

Published based on [Starting An Online Business & Losing Your Mind](#)

# **Starting An Online Business & Losing Your Mind**

Have you ever heard someone say "wow, I knew this was going to be difficult but I never thought it would be THIS hard!". Well, if you ever consider starting your own internet based business you'll be hearing it pretty often, and it'll be coming from your own mouth. If you're one of those who's already running his own online business than you've more than likely already said it, about a million times I'm guessing. Starting and operating your own small online business can be just as stressful if not more stressful than starting a new job, and at times you may feel as though you're losing your mind. While you probably won't actually lose your mind, the one thing you definitely WILL lose is your time... and lots of it!

Yes, time. The one thing we seem to always be running out of that can't be replaced. Next to our health, time is our most precious commodity in life. Without enough of it we can't accomplish our goals, meet our responsibilities, do the things we want to do or enjoy some of the good things in life. Our time is king and, just as with royalty, beckons a certain amount of our respect. In my opinion it is the lack of time (and not money) and poor planning that is mostly responsible for the high rate of not only website failures but small businesses in general. That's why I'm here to tell you to pony up and listen to some good old fashioned advice. Starting a business related website, while almost being a necessity these days (as a tool to enhance your offline business) is not an undertaking to be lightly considered. You should be aware that at least in the beginning, huge amounts of your time will likely be required. So much in fact that if you don't plan for it, your offline business can easily be effected not to mention your personal life as well.

Of course not every new online start-up is actually a new company. There are plenty of small business owners who are seeking to gain broader exposure for their stores and services beyond their local communities. At first it appears that putting up a website may be a relatively inexpensive and quick solution. A bit of a challenge perhaps, you might think, but nonetheless worth attempting. The common problem here is that once the project is underway you quickly learn that this fangled website idea is taking up way too much of your time, so much so in fact that it's quickly consuming your ability to concentrate your efforts in running your already existing offline business. This is typically when the stress starts creeping in.

While there's no magical solution that will remove the stress there ARE at least steps you can take to free-up, some if not most of, your time that's being spent away from your other obligations. Try delegating some of the new website tasks to family members as an option. If you have older children get them involved too if you can. If your budget allows for it then consider hiring a website management specialist. These folks can handle many of the different types of tasks for you that are associated with starting and running an online store such as adding new products, pictures and descriptions to your shopping cart and answering emails from potential customers or even taking phone calls and orders for your site for example. You can also seek the help of an SEO services company or SEO specialist. These are experts trained in search engine optimization and they can be of tremendous help in getting your website ranked higher in the search engines so that you will get more traffic and sales.

At some point in the future, having an established internet presence will almost be required for most businesses. It's going mainstream and it's happening as we speak, perhaps at a quicker pace than we're really ready for. So it's inevitable that you will eventually need to take the plunge and just do it. But it may be a good idea to start early and slowly so things won't get away from you. Having a successful website is a truly wonderful thing and it can literally change your business (hopefully for the better). Just don't take the plunge lightly because it's likely to be a long road ahead to complete success.

Learn more about an [SEO Services Company](#). Stop by The Web Manager site where you can find out all about the [Best SEO Company](#) and what it can do for you.

You can also find this article published on [Starting An Online Business & Losing Your Mind](#), and on the tag pages [ECommerce](#), [internet businesses](#), [internet marketing](#), [online business](#), [Search Engine Marketing](#), [seo](#).