtual assistant. This allows you to chip away at larger projects and gives you a sense of achievement as you finish each one.
- Batch processing of certain tasks. For instance, I wrote a whole series of related blog articles over 2 two day period, so I had several weeks blog posts scheduled ahead of time. I process my business accounts 3 months at a time instead of monthly.
- Outsource tasks you’re finding challenging. It’s not imperative that you do everything yourself. Share the workload with others. The top Internet marketers **always** outsource tasks to a third party; learn to do the same. A few months ago I was



stressed beyond measure by the time I was spending trying to fix my hacked blog (when actually I didn't have a clue how to do it!) I finally out-sourced it to the team at Pressidium [Managed WordPress Hosting](#) (article contains affiliate link) which freed up my time for blogging, and shrugged off a whole load of stress. Compared to the time I was wasting, it was a remarkably effective investment of a few extra dollars a month.

- I also outsource graphic design for my book covers and formatting them for Kindle.
- Apply common sense – are you (or your boss) really being realistic with the expectations of what you can complete in the allocated time?

TIME MANAGEMENT FOR THE HOME-BASED ENTREPRENEUR

PROS AND CONS OF WORKING FROM HOME

When you start your own online business (part-time or full-time), you will probably be working from home.

Although the “work from home” lifestyle may seem an ideal dream, there are downsides.

GOOD POINTS	BAD POINTS
You can be at “work” in minutes with no commute costs	You may be disturbed regularly if people don't respect your work time
You won't be spending hard earned profits on renting office space	You're reluctant to "close shop" and stop working
You can take time for family commitments	You miss having work colleagues
You have the freedom of being your own boss	The buck stops with you

Family pressure is common among small business entrepreneurs but implementing effective time management tips can help keep you productive and the family happy.

Naturally, when you're building a business, your time should be focused on your work; however, you need to spend enough time with your family as well, or relationships can become strained, or even break down completely.

NOT a good result.

FAMILY PRESSURES



Your intentions are good. You yearn to spend time with the family yet you want to make your part-time business profitable.

Sometimes you forget the reasons why you are in business and wonder why you should remain in business. Your family doesn't seem to understand the pressure you're under.

Or perhaps things are going along well and then an unexpected family crisis knocks everything out of the window.

If you were going out to a 'proper job' and the cat got sick, the family probably wouldn't expect you to take a day off work. But if you work from home you may find yourself drawn into domestic crises that could quite easily be handled without you.

Sometimes you feel defeated. What are you supposed to do?

A simple change to your priorities can do wonders for your business and the family's morale. The expression "give a little, get a little" comes into play when you're juggling a demanding work schedule and trying to please family members.

If you expect loved ones to understand your business needs, you'll need to understand their desire to spend quality time with you.

ADDRESSING FAMILY PRESSURES

If you can't fix it, feature it. Let the family see some of the benefits of your home based business.

- Enjoy some relaxation in front of the television with your spouse and children. Take a walk in the park or do a jigsaw puzzle together. Take a two-hour lunch break and go to the park or visit the zoo. It needn't take much effort to make them happy.

- Buy them a little treat as a celebration when you make a good sale.
- Involve your family in decision making and planning for the business – even the youngest members. An unexpected benefit for you is that they may see things from a customer's perspective and come up with ideas you hadn't thought of.

Proper management of your time is essential to achieve business success, but it's also imperative to preserve family harmony. If you feel your life is out of sync or the climb to success is a burden on the family think about making changes before it's too late.

TIME TAMING TIPS FOR THE HOME-BASED ENTREPRENEUR

Here are some effective techniques to help you reduce wasted time while increasing efficiency and family harmony:

1. Turn down or "queue" any new clients until you finish "work-in-progress" on current projects. "Scarcity" works – clients may see you as an even more valuable resource!
2. Complete high-priority tasks while children are in bed.
3. Start work an hour earlier, while the rest of the family is sleeping. It's amazing how much work can be completed while the house is quiet. (Or, if you're like me, work when everyone else has gone to bed!)
4. Avoid unnecessary disruptions from friends and neighbors. Make it known that your work time is simply that – your time to work!
5. Place a limit on telephone calls – turn off the sound and let the answer-phone take the strain. I bought a gadget called True Call that sits between my landline and my phone ringing. It screens out unwanted calls that would otherwise disturb my concentration. Or just hire someone to screen all incoming calls. This could even be a family member. In the UK this could be a tax-deductible expense for your business and a tax-free income for someone whose earnings are below the tax threshold. I'm

not an accountant, so discuss this with your own professionally qualified advisor and check the situation in your country.

6. If you use them, for presenting a professional image, pre-print batches of letter headings with your name, address, telephone number, website and email.
7. Plan and schedule your days in advance. Knowing what is on the daily agenda will help you stay focused and on track.
8. Repeat common tasks at the same time every day to help you remember what needs to be done. Set alarms on your smart-phone. This will keep your workday consistent and easy to follow. Google calendar keeps me focused with reminders.
9. Become super-efficient by getting organized. You'll finish each project quicker and have more time to spend on other things.
10. Limit your time on emails, social media etc – these can be real time-drains.
11. Consider hiring outside help instead of doing it all as a solo act. Having someone else working with you may act as a barrier to family interruptions. If this is out of reach financially, perhaps you could work as a “joint venture” with someone else who shares your ambitions for a part-time income. (**BUT** – be VERY careful who you work with – it's said that a ‘Partnership’ is one of the most dangerous ships to sail in.)

THE BEST OF BOTH WORLDS



By utilizing proper time taming techniques, you can build a successful online business and finally alleviate the daily pressures associated with running a business from home.

You'll only work during work hours, satisfied with your business and able to “close shop” with happy thoughts that a

loving family is awaiting your arrival – without a mad dash on public transport.

AVOIDING DISTRACTIONS FROM YOUR ONLINE BUSINESS



In the past I've been a sucker for distractions from my online business – but what on earth has a ballet dancer got to do with it?

Well, quite simply, when I was considering a focus for this chapter, I was reminded of a dancing technique called “spotting” that dancers use to maintain control of their

balance and direction of travel.

I turned to [Wikipedia](#) for a better explanation and found the following:

The goal of spotting is to attain a constant orientation of the dancer's head and eyes, to the extent possible, in order to enhance the dancer's control and prevent dizziness.

No – I haven't started a website about dancing. I'm just using this as an illustration of how I sometimes feel I am spinning out of control, and hoping to find a solution!

TYPES OF DISTRACTION

Family – When I have urgent family distractions, those just have to take top priority. But at least as a solopreneur I don't have to ask anyone's permission.

Technical – I'm sure everyone else gets them, but I just seem to sink deeper and deeper into the mire with these. I was happily blogging away and someone very kindly warned me that my site was showing up as having malware on it, which obviously needed fixing urgently. These technical problems escalated until they were taking so

much time, and causing me so much stress that it was worth my while to switch hosts and pay for **Managed WordPress Hosting** with support from technical experts in their field. Too expensive? NOT when I compare it to the time I was wasting trying to fix matters that were beyond my competence. And I firmly believe the problems came about in the first place from skimping by using cheap, shared hosting.

Quick Jobs – I showed someone some pictures and they asked me to zip them up and email them. Five minute job? Oh no... not for me.

- I had upgraded my Zip program earlier in the week – but now it's telling me I am not upgraded
- I tried a different free program and now my email program tells me the zip is too big to send. It's NOT, it's just 79kb after zipping
- I tried to login to my webmail to see if my mailbox was full (that's another problem I have to fight every so often) and I couldn't even do that, so email technical guy and wait....

The “Day Job” – My online business is a part-time venture, and “the day job/business” pays the bills for me to live at a comfortable standard. So it has to come first, and boy has it taken up some time of late – which is good news in one way, but not good for my online business! However, being able to out-source and automate some of my regular online business tasks, I've kept the ship going, even if it was at a lower level than usual.

Lack Of Control – I had a little online business pootling away merrily, but it relied on one supplier, who suddenly cut off my supplies for anywhere but the UK, so I could no longer trade worldwide. I should never have put all my eggs in that one particular basket. It was lack of foresight on my part, but still lost me an income and took some time to “fix”.

New Things To Learn – I have had much to learn on this “start an online business” journey, and I still keep coming across things I need to learn about. I'm not talking about fast income made by applying some magic 5-click formula. There isn't one. Trust me – I would have found it by now if there were one. In my blogging community I have found

so many great mentors (too many to mention for fear of missing someone out) I trust and want to follow that I am finally cured of chasing “Bright Shiny Objects”.

There’s no need to trick people like many online scams do, when there are so many tried and trusted ways to run an online business profitably and ethically.

I’m eager to learn but a few short months ago I hardly knew where to start!



THE BALLERINA

In my journey to online success I have often found myself changing direction but I always need to bring my focus back to my intended goal.

It’s not just ballerinas who spin! Cars sometimes have spinning wheels, and that means they are going nowhere. They may be sinking in quicksand as I sometimes feel I am sinking in problems and/or information. This can be more commonly known as ‘information overload’ or ‘paralysis by analysis’.

Don’t be that car spinning its wheels, stuck. Be the ballerina, keeping yourself focused.

THE DANGERS OF FREE INFORMATION

It's tempting, when starting an online business to garner as much free information as possible – but you will quickly find that “free” comes with the price tag of your email address and a series of emails coming afterwards with the specific aim of distracting your attention elsewhere.

I'm learning now to be very selective about who gets my email address. I know who I want to follow, and I can either follow them on social media or on my blogging community – or I just go find their blogs!

Another danger of “free information” is that you maybe won't value it as much as a course you have paid for.

Just like the ballerina we need to direct and maintain our focus, to avoid spinning out of control and to keep traveling in the correct direction.

THE DANGER OF LOSING FOCUS

Focus is one of those ‘by-words’ that people just take for granted that they understand. You may believe you are focused because you commit to sit down at your computer and ‘do’ business for X number of hours.

Then distractions such as my list above occur, and you spin your wheels deeper and deeper into the quicksand trying to fix them.

With some distractions, although you think you are “working hard” you might actually be wasting your time because you are not focused on your end goal. The worst part is if you succumb too often to that type of activity you may eventually quit, disillusioned at your lack of progress.

Obviously some of these problem are so urgent that they need solving immediately. If my site is showing malware and my emails are not “going” I can be blogging away to my heart's content but to what purpose?

HOW TO DECIDE ON WHICH TASK TO FOCUS

At the end of some days do you feel you have worked “hard” but only at fire-fighting.

I guess everyone has these days, but now I prioritise those crises which only I can handle (such as family issues, my offline business) as against those which I can more efficiently out-source to someone else (for instance graphics creation, technical jobs like keeping my WordPress site secure).

The great author Stephen Covey developed a method of classifying tasks in a quadrant according to Urgency and Importance. If you’re not familiar with it, Google it and then apply it if you’re in doubt as to which task to do next.

ARE YOU CLEAR ON THE GOAL OF YOUR BUSINESS?

I won’t turn this into a chapter on Goal Setting, because you’ll find plenty of those elsewhere.

Just be sure you HAVE a goal – and most important of all, know WHY you are starting an online business and write it down where you can see it every day. Be specific with numbers and values of sales you’ll have to make to achieve your ambitions.

You will probably first of all come up with a long-term goal – which is fine.

- But you’ll quickly find you need to set short-term goals. Speaking for myself, I find that when I focus on long-term goals it allows me too much scope to “stray” into the realms of “possibilities”. To stay focused on my short-term goals I use the SimpleNote app as a to-do list in my Browser and note down what I achieved each day. If a task hasn’t been finished by the end of the day, it’s still there the next day. I use pop-up reminders from my Google calendar make sure I don’t miss something important and regular events.



- For medium-term goals, make lists and commit to doing at least one thing on the list regularly (ideally daily). Stick with it until you thoroughly master it, then add in another.
- I have distinct “email” slots in the day, but for the rest of the time I try to ignore my email – glancing over only if the email that is from certain priority senders. For instance if I saw a message from an offline business client, that needs to be checked right away. They are top priority and I have set alerts on my phone. Others I check later.
- Your email in-box looks like a war zone, right? So make folders or labels for each program or product. Then filter the emails into the appropriate folders or projects.
- Use the Facebook “Save” feature to set to one side articles you want to follow up
- Switch the phone off, or if that’s too drastic screen calls. I have found that if people are prepared to leave a message it’s probably important – otherwise the call is for THEIR purposes. Usually to sell me something. I have bought a little gadget called True Call that screens these calls out silently, without me even being aware that the phone has rung.
- If you work from home, make sure that friends and family understand that you being at home isn’t open season for long chats and cuppas through the day. They wouldn’t do it if you were working for an employer. Set their expectations politely.
- Shut down Social Media windows, it’s just too tempting to pop over and look at the next joke, video or interesting article. I automate much of my Social Media posting but it’s not best practice if you have the time to do it “properly”. I allocate myself a (short) slot in the day when I am allowed to “Like” cats and dogs and share other people’s content that

might be useful on my pages. I've written on my blog about "Automating my Social Media" and you can search for online for tools you might find helpful.

- Set timers – allocate yourself a set period of time to do a job and set an alarm on your phone to stop at that point. You'll probably have to go back and refine what you did, but with practice you'll get used to working to a deadline.
- Use some of the free Time Recording software available online. You'll probably scare yourself to death as you see how your time dribbles away. I tried a few, but the one I like best is [Rescue Time](#). I use the free version. There IS a paid version, but the free version was perfectly fine for me.



CHOOSING A BUSINESS TO SUIT YOUR LIFESTYLE

What works for one person, won't work for another. Consider your personality, time and budget available. What are your strengths and weaknesses?

- Some businesses, particularly offline product-based ones, may need you to be a chatty and confident personality.
- Other businesses – particularly online ones - may be “too complicated” technically for beginners to handle without help and training.

Don't get caught up on the wrong type of business for your lifestyle. You're setting yourself up for failure and wasting time.

LOW RISK BUSINESSES TO START FROM HOME

When you decide to start a business, to make money online, the last thing you want to do is SPEND more money than you make.

The idea is to make a profit, so, given your need to make money, it's fairly unlikely that you're wanting to put significant sums of money at risk, especially on a repeat basis.



Putting this in the context of buying a retail shop (quoted only because this is my family business background), you might buy a shop and outlay some money to put stock into it. So far so good.

But if at the end of the month you hadn't sold your original stock, it would seem

rather risky to go out and buy MORE stock, hoping that next month you will sell both sets of stock. So why would you do that in a home business?

When choosing a full-time or part-time business, you should only risk money you can afford to lose in the worst case.



Never put at risk money you need for food, health or accommodation. Instead, fund your business venture by using the methods found elsewhere in this book. And don't commit yourself to regular costs where you "lose everything" if things don't work out as planned or even if you just need to put the business on hold temporarily.

That's a simplistic approach to managing the risks of a home based business, but use common sense.

If it sounds too good to be true, it almost certainly is.

Looking on the positive side, those of us who work from home are lucky, because we reduce our risks (costs) by having no additional premises to fund and we reduce travel costs and time too.

Some of us are lucky enough to be able to lower start-up risks by running a business part-time while continuing any existing job or business. This may mean you can afford to build your business faster by diverting some of your income into out-sourcing jobs to save your own time.

Let's look at some of the business models you're likely to come across....

START AN ONLINE BUSINESS FREE?



Do you still get emails promising “free” businesses to start from home and gain fast riches?

Promising that you can start for free, for no effort!

Wow – sounds a dream. Which is precisely what it is – a dream fantasy. Hit unsubscribe and don’t even waste time reading them.

A minute’s analysis will dispel the myth. Because for income and then profit to be generated, that money must come from somewhere. If you want to build an online business, you must expect there to be costs involved.

Strictly speaking I know there are legitimate sites where you can build an income doing micro-tasks, but I wouldn’t like to guess how long it takes. You’re trying to SAVE time.

The idea that you can “start a free business online” is flawed, and therefore risky. I am firmly of the opinion that for any business to be profitable you need to spend at least some money to work smart (saving time) instead of hard (spending time).

IF YOU HAVE NO MONEY TO START AN ONLINE BUSINESS

If you genuinely have NO start-up budget, my top recommendation is for you to consider ways to generate some start-up money.

- Look round your home for unwanted items to sell on eBay or at a table-top sale
- Take a part-time job, or extra hours where-ever you currently work
- See the section below on Freelance Sites
- Cut down on a few luxuries, such as take-away meals, rented films, your TV subscription. (Some call the TV “The electronic income reducer”.)

FREELANCE SITES

If you have a particular skill you can market (e.g. copy-writing, web-design, or proof-reading) there are many reputable freelance sites where you can register for work. Here are just a few – in no particular order:

- [UpWork.com](https://www.upwork.com)
- [Fiverr.com](https://www.fiverr.com)
- [Guru.com](https://www.guru.com)
- [35 Places To Find Micro Jobs](#)

Even if you have no particular skill, I encourage you to register on these sites and look at the paid tasks being offered. They range from \$1,000+ jobs so complicated I don't even know what's being requested, right down to \$5 bit parts in videos where someone is needed to say just a few words.



Fiverr in particular is noted for outlandish requests!

In the “Fun and Bizarre” section, there are ladies who will “Pop 12 inch balloons” for you, and also those who will “Chat to you on any subject”.

There's even people you can insult, or be insulted by, for specific time periods. Weird!

Please note I am suggesting these sites as places where you can **find** work. I am NOT recommending some of the services you'll find here – especially the “chatting” ones, and definitely NOT those where you can buy Facebook Likes, Twitter Followers, etc.

Many people have discovered, to their cost, that purchased Likes / Followers are fake.

The secret to success as a freelancer on sites like these is to start by offering your services inexpensively, build yourself a good reputation, and you can then charge for add-ons as your repeat customer base expands.

As an aside, Fiverr is a great place to find trusted suppliers for certain tasks in your online business that you're not good at, so it makes sense to outsource them. For example, the "graphic designer" gene completely passed me by, so I regularly use a lady who produces PowerPoint presentations for me, and a guy who is brilliant with graphics such as my book covers.

The downside of using these sites to SELL your services is that you are still selling your time by the hour. If you are unable to work for any reason (good, e.g. holiday, or bad e.g. illness), your income stops too.

It's wiser to build a low risk business that can carry on generating income even when you're not physically working at it yourself.

Make no mistake – building such a business properly will take some effort (get rich quick does NOT exist), but there are ways to short-cut the learning process. As I have not needed to find work on freelance sites I'm not qualified to comment further, other than to say I HAVE seen other people, with skills I don't possess, who have been successful.

SHOULD YOU PRODUCE YOUR OWN PRODUCT?

Many Internet Marketing coaches recommend that you start by producing your own digital products and market them. Here are the skills you need to master when marketing your own product.



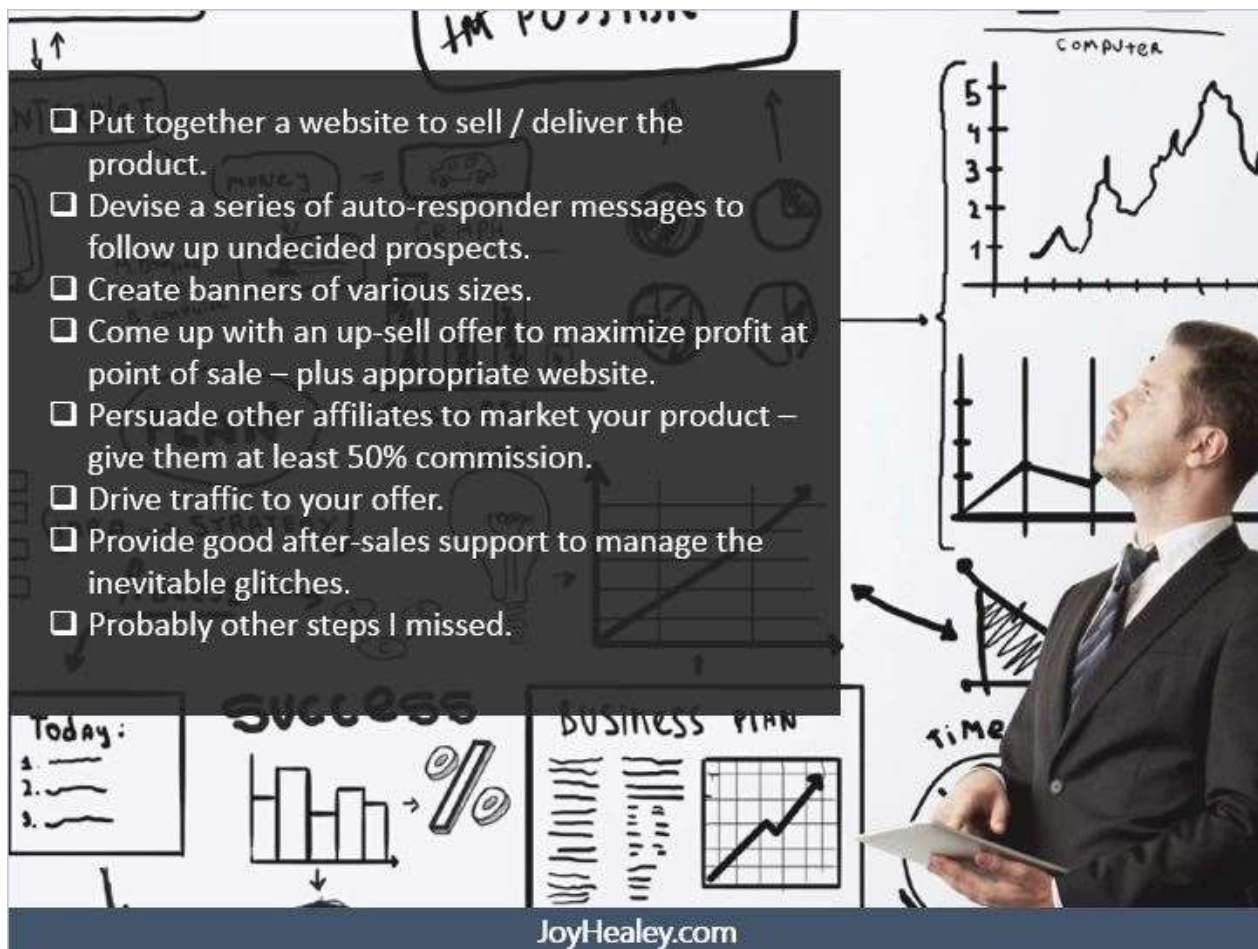
How To Create An Online Product?

You will learn how to....

- ☐ Research the market-place
- ☐ Become an expert in a specific topic (unless you already have expert knowledge)
- ☐ Target a suitably sized niche
- ☐ Gather together an interesting and well-structured collection of information
- ☐ Format it attractively as an eBook, videos – or maybe both
- ☐ Devise sales copy to pique visitors' interest
- ☐ Create a blog to write about your subject
- ☐ Produce a lead capture page

JoyHealey.com

And then you'll need to:



The theory is sound, because you have no distribution costs and no physical inventory to hold, but you’ve seen above the steps you need to take between “idea” and “profit”.

Having tried this a few times (oops), I consider producing your own product a high risk strategy, because you need to learn so many skills to get started, but have no guarantee of sales. And it takes an enormous amount of time, whatever “they” tell you.

On the occasions that I produced and marketed my own digital product I never even recovered my costs (if you include paying myself a nominal hourly rate) – let alone made a profit.

There are occasions when producing your own product might be the right choice. For instance if you are an expert in a **very** tight niche with a burning passion to share specific knowledge, producing your own product is probably the way to go.

But if you're looking to start an online business with the least effort and outlay of time and money, I recommend learning the skill of Affiliate Marketing.

After all, once you have learned the skills necessary to succeed as an Affiliate you can easily transfer them to producing and marketing your own product – digital or physical.

If you still have a hankering to create your own product, first do a little research online to check out how many products in the same niche have **already** been produced.

CBEngine.com is just one of the many sites that let you evaluate existing Affiliate products. Also do a Google search for “whatever your niche is” followed by “Affiliate Programs”. How many results are there? These would be your competition.

Take a good look at them, and their marketing material. Ask yourself if you, as a beginner, can produce a product that competes in marketing and content quality.

Maybe even buy one or two to evaluate the competition. If spending a few dollars saves you from starting on an insurmountable task that ends in producing lower quality products than those already being sold, it will be money well spent.

SAVE TIME WITH AFFILIATE MARKETING

As mentioned earlier, I wasted a lot of time and money trying to produce my own digital product without knowing what other high quality products were already out there.

Yes it was MY mistake.... But many newcomers to IM make the same mistake. I was “talked into it” by someone who wanted to earn **their** money by teaching me “How to produce and market my product in 10 hrs a week”.

Despite a lifelong background in computing, the vast array of skills needed was beyond my grasp, part-time, in 10 hrs a week. And that was before the range of social media marketing techniques needed in modern Internet Marketing.

A better choice would have been to pick the best of the products already available and learn how to market it as an affiliate.

Affiliate marketing is a form of business where you choose from a wide range of ready-made products, and just learn the skills necessary to market them.

You will share the profits you make from your sales with the product creator – but hey, look above at all the time and skills and effort that go into making a decent product.

Of course there is no guarantee of sales in Affiliate Marketing, but at least you won't have risked time and money developing a product, and any marketing skills you will have learned are transferrable to any other digital product, or any other online business.

EVERY online marketer needs to learn marketing skills, they do NOT necessarily need to learn product and website creation skills. So let someone else do it – and you'll almost certainly have a better quality product to sell.

Please note: Affiliate Marketers must adhere to the [rules of the FTC](#) (Federal Trade Commission) which are designed to protect consumers from being misled by false claims and exaggerations about products they are thinking of buying.

But there are pitfalls you need to be aware of, even with affiliate marketing....

THE MATHS OF AFFILIATE MARKETING

The first big problem with affiliate marketing is that many of the products sell for such low prices that you'd need to make many, many sales to generate enough commission for even a basic monthly income.

If your target monthly income were (say) \$3,000 and you're aiming to make this by selling affiliate products where your profit on each is (say) \$27 you need to sell well over 100 products each month.

- How many sales of that value did you make last month?
- How much time did you spend on making that number of sales?
- How much money did you spend on adverts trying to replace "free" traffic by paid traffic? (Free traffic is never actually free, you pay for it with time.)
- What's your plan to cover the shortfall?

Trying to make a living selling low profit products can be done – but often with a Network Marketing (MLM) business model where you leverage the efforts of a team of distributors. Discussed later.

A faster route to an online business with affiliate marketing is to add high ticket products into your marketing mix.

So to minimise time spent working on your business while maximising profits, you could look at selling some....

HIGH TICKET AFFILIATE PROGRAMS

We saw from the simple maths above that if you restrict yourself to selling low priced, and therefore low commission-generating, products you'll need to sell far more of them to generate even \$1,000 a month online, than if you sell products where you earn \$100 per sale, where you would “only” need to sell ten a month.

Scaling up even higher, there are products where you will earn \$1,000 (and even more) a month, so you only need to sell one a month. These are known as “high ticket affiliate programs” and are often touted as being faster income producing. In theory they are, but first you have to find someone who is willing to pay such a high price, rather than looking online for the many information products available at much lower prices, often just free. So the way these programs are sold is by attaching a very generous commission plan to them – the high ticket affiliate commission program.

To command these high prices, products must have top-quality presentation and at least 9am-5pm support in place (let's not worry about which time-zone!). Of course this means you're looking at the affiliate marketing model again, because the purpose of this book is to spare you the time and stress of producing your own product marketing system and sales funnel, from scratch.

As you will probably expect by now, there are several ready-made high ticket businesses where everything is provided for you. But they come at a high cost too. Partly because they're expensive to prepare, and obviously they have to be highly priced to fund the high commissions they pay out.

If a program is going to pay you \$1,000 commission, as well as recover the developer's costs, logic dictates that it will cost at least a 4-figure sum to buy in the first place.

When you buy and market high ticket affiliate programs you can indeed make \$1,000+ commissions, and even higher – all the time that you can find willing buyers.

However a common feature that links many of them is that there's a “first level high ticket product” at which you enter the system – costing say \$2,000, which will let you earn a ceiling of (say) \$1,000 commissions. Then to earn higher commissions you need

to pay for a next level product (say \$4,000 generating \$2,000 commission) otherwise your sponsor or the company will receive some or all of it. Although you “could” just stay satisfied with the \$1,000 commissions (should you ever earn any) greed and Fear Of Missing Out (FOMO) take over, and I have also seen some bullying marketing tactics where those who don’t go “All In” are ridiculed, instead of being admired for being shrewd and cautious.

To summarise, if **you** don’t buy the higher ticket upgrade, and someone you sold to does go on to buy it, you may earn nothing. On the other hand, if you do upgrade, you may not make any higher ticket sales to profit from.

Some programs offer a tempting \$25 start-up option, but trust me they’ll soon be telling you that you missed higher commissions because you only took the \$25 option.

A related problem is that if you stay at the lower levels, you’re just working to provide your (probably more skilled) sponsor with “leads” for the higher ticket products that THEY can sell, but you can’t.

Finally, I have seen several incarnations of these high ticket programs going the rounds. They’re all pretty similar and **all teach similar information**. But when “the usual suspects” have bought and sold them, the market dries up, so someone produces a similar one with a snazzier name and the whole cycle starts again.

There are many different models, and I’ve just amalgamated common features to describe a “typical” plan.

Yes, you can maximise your income by purchasing ever higher levels to qualify for higher commissions – maybe even as much as \$25,000. But which newbie trying to start an online business has a spare \$25k tucked away? If they have earned \$25,000 from sales of the lower levels, how likely are they to want to buy more courses?

Obviously the real high flyers will buy them; there’s always a market for luxury. But the average affiliate may just take their profits to pay off some debts, take a holiday, buy a car, etc.

Please note, I'm not criticising the content of the courses, some of the methods they teach are excellent. When applied diligently to a "proper business", targeting buyers who are hungry for the product, the methods in these courses will work well. I just want to warn you to be wary of certain marketing methods, AND to warn you that applying the techniques they teach is time-consuming. (Again, no quick fixes.)

If you want to buy the courses for their content, fine, but for most people the temptation to try and recover their outlay by "selling on" is so great they forget about applying their new-found knowledge to a real business.

Been there, done that, been caught out. Never again LOL!

Most of all, remember that these courses are sold so expensively to pay out high commissions.

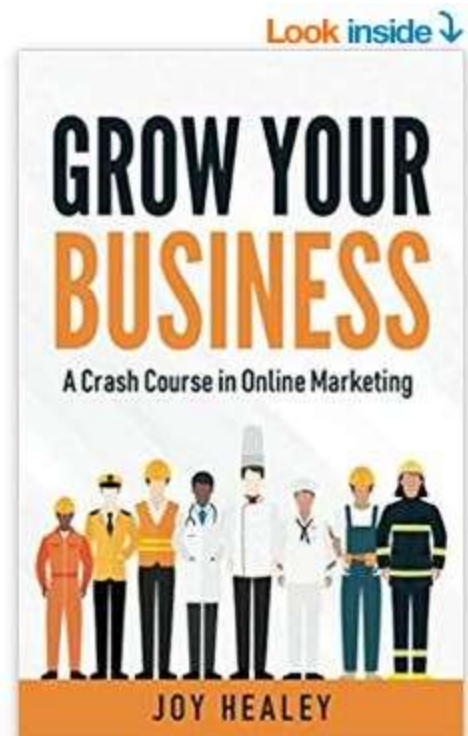
You will probably learn just as much from a book you buy at retail price.

For instance if you don't yet have a blog, my own book on Amazon

<https://www.amazon.co.uk/dp/1698301375> will take you through the basics of setting up a WordPress blog from scratch.

(**Note** – it's for beginners, an experienced WordPress blogger will most probably know what is covered.)

Another tip, if it's genuinely Internet Marketing skills you are seeking, rather than commission, search online (e.g. YouTube) for "*skill name* webinar" and you can hear some top notch training – just beware of the offer to buy and sell it on at the end of the webinar – complete with scary count-down timer and bonus piled upon bonus.



SAVE TIME WITH A NETWORK MARKETING BUSINESS

If you are short of time and have minimum start-up capital, there is another low risk business model available to you, known as the Network Marketing (MLM) business mode.

MLM is much maligned, but is actually a completely legal and ethical business model when done correctly. I wouldn't be using it if it weren't ☺

Looking at the general case of Network Marketing, here are the ways you will save time:

- 1) With network marketing (multi-level-marketing aka MLM), for a low cost start you receive a ready-made business with product sourced, and marketing materials supplied. Also you have none of the traditional overheads: premises, stock, etc.
- 2) You have the option to introduce others to the business and, as reward for supporting them, you will earn a percentage of the sales they generate. (Compensation plans vary.) Yes... the price of the products includes an amount that will be paid out in commission, but this is no different from the price of a product that's advertised on TV etc. and includes the cost of the TV advertising. Listen to popular programs such as Dragons Den and note the difference between the cost price and the end-user price. I once worked for a High Street shop owner who sold products for SEVEN times the cost at which he bought them! Many MLMs will share 65+% of the retail price back to their distributors.
- 3) You can leverage your efforts and income when people you have introduced introduce other customers, make sales of products, and you earn commission on those sales too.

WHAT ARE THE RISKS OF NETWORK MARKETING?

Although I have previously been very successful in Network Marketing and built some good teams, you're not completely in control of your own destiny. Once, literally overnight, the company that was my biggest regular earner was taken over after 6 years of successful trading. The new owners shut the door on their distributors and marketed to our customers direct.

We never expected that we didn't own the contact list we had built ourselves, and even bought mailing lists through the company but it was there in the T&Cs we'd all rather glossed over.

However, unless you are entirely a solopreneur, producing and marketing your own product from home (as discussed above) your business is at the mercy of SOMEONE – suppliers, landlords.

As a solopreneur – you're also at the mercy of yourself, spreading yourself too thinly, doing everything yourself. Neglecting your family too, maybe.

WHAT ARE THE ADVANTAGES OF NETWORK MARKETING?

As explained above, the main advantage is the leverage of other people's time by introducing others to the business. John Paul Getty is reputed to have said:

"I'd rather earn 1% of 100 people's efforts than 100% of my own."

Which makes sense – because you're spreading your risk. If YOU are 100% of your business, what happens if you fall ill? That is just one risk of being a "solopreneur" allegedly in charge of your own destiny.

MLM will save your time because the whole system is ready-made for you to just pick up and duplicate.

You **should** also be able to start up for a low price – see below for help on choosing a company.

MLM is a meritocracy, because everyone starts on a level playing field with the same resources (products, marketing materials and compensation plan) as everyone else. You make of it what you can. Your introducer has an incentive to support you as he/she only makes a commission when you are successful.

Nowadays many network marketing businesses can be undertaken offline or online, so you can either learn Internet Marketing using the same kind of skills that will be needed for Affiliate Marketing. OR, if you have the time and the personality, you can make your sales face-to-face.

But be under no illusion – there **MUST** be sales / purchases. Where else would profits come from?

In summary: You can either choose to retail the products / services entirely by yourself, or you can build a team of people who are doing the same, and you will take a percentage of their profits that usually depends on the rank (target sales reached) you have attained.

TIPS ON CHOOSING MLM PRODUCTS?

As mentioned before, the idea of an MLM business is that it's low-risk because the start-up cost is low and you save time because products are chosen, sourced and tested for you.



However in a business selling a physical product (such as make-up) you will probably also need to buy some stock to demonstrate and those costs can add up. As can your travel costs and costs of hiring halls for demonstrations if that's your preferred sales method.

The biggest cost of all may be your TIME spent travelling to show or later deliver physical products. Lost time is particularly galling if no sales follow when you have wasted time AND money trying to make a sale.

Sadly, despite the theoretical low cost of entry, many new distributors over-buy demonstration kits, can't sell their products and then dump them on eBay (despite probably being forbidden to). eBay is where I go to buy my favourite MLM brands 😊

When I am looking to **sell** by MLM, I prefer services where no stock holding and no delivery costs are needed, and where you can explain the product online, just by sending a link that the prospect can peruse in their own time, without feeling pressured.

My ideal product is one that, once sold, customers will want month after month. So you can concentrate on finding NEW customers rather than replacing those who have stopped buying for whatever reason. High retention rate is important, as is a plan with no monthly sales targets, so if I'm too busy to work at the business, I'm not penalised.

I also favour business customers and professionals, because they are used to the idea of spending money before they earn!

SAVE TIME WITH ALL-IN-ONE MARKETING PLATFORM, DRIVEN BY ARTIFICIAL INTELLIGENCE

It's one thing to choose and set-up your new online business, quite a different matter to then start marketing it, which – for a simple definition – means attracting an interested audience and driving it to your sales page.

I've seen marketing compared to dating. You wouldn't plan to take a new date out and expect a proposal of marriage to be accepted on your first outing. Similarly, while we all **hope** that someone will see our link and buy right away, it's pretty unlikely that is going to happen. There are billions of websites out there, all vying for attention. The fortune is in the follow-up.

MARKETING YOUR BUSINESS IS HARDER THAN SETTING IT UP

The sad truth it took me many years to learn is that, while choosing and setting up a business / product seemed hard enough, that paled into insignificance in comparison to the daily grind required to market it (find interested, prospective customers).

MARKETING NEEDS THESE SKILLS

- Narrowing your niche down to define and target your ideal customer: sadly 'anyone who breathes' won't cut it
- Online advertising on several platforms to attract the interest of prospective customers
- A 'funnel' to take prospective customers from adverts to your website
- Content Marketing: Find interesting content and post it **daily** onto Social Media and your blog
- Develop / maintain a blog / website
- Search Engine Optimisation – make YOUR site stand out to Google, Bing etc
- Video marketing (Google likes videos)
- Autoresponder to build a list of contacts who have agreed to receive marketing messages – a reputable company will keep you compliant with all current legislation

- Use the same auto-responder to send regular follow-up sales and marketing messages to your contact list
- Send one-off messages to your contact list, for example a Black Friday promotion may finally turn a prospect into a customer
- Analytics – tracking the results of your efforts, because you don't want to waste time and money on repeating campaigns that aren't working
- The list goes on....

There was a time in the wild-west of the Internet when you could fling up a website, place an advert and make money fast. But now, there are so many sites promoting similar offers you will just drown. Try it: go to Google and type in “Best xxx” where xxx is your product and see how many competitors you have. My results for my main keyword are: “About 2,520,000,000 results” and if you're not on page one it's unlikely your prospect will find you. Sure, you can play about and refine keywords, “Cheapest xxx for yyy” but you'll still struggle to be found 'one-off'.

Marketing is about keeping your business in front of interested parties so that at the crucial point when they are ready to buy, they remember YOU, your perceived authority and the value you gave them.

MARKETING COSTS TIME OR MONEY

Most of those skills can be mastered eventually to an adequate level of proficiency, or out-sourced, but at a huge personal cost of time (DIY) or money to pay for freelancers and explain what you need and check their work.

As an entrepreneur you have the choice of learning those skills yourself or paying for them to be done for you and that depends how much time or money you can spare. Just don't believe the myth that "If you build a website, visitors will come". They won't. You have to find them, by marketing.

To make a more informed decision, please subscribe (free) to the Learn Internet Marketing blog I have set up with a marketing company that provides all these services under one umbrella. <https://learninternetmarketing.now.site/>

The worst that can happen is that you will learn some Internet Marketing tips, and you can unsubscribe if it isn't teaching you anything you're not already doing 😊

MARKETING WITH ARTIFICIAL INTELLIGENCE

When you first set the package up you choose from many, many business categories and subcategories and the software produces an optimised website, landing page and blog ready made for your business, based on data collected from 20,000 customers.

Then daily the software sources new topics of interest to your marketplace to capture new prospects, add to your blog, and email to interested followers, keeping YOUR business message in front of them.

The software is powered by artificial intelligence, which means that as I use it (which now takes me 10 minutes a day) it 'learns' what content my followers and I most like.

To learn more about this software and the skills you need for Internet Marketing in general, please visit: <https://learninternetmarketing.now.site/>

JUST TELL ME IF INTERNET MARKETING REALLY WORKS

If this is your reaction I can completely relate to what you're thinking. You will probably fall into one of two different camps:

- Complete "Beginner" at Internet Marketing, and it seems an impossible dream or, more dangerously, you've been brainwashed into thinking "it's easy".
- OR you've "Been there, done that" and tried many different things that haven't worked so why is this different?

You picked up this eBook wanting to find a way to find / make time for a successful business.

I hope I've given you enough time saving tips that you can see how to find a few extra hours in your week to start your own part-time (or full-time) business.

But in case I haven't spelled it out clearly enough, the biggest tip of all is...

GET HELP OR QUIT – IT’S VIRTUALLY IMPOSSIBLE TO DO IT ALONE

I tried to go it alone for years.

Although I’ve had some short-term successes, it has taken a long time to get to the stage where I feel that it’s possible to build a sustainable online income without causing myself a mountain of technical work. What I really need is “someone else” doing it for me.

The ultimate in time saving is if someone else does all the technical work for you.

It’s taken me hours just to produce this low cost book, let alone a top quality product with videos, sales pages etc.

Consider instead, a business where the lead generator has been provided for me, free of charge, by the support leader in the business I am using to generate my retirement income.

Check the site below to see how easily I can promote my chosen business, with tools ready made for me. <https://joyhealey.com/LP3>

Whether you’re interested in this type of business or not, it’s worth requesting the information just to see the type of prospecting tools any business you get involved with should be providing for you – free of charge. It’s what potential customers expect to see.

NB – that is just ONE of a series of “interest generating videos” I have available to me.

If you’d like to discuss the business in more depth, **after** you’ve watch the videos, please [contact me here](#).

Of course the \$64,000 question is... does Internet Marketing actually work? And the honest answer is.....

IT WORKS IF YOU WORK

If you're looking for "Instant riches with no work", I'm really sorry, I just can't help you. You're in the wrong place.

I can't even tell you where you might find the right place. The lottery ticket queue might be your best bet. How has that worked out so far?

If you're looking for something with better odds than the lottery, there are please check out my blog JoyHealey.com where I have several articles about starting your own online business.



OR – IF YOU DON'T WANT TO WORK

No problem. If you are in a comfortable place and confident enough of remaining there, when you want to retire, I'm genuinely pleased for you and I hope you'll implement these time saving tips to give you more leisure time.

The club I describe above can also generate wealth **over the long term** without work.

Whatever else you do, I hope I have convinced you to stop looking for "Get Rich Quick Solutions". They don't exist and will only cost you time and money and stress.

However, if you would like to earn an extra income online, AND

IF YOU UNDERSTAND SOME WORK IS INVOLVED IN STARTING AN ONLINE BUSINESS

You're in the right place, and I genuinely want to help you.

It's not just sloppy slush when I say "I feel your pain, I have struggled too...."

I really have worked hard, trying to go it alone for several years now. There was just too much technical stuff for me to learn to produce and market products that weren't "here today and gone tomorrow". And I knew there was better information already available.

CONCLUSION

You could have reached this point having decided to carry on with whatever you're already doing, which may be "nothing" – you're quite happy as you are.

No problem. Your decision, and I wish you all you wish yourself and hope my time management tips will help you enjoy life to the full.

OR you maybe decided to make a change and make time to start your own online business, in which case I strongly suggest you to take the route of a "ready-made" business rather than trying to go it alone..

If you have any concern about being able to fund a comfortable retirement (however you define comfort) don't just keep spinning your wheels.

Get started today – make time to build a secure income to have financial freedom in retirement. The sooner you start, the sooner you will be building a business.

Good luck, and here's to your prosperous and secure retirement, whatever that means for you



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