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How To Start A Small Business

Can you start a small business and change your life? Is working from home really possible? Can a married guy with two kids, mortgage, bills, bills and more bills? The answer is yes, probably, well perhaps, it depends on you! Will it be easy? No. Will I have to study? Yes. It's like everything else if you want to start a small business from home badly enough, you'll succeed. It's clear that when people start a small business from home that usually means affiliate marketing and to succeed you are going to have to learn and if you're starting from 0 that's a steep learning curve. So fasten your seat belts and prepare to learn and invest a lot of time and a minimum amount of dollars. What business grows without investing a few bucks? When you enter affiliate marketing as a novice though, it can be somewhat daunting and a bit risky due to the multitude of scams and programs that quite frankly don't work for the affiliates.

To be an affiliate marketer, basically means you are a middle man between the company and the customer. You direct the customer to that company or product and get a commission if they buy. How does it work? Well, by advertising your affiliate links, that will be given to you by the company you join. The links lead the customer to your landing page or the company's website. No direct selling is involved, just a determination to use the techniques that you will need to learn. There are too many ways to advertise and promote to be covered in any depth. However it's important to realize that there are as many good free methods as paid, so a combination of both is the right way forward.

To start a small business you'll have to learn how to write an article about your affiliation or opportunity/business and submit it to article sites. Press releases are also very effective and similar to articles. Articles are a bit like web pages or blogs and are rated on search engines. In your article, key words are very important so use for example vintage car, or something relating to your opportunity and repeat it throughout the article. Worth checking to see how many pages come up when you Google the possible title of your article.

To start a small business you'll also have to create a blog, which is free to do and link all your articles to it. Traffic exchanges are another way to advertise for free, although time consuming but can be effective. So far how much have we spent? That's right, absolutely 0! Of course there's US free ads as well as many others, List Joe is a great way to promote, Craigslist. Of course once these techniques bring in some commissions you can reinvest some of it in PPC adverts or paid advertising and consequently attract even more customers. You then have a combined approach, Free and paid advertising. There are many effective free training programs out there, such as affilorama.

Choosing the right affiliate marketing program is obviously very important, due to the amount of scams out there and programs that simply aren't effective money makers. My advice is do your homework and research each company first. A few reputable companies that I've had positive experiences with are GDI and Acme People search, who have been around a while, although the emphasis is on you not them to make money, this is the most important thing to understand. People are often looking to be spoon fed or want it all on a plate. The advert might promise you that but believe me it won't.

Can you start a small business from home? Yes. Can you really change your working future? Yes but it depends on how much time and effort you want to put in, how much you learn. No business grows without a minimum investment of money. I have managed to change my life, however I'd say it took me at least 6 or 7 months to get things moving in an upward direction.

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