

How to Start an Online Business

11,520 Free Resources For the Internet Entrepreneur

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Nothing in this Guide is intended to replace common sense, legal, medical or other professional advice, and is meant to inform and entertain the reader. So have fun with this guide, and get your stuff done.

Important Note

Also note that on internet, websites come and go. Therefore, I need to keep updating this guide to reflect the changes happening on the internet. If you find any broken link in this guide, [inform me](#) immediately. I will send you an updated version of this guide free of cost.

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Introduction

Let's get things straight right at the start. In this guide I won't be writing much of my personal views, advice, tips, tricks, ideas and techniques. It is not that I don't know much about starting an online business successfully. Rather, I'm avoiding bringing *me* into this guide for the following reasons:

“Innovation distinguishes between a leader and a follower.” – Steve Jobs

1. The Internet already contains all the information about any topic under the sun (and that includes the topic of starting a business). Why should I restate what is already present on the Internet.
2. This guide can only be a certain pages long. It is impossible to cram everything you should know about launching your own business in a short guide like this. In fact, had I written everything by myself, this guide would have been more than 1000 pages long. Would I want to bore you with a huge bible-like guide? Nah, of course.
3. Frankly, I might be wrong about certain things. My views can be biased. My techniques can be outdated. My ideas can be stale. And, my advice can be wrong. Yes, that is a possibility with every book or guide you read. (You know even Einstein was wrong with several of his ideas.)

So what I have done is not to write a comprehensive guide which nobody reads but to compile a list of deadly resources on the internet which you must absolutely use if you are serious about starting your own online business. I want you to be exposed to numerous different ideas and opinions. By learning different opinions about the same topic, you automatically derive the best possible course of action for you.

Oh yes, the great thing is that almost all of the resources mentioned in this guide are free to access.

If you must, you can visualize Internet as a tunnel leading to several thousands of unlabeled different paths. At the end of few of the paths, there is tons of excellent knowledge which can radically transform the way you think. But, unfortunately, no map is available for the internet as far as the topic of starting an online business is concerned. All this guide does is to provide you with that map. Out of the thousands of paths, the map lists only the best paths which rescue you from all the clutter you find on the Internet. Using this map you will find yourself navigating across the Internet while absorbing the right knowledge, accessing the right tools, learning the right advice and reading the best tips. And, before you realize, your efforts in this navigation will manifest as your successful online business.

But do keep in mind that to start and make your online business a success, you need to make a promise to yourself that:

- you will read each and every resource contained in this guide,
- you will not be afraid to do hard work,
- you will be willing to ask help from others if needed (and cheerfully pay for it, if needed) and
- you will keep learning throughout your life

If you fail to keep your promise, chances are that you will never become a successful entrepreneur. But if you really take your promise seriously then no force on earth can save you from being a multi-millionaire some day soon.

Do You Have What it Takes to Start a Business?

At the start, it will be beneficial if you assess how entrepreneurial you actually are. Not all people are entrepreneurial! With the assessment in hand, you can clearly visualize your potential and hence make plans accordingly.

- Online Tests:
 - [The Entrepreneur Test \(For a Small Business Owner\)](#). A 5 minute short quiz.
 - A long [50 questions Entrepreneurship Test](#).
- Articles
 - [The Realities of Being an Entrepreneur](#).
 - [The Perfect Entrepreneur](#). What are the traits of the perfect entrepreneur?
 - [Entrepreneur.com's Self Assessment](#) Page.

“When I finished school, I took my entire life savings - \$5,000 - and invested it in a business. I was young. I was inexperienced. But I was an entrepreneur, and I was proud. And in six weeks, I was broke.” - Mark Warner

Why to Care About Starting a Business?

Before we start delving into the specifics of starting an online business, I need to pump you up a little bit. You need to realize that entrepreneurship is the ONLY way you can realize your dreams of: a) having an impact on the world and b) getting rich simultaneously. Following is a list of resources which show the exactly the same i.e. why should you be starting a business:

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."
— Mark Twain

- [Paul Graham](#). I simply love his articles. He writes fluidly and is very persuasive. A former entrepreneur, he presently funds and coaches newly formed ventures. Make sure you read his following articles:
 - [How To Make Wealth](#)
 - [How To Do What You Love](#)
 - [Why to Not Not Start a Startup](#)
- [The Pmarca Guide to Startups, part 1: Why not to do a startup](#). A counter-intuitive article which actually encourages you to start a startup.
- [Mind Petals](#). It is platform where David Askaripour writes about entrepreneurship and collects information on the same topic from across the Internet.
 - [Young and Hungry: The New Entrepreneur](#). It is a 30 page account of a youngster as an entrepreneur. Highly Recommended.
- [Steve Pavlina](#). He is a personal development expert who knows quite a lot about entrepreneurship and personality improvement.
 - [10 Reasons You Should Never Get a Job](#)

- [How To Change The World](#). A blog by Guy Kawasaki.
- [Top 100 Motivational Blog Posts of All Time](#)

Why Online Business?

As you may already know, there can be many types of businesses: from selling ice-cream to managing rock concerts. But there is one specific business type which is extremely easy to start, does not require millions in funding and can be started by a single person. The business type I am talking about is an online or an internet based

business. Unlike other business types which require huge startup capital and an array of MBAs, with this business type you can just rely on your smartness and hard work to get you success.

Below are excellent resources which spell out the benefits of starting and owning an online business. I'm sure you will not be able to wait to start your thing after going through this list:

- Benefits and Myths
 - [The Many Benefits of Starting an Internet Home Based Business](#). Know the real benefits.
 - [The 10 Most Popular Myths About Running A Home-Based Business Online](#). Know the real myths.
 - [So you want to start an online business?](#) A Times Online article clearing the most basic doubts about starting an online business.
- Success Stores
 - [Online Business Success Stories](#) at About.com
 - [Interview of Darren Rowse – THE Original Pro Blogger](#)

“The Internet will help achieve ‘friction free capitalism’ by putting buyer and seller in direct contact and providing more information to both about each other.” – Bill Gates

- [Interview of Tim Ferriss – Author of “4 Hour Workweek”](#)
- [BikeWagon.com – From Classifieds to eBay to Their Own Website](#)
- [Small Business Success Stories](#) at BusinessWeek.com. Contains tons of success stories that are sure to inspire you.
- Entrepreneur.com’s [Success Stories](#). Very broad range of success stories. Worth a look.

Basics of Online Business

There are many essential things which you need to know before you start your online business. Ideally you should aim at mastering the following basics. But if not mastery, at least gain some general idea about them so that if in future you hire someone to do something, you would know if he is doing the job correctly or if he is duping you.

There are skills you should be learning such as:

- How to start a website
 - [How to Start / Create Your Own Website: The Beginner's A-Z Guide](#)
 - [Quick Overview to Creating a Website](#)
- Basic web design (few people may find the following tutorials trivial as they are meant for newbies)
 - [My First Site](#). A very basic tutorial on HTML and web design.
 - [So, you want to make a webpage?](#) By Joe Barta.
 - [50 Common Web Design Mistakes](#)
- Web graphics
 - [Web Graphics Basics](#) by 11ffuse.com
 - [Web Style Guide's Graphics](#). A somewhat advanced guide.
 - [Thirty Free Image Resources on the Web](#)
 - [100 \(Legal\) Sources for Free Stock Images](#)

"The key is to just get on the bike, and the key to getting on the bike...is to stop thinking about "there are a bunch of reasons i might fall off" and just hop on and peddle the damned thing. You can pick up a map, a tire pump, and better footwear along the way."

*- Dick Costolo, Founder of
Feedburner.com*

- Copywriting
 - [Copywriting 101: An Introduction to Copywriting](#). Don't miss this article. Essential reading.
 - [Writing for the web](#).
 - [Car Salesmen, Preachers and the Art of Persuasion](#)

A little business knowledge:

- Video Lectures
 - Stanford's Top 20 [Entrepreneurship Video Lectures](#). The lectures are from the best business professors in the world. Watch and learn from all the videos relevant to you.
 - [10 Places to Get a Free Business Education Online](#). From MIT to BusinessWeek, this page lists all the institutions which offer free business education online.
 - AllBusiness.com's [Starting a Business Videos](#). Over 50 videos. From '[How to Create a Successful E-Commerce Web Site](#)' to '[Start a Business with Residual Income](#)', this website has many excellent videos.
 - [Inc.com's IncTV](#). A little difficult to navigate and find videos but nevertheless contains some great videos.
- [Podcasts](#)
 - [StartupNation](#)'s (this website is mainly a community of entrepreneurs)
 - [Home Based Business](#)
 - [Web Based Business](#)
 - Steve Paliva's
 - [How to Make Money Without a Job](#)
 - [Kick-start Your Own Business](#)
 - [Top 100 Entrepreneur Podcasts](#)

- Resources

- [The 100 Daily Must-Reads for Entrepreneurs](#)
- [107 Great Resources To Unleash The Entrepreneur Within You](#)

How-to guides on starting an online business. (You can optionally skip these resources as they will be covered in later resources, but as the following guides provide you with an overview, I recommend you going through them.)

- Online Business
 - [A 10-step guide to starting an online business.](#)
 - [Starting an online business – Beginner’s Guide](#)
 - [Internet Business Beginner’s Guide.](#)
 - [Work from Home: A Complete Guide to Developing a Successful Internet Business from Home](#)
 - How Stuff Work’s (comprehensive; excellent for a newbies)
 - [How Creating an Online Business Works](#)
 - [How Planning an Online Business Works](#)
- General Entrepreneurship
 - Paul Graham’s
 - [How To Start A Startup](#)
 - [A Student’s Guide to Startups](#)
 - [Bootstrapper’s Bible](#). Bootstrapping is the idea of starting a business with little money and having the business to pay for itself. The Bootstrapper’s Bible is an essential reading if you want to start a business with little or no money.
 - [The Art Of Start](#) by Guy Kawasaki
 - [Go It Alone: The Secret to Building a Successful Business on Your Own](#) by Bruce Judson

Ideas for Your Online Business

Experts agree that execution is more important than the idea. In other words, how effectively you implement a business idea is worth much more effort than generating the idea itself. Nevertheless, it cannot be denied that the idea is where most people stumble. Most people (included me, in the past) do not simply know what can be different possible ideas they *can* work on; and more importantly, which ideas *should* they be working on.

“I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent.” - Thomas Edison

In this section we will focus on generating ideas. The next section deals with ways to evaluate your business ideas.

General Overview. Internet businesses generally fall under the following categories:

- [Ebook creating and selling](#). A very good resource listing numerous articles.
 - [How to Write and Sell an Ebook](#)
 - [How to Create Ebooks That Sell](#)
 - [How to Write, Create / Publish, Market, and Sell an eBook or Information Product Online](#). An article which goes in depth of ebook creation and marketing process.
 - [Ebook Resources](#). Numerous Good resources dealing with all aspects of Ebook writing, publishing and marketing.
 - [100 Ways To Create, Package And Sell Your Electronic Information Products!](#)

- [Affiliate Marketing](#)
 - [Affiliate Marketing 101: Understanding the Basics](#)
 - [Affiliate Marketing Basics For Dummies](#)
 - [81 Useful Affiliate Marketing Resources](#)
 - [How to Build an Affiliate Site You Can Sell for \\$1M](#)
 - [How to Survive the Affiliate Revolution](#)

- [Niche Marketing](#)
 - [100-Plus Tips and Resources to Become an Authority Site in Your Niche](#)
 - [Online Resources and Books on Niche Marketing](#)
 - [Think Niche & Grow Rich Mini-Course](#)
 - [How to Choose the Right Blog Niche: A Simple Three-Step Method](#)

- [Blogging](#)
 - [Blogging Tips for Beginners](#). A huge and comprehensive guide.
 - [Blog Setup: 40 Practical Tips](#)
 - [101 Ways to Monetize Your Blog Without Irritating Your Readers](#)
 - [101 Essential Blogging Resources](#)
 - [101 Great Posting Ideas That Will Make Your Blog Sizzle](#)
 - [The Business Blogging Toolset: 100 Resources for Entrepreneur-Writers](#)
 - [The Definitive Guide to Blogging - 1st Edition](#) (130 resources)
 - [101 Tips I Learned from Blogging](#)
 - [101 Ways to Improve Your Blog](#)
 - [66 Successful Bloggers and What They Can Teach You](#)
 - [101 Great Posting Ideas that Will Make Your Blog Sizzle](#)
 - [101 Blog Posting Ideas](#)
 - [23 Great Ideas for Blog Posts](#)
 - [37 Viral Post Ideas You Can Use Today](#)
 - [100 Blog Topics I Hope YOU Write](#)

- [Making Money with Your Blog from A to Z](#)
- [Selling on Ebay, Lulu, CafePress](#), etc.
 - [eBay 101: Beginners Guide to eBay Buying and Selling](#)
 - [The risk-free start-up](#). A Guardian newspaper article.
- [Freelancing](#) (tip: give discounts or offer services for free in the beginning to build reputation)
 - [A beginner's guide to freelancing](#)
 - [Freelancing 101 – The Basics](#)
 - Freelancing Ideas. Go to websites such as <http://www.getafreelancer.com/> or <http://www.elance.com> and see in what all categories people are already doing freelancing work. Some of the categories include:
 - Writing
 - Designing
 - Programming
 - Marketing, etc.
 - Recruitment
 - Consulting
 - Internet Research
 - [101 Reasons Freelancers Do it Better](#)
 - [101 Essential Freelancing Resources](#)
 - [The Top 100 Freelancer Blogs](#)
 - [The 100 Tools Freelancers Can't Live Without](#)
 - [The Freelancer's Toolset: 100 Web Apps for Everything You Will Possibly Need](#)
- Miscellaneous

- [Web 2.0 Opportunities for Micro Business Entrepreneurs](#). A compilation of resources.
- [Website Business Models](#). Different ways to monetize a website.
- [Make Money Online Top 100 Blogs](#).
- [Make Money Online: 100+ Tools and Resources](#)
- [The WAHM's Toolbox: 100 Links and Resources](#) (For Women Entrepreneurs)
- [50 Ways to Make Money During Your Offtime](#)
- [Double Duty: 77 Ways to Make Money on the Side While at Work](#)

Generate Ideas. The following resources talk about techniques which enable you to generate your own ideas. This is extremely important because if you get some business idea of your own, you will be much more passionate than when you simply copy someone's successful idea (which of course is a good and respectable way).

- Paul Graham's [Ideas for Startups](#)
- [A Tutorial on Generating \(rather than finding\) Small Business Ideas](#)
- [Top Ten Ways To Generate Brilliant Ideas](#). Too many advertisements on the page. Ignore them. Content of the article is good though.
- [10 Top Tips For Finding Internet Business Ideas](#)
- [Getting New Business Ideas](#). A small guide on generating and evaluating business ideas.
- [Springwise: new business ideas for entrepreneurial minds](#). Take a look at new business ideas to come up with your own ideas.

Successful Ideas. Reading about what people already do on the internet is a great way to expand your mind. In fact, reading about ideas turns your brain ON and it starts to

churn out more and more ideas. That's a fact. So, have a look at ways people make money on the internet:

- [Top Ten Internet Home Business Ideas You Can Start and Run in Your Underwear.](#)
A very good article.
- [101 Ways to make money online](#)
- [100 Ways to make online Money](#)
- [101 Ways to Monetize Your Website or Blog](#)
- [Making money from an online business](#)
- [30 Ideas to Help You Start Working Through the Web](#)
- [10 Totally Stupid Online Business Ideas That Made Someone Rich](#)
- [10 Unconventional But Successful Online Homebusiness Ideas](#)

Evaluation of the Idea

By now you must have got a sense of what really an internet business is. Probably you would have generated your idea too. After you have a sense of what you really want to do, it is time to evaluate whether you should really be doing that or not.

Many a times, what we think as a profitable business idea turns out to be a money losing business. So, evaluating a business idea should be treated with utmost importance. Moreover, it is important to keep gut-feeling and emotions away during the evaluation phase as you may get swayed towards wrong decisions by these emotions. Learn to rely on hard facts and data.

“Entrepreneurs average 3.8 failures before final success. What sets the successful ones apart is their amazing persistence.” - Lisa M. Amos

Following resources will help you in learning about the process of evaluation:

- ZeroMillion.com’s [Business Idea & Opportunity Evaluation](#)
- [Evaluating Your Business Ideas and Products](#)
- [How to Evaluate Home Business Ideas](#)
- [How Business Ideas Work](#) from How Stuff Works
- [Evaluating Your e-Business Idea](#)
- [Keyword Research for Bloggers: A Comprehensive Guide](#). Learn what keyword research really is and how you can use it to evaluate your idea.
- [5 Free Powerful Ways to Conduct Online Market Research](#)

Business Plan is a Necessity

No matter how revolutionary or how plain-jane your business is, a plan is an absolute necessity. Although what you plan rarely happens, a business plan nevertheless helps you keep in the right direction. It keeps you motivated as it serves as a roadmap in times of turbulence. A business plan also helps you focus on the essential things.

“In preparing for battle I have always found that plans are useless, but planning is indispensable.” - Dwight D. Eisenhower

For an online business, a very basic plan would suffice. Ideally, you should spend a day or two drafting this plan. Here is a basic template for a simple business plan. You must answer the following questions in the plan:

- What am I going to create?
- How am I going to create?
- How much time and money would it cost me?
- Production budget details
- Marketing budget details
- How much would I sell it for?
- How am I going to market it?

Following resources will help you make a detailed business plan if you wish:

- [e-Business Plan Tutorial](#). A very comprehensive tutorial on making an e-business plan.
- Bplan.com's

- [Writing a Business Plan](#)
- [Running an Online Business](#)
- [Developing an Internet Business Plan](#)
- [Planning for an Internet Business](#)
- WSJ.com's [MiniPlan](#)

Execution: The Key to Success

No matter which business idea you have decided by now, you will need to work hard to make it a success. Nothing comes in life easily. Only if you execute your plan well, you will reap rewards. So, in a nutshell, execution is the key to success. Following is a guideline to help you execute your idea well:

“Every worthwhile accomplishment, big or little, has its stages of drudgery and triumph; a beginning, a struggle and a victory.” - Mahatma Gandhi

- Naming your business
 - [How To Name Your Company](#)
 - [Naming Your Online Business](#)
- Creating a logo
 - Either hire a freelancer (at [getafreelancer.com](#) or [elance.com](#)) to create a logo for your company, Or
 - Create it using these resources:
 - Using Gimp. [Tutorial: Creating a simple Company Logo](#)
 - [How to create your own company logo](#)
 - [Create a Clip Art Logo](#)
- Buying [hosting](#) and [domain](#)
 - [Yahoo’s Small Business Webhosting](#)
 - [GoDaddy](#)
- No matter what you decide, you need a professional website. A professional website reflects that the business is also professional. Hence, customers will be more willing to do business with you.

- If you are not much of a techie person, you can hire a freelancer from getafreelancer.com or elance.com to design a website.
- If you can understand a little bit of technology then you may want to use the following websites to download web templates and customize them for you:
 - [60+ Links to Websites offering Free Web Templates.](#)
 - [Open Source Web Design](#)
 - [Free CSS Templates](#)
- Or, if you feel a little adventurous you may want to install one of the following [content management systems](#) on your website:
 - [Joomla](#). A little complicated but very customizable.
 - [WordPress](#). The simplest and most beautiful blogging platform.
 - [Drupal](#). A platform to use if you want to build a community.
- And yes, use the following resources to pump up the look of your website:
 - [85+ Free Killer Resources Every Designer Should Know](#)
- Accepting Payment is the ONLY reason your business exists. Following resources help you accept payments from your website:
 - [PayPal](#). The Most Famous.
 - [Google Checkout](#). Google's very own Payment System.
 - [Moneybookers](#)
 - [Authorize.net](#)
- Advertising on your site. If you want to advertise on your website, following are the resources to consider:
 - Introduction
 - [Introduction to Online Advertising for Absolute Beginners](#). An online presentation.
 - [Introduction To Online Advertising](#)

- [CPC model](#) (taken from [here](#))
 - [Google AdSense](#) – Google’s CPC Network.
 - [Yahoo! Publisher Network](#) – Yahoo’s CPC Network.
 - [ABC Search](#) – Get paid per click by ABC.
 - [AdBrite](#) – Webmasters can buy and sell text ads based on their site’s topic area.
 - [Chitika](#) – The leading merchandising network for bloggers.
 - [Bidvertiser](#) – Pay per click advertising.
 - [Kanoodle](#) – Distributes results to a large network of other search engines and search box providers.
 - [Clicksor](#) – Effective online advertising technology.
 - [Kontera](#) – Advertiser and Publisher Solutions.

- [CPM model](#) (taken from [here](#))
 - [ADSDAQ](#) – A new advertising exchange.
 - [ValueClick Media](#) – One of the largest and most effective online advertising networks.
 - [AdDynamix](#) – Full-spectrum interactive provider delivering ad management.
 - [Morning Falls](#) – Online advertising solutions to advertisers and publishers worldwide.
 - [CPX Interactive](#) – Online ad network.
 - [BurstMedia](#) – Internet advertising network.
 - [Casale Media](#) – World’s fastest growing provider of online media solutions.
 - [Tribal Fusion](#) – Focused on high quality sites with targeted content and significant reach.
 - [BrightRoll](#) – Video advertising.

- [Adtegrity](#) – Internet Advertising Solutions.
- [CPA/CPL/Affiliate](#) model (taken from [here](#))
 - [Linkshare](#) – Has been in the business since 1996 offering a large advertising network.
 - [Commission Junction](#) – Offers CPA and CPL ads and has a low minimum payout.
 - [ShareASale](#) – Network of over 2000 advertisers.
 - [WebSponsors](#) – Cost Per Action Advertising network.
 - [Advertising.com](#) – They claim that they are the biggest advertising network in town and reach about 85% of all internet users.
 - [Azoogle Ads](#) – Maximize revenue from your traffic by promoting offers from our vast network of quality Advertisers.
 - [Maxbounty](#) – Earn revenue from advertising sponsors on a pay-for-performance basis.
 - [Affiliateer](#) – Is a performance based affiliate management company. They focus on offering quality CPA ads.
 - [AuctionAds](#) – Serves up eBay ads based on keywords you supply. You are paid when items are purchased. The benefit of being in this network is that users pool together to get a higher payout than you would just signing up with eBay themselves.
 - [Copeac](#) – I like the Zip Code submit and Email Submit offers available on Copeac.
- Miscellaneous
 - [Online Business Resources](#). A short page containing links to payment systems, [autoresponders](#), word processors, etc.
 - [ONLINE BUSINESS TOOLBOX: 230+ Tools for Running a Business Online](#).
 - [101 Useful Resources for Online Entrepreneurs](#)

- [The Web Entrepreneur's Customer Service Toolbox: 100 Hacks and Resources](#)
- [25 top resources for internet startup founders](#)

Marketing: How will the World Know You Exist?

No business can sustain itself without marketing. After all, with millions of businesses on the internet, how will your potential customers know that you exist? Forget the myth that you build a website and customers will follow. No matter how

“Next to doing the right thing, the most important thing is to let people know you are doing the right thing.” - John D. Rockefeller

breakthrough your idea or product may be, if you don't market it well, you will not earn any money from it. So, master (*not just learn*) the techniques of marketing and you will be successful. Also, you shouldn't be hesitant to invest your money in marketing. Experts say that not even a single penny is wasted if invested in marketing. Every penny spent on marketing brings rewards to the business. The following resources will help you in mastering the art of internet marketing.

- Introduction
 - [Internet Marketing 101](#)
 - [Introduction to internet marketing](#)
 - [Search Marketing 101](#)
 - [An Online Marketing Primer](#)
 - [How to Get More Traffic to Your Website](#)
- Methods
 - Small Business General Internet Marketing
 - [101 Web Marketing Ideas and Tips](#)
 - [101 Ways to Create a Powerful Web Presence](#)
 - [101 Ways to Market Your Small Business](#)

- [100 tips to improve your web presence](#)
- [Website Conversation Rate 101](#)
- [What Internet Marketers Can Learn from a Teenage Boy Asking a Girl to Prom](#)
- [10 Secrets of Successful Online Community](#)
- [Internet Marketing Mindmap \(Internet Marketing Made Easy\)](#)
- [17 Guerrilla Marketing Ideas for Your Website](#)
- [23 Surefire Small-Business Marketing Tips for 2008](#)
- [8 Simple Steps to Build Traffic for Your Internet Startup](#)
- [13 Ways to Promote Your Local Business for Free](#)
- [The Internet Marketing List: 59 Things You Should Be Doing But Probably Aren't](#)
- [ECnow.com List of 37 Internet Marketing Techniques](#)
- [The Web Marketing Checklist: 32 Ways to Promote Your Website](#)
- [21 Ways to Promote Your Site Online and Off](#)
- [Top 10 Internet Marketing DO's & DON'Ts](#)
- [Little Known Ways to Brand on the Cheap: 99 Tips for Web Startups](#)
- [Five Ways to Increase Website Traffic through Online Message Boards and Blogs](#)
- [52 Creative Ideas for Finding New Clients](#)
- Marketing for Freelancers
 - [120 Self Promotion Ideas for Graphic Designers & Freelancers \(Free or Almost Free\)](#)
 - [101 Ideas to Get More Freelance Work and Generate New Client Leads](#)
- [Search Engine Optimization](#)
 - [Beginner's Guide to SEO](#)

- [SEO 101: Beginners guide to search engine optimization](#)
- [SEO 101: Basic Optimization Techniques](#)
- [How to SEO Your Site in Less than 60 Minutes](#)
- [The Bloggers Guide to SEO](#)
- [The SEO Playbook](#)
- [Search Engine Marketing](#)
 - [ABC: An Introduction to Search Engine Marketing](#)
 - [How to Get Good Search Engine Rankings](#)
 - [All I Really Need to Know About \(Search\) Marketing I Learned in Kindergarten](#)
 - [How to Find the Right Search Marketing Partner](#)
- Paid Search (advertising on Google, Yahoo or other search engines)
 - [Starting From Scratch: A Paid Search Primer](#)
 - [31 Killer Writing AdWords Ads Tips](#)
 - [A Beginner's Guide to Google Adwords](#)
- [Affiliate Marketing](#) (You can either sell your products or you can earn money through commissions by selling other's products)
 - [Introduction to Affiliate Marketing for Ecommerce Sites](#)
 - [Promote Your Store - Use Affiliate Marketing](#)
 - [262 Links to Affiliate Marketing Resources](#)
- [Email Marketing](#)
 - [Email marketing for newbies and professionals](#)
 - [Email Marketing - Most Useful Resources & Tips](#)
- [Link Building](#)
 - [101 Link Building Tips to Market Your Website](#)
 - [The Link Building Bible: Over 100 Ways to Build Backlinks to Your Website](#)

- [100+ Untapped Link Building Strategies](#)
- [131 \(Legitimate\) Link Building Strategies](#)
- [104 Ways To Get Backlinks | Mega Backlink Guide](#)
- [Ultimate Guide to Building the Perfect Link](#)
- [Perspectives on Buying Links](#)
- [Link Buying Guide: Directories, Ads, and Reviews](#)
- [17 Creative Link Building Ideas](#)
- [Internal Link Architecture Made Easy](#)
- [Five Link Building Strategies That Work](#)
- [How to Attract Links and Increase Web Traffic — The Ultimate Guide](#)
- [Marketing on Facebook](#)
 - [The Facebook Marketing Bible: 24 Ways to Market Your Brand, Company, Product, or Service Inside Facebook](#)
 - [9 Reasons You Should be Using and Watching Facebook](#)
 - [12 Ways to Use Facebook Professionally](#)
 - [10 Ways to Use Facebook to Promote Your Business for Free](#)
 - [Facebook Ads: Will They Work for You?](#)
- [Social Media Sites: General](#)
 - [The Big Boys of Social Bookmarking: The Top 20 Sites](#)
 - [24 Do-Follow Social Bookmarking Sites that Actually Work](#)
 - [Social Networking: Ages 20-60 and Up](#)
 - [Online Networking and the Professions that Use It](#)
 - [Top 29 Niche Social Media Sites \(That Actually Send Traffic\)](#)
 - [83 Social News Sites - Categorized by Niche](#)
- [Marketing on StumbleUpon](#)
 - [How to Use StumbleUpon for Your Business: The Definitive Guide](#)

- [Internet Marketer's Guide to StumbleUpon](#)
- [65 Must Read StumbleUpon Articles](#)
- [Marketing on LinkedIn](#)
 - [Effective Marketing on LinkedIn](#)
 - [8 Things You Can Do to Get Work Through LinkedIn](#)
- [Social Media and Social Media Marketing](#)
 - [Social Media Marketing in a Nutshell](#)
 - [27 Website Promotion Sources that Have Nothing to do With Google or SEO](#)
 - [How to Influence Powerful Social Media Users for Traffic and Attention](#)
 - [A Visual Tour Through the Basics of Social Media Marketing](#)
 - [Why Social Media Belongs in Your Internet Marketing Campaign](#)
 - [11 Guidelines to Social Media Success](#)
 - [10 Commandments of Social Media Marketing](#)
- [Marketing Your Blog](#)
 - [100 Ways to Get More Traffic to Your Blog](#)
 - [The Power of Search: Driving Traffic to Your Blog](#)
 - [Create 50000 Links in 11 Weeks](#)
 - [99 Ways to Promote Your Blog for Free](#)
 - [19 Strategies to Help Turn New Visitors into Loyal Readers](#)
 - [20 Essential Blog Directories to Submit Your Blog To](#)
 - [35 Guaranteed Ways to Increase Your RSS Subscribers](#)
 - [34 Tips for Finding Readers for Your Blogs](#)
- [Video Marketing](#)
 - [How to be a Star in a YouTube World](#)
 - [The Secret Strategies Behind Many "Viral" Videos](#)

- [Definitive List of Video Aggregator Sites](#)
- [Viral Marketing](#)
 - [The Link Baiting Playbook: Hooks Revisited](#)
 - [Under the Microscope: Six Strategies for Building Viral Content](#)
 - [12 Examples of Viral Content and What We Can Learn from Them](#)
 - [10 Brilliant Examples of LinkBait](#)
 - [The 7 Secrets of Viral Content](#)
 - [Anatomy of a Viral Sensation](#)
 - [Top 6 Idea for Incredible Viral Content](#)
- Resources
 - [10,000 Ideas and Resources for Writers and Bloggers: 100 “Top 100” Lists](#)
 - [\(250+\) Best Internet Marketing Blog Posts of 2007](#)
 - [\(200+\) Internet Marketing Best \[Blog\] Posts of 2006: The Year in Review](#)
 - [Top 101 Internet Marketing Websites](#)
 - [Internet Marketing Guide](#). A comprehensive guide covering from search engines to viral marketing to press releases.

Growing Your Online Business

After you have consolidated the start of your online business, it is now time to look at the ways to grow it. Mainly, the way to grow a business is to sell similar or complementary products or services to your existing customers and to ask them to refer new customers. Plus, it is very important to reinvest a substantial amount of profits back into the marketing campaign. This way, business grows exponentially: more profits, more marketing, more profits. Get the point?

“Money is only used for two things. One, it’s to make you comfortable, and the more comfortable you are the more creative you will become. And the other purpose is it enables you to extend the service you provide far beyond your own presence.” - Bob Proctor

Following resources concerning growing your business:

- [Growing a Small Business into a Multi-Million Dollar Venture](#)
- [Grow Your Small Business Checklist](#) (20 checkpoints)
- [5 Ways To Grow Your Small Business](#)
- [The Growth Stages Of My Online Business](#)
- [Five Easy Ways To Grow Your Online Business](#)
- [10 Tips to Grow Your Business Plain & Simple](#)
- [7 Tips To Increase The Success Of Your Online Business](#)
- [10 Profit Boosting Tips To Increase The Success Of Your Affiliate Program](#)
- [101 Ways to Grow Your Business on a Budget](#)
- [10 Ways to Grow Your Homebased Business](#)
- Ten Ways to Grow Your Online Store Sales

- [Part 1](#)
- [Part 2](#)
- [Part 3](#)

Miscellaneous Issues

In this section I will talk about the different issues an internet entrepreneur faces. Mainly, there are two types of issues: work-life balance and legal. Both of these issues are very important and worth discussing. I also offer links to various tips to an entrepreneur.

“Everyone experiences tough times, it is a measure of your determination and dedication how you deal with them and how you can come through them.” - Lakshmi Mittal

- Work-life balance
 - [20 Work-Life Balance Tips for the Overworked Entrepreneur](#)
 - [Is Work / Life Balance Possible For Small Business Owners?](#)
 - [How-To Start a Company and Family at the Same Time](#)
 - [The Happy Entrepreneur: 57 Tips and Resources to Make Solo Work FUN!](#)
 - [Need work-life balance? 7 tips](#)
 - [10 Ways to Achieve Work-Life Balance](#)
 - [Top 100 Posts for Organizing Your Life](#)
 - [Look on the Bright Side: 100 Tiny Tips to Improve Your Mood](#)
 - [50 Online Resources for Decluttering Your Life](#)
 - [25 Chores You Can Actually Do Online](#)
 - [The Time Wasting Toolbox: 80+ Ways to Have Fun Avoiding Work in the Office](#)
- Legal Issues (vary from country to country but following are some general issues)
 - [Tips to avoid legal problems in your Internet Business](#)
 - [Legal Risks of Doing Business Online](#)
 - [Ecommerce and the law: online business legal resources](#)

- [Home Business Legal Issues](#) (which form of company to form?)
- [50 Tools and Resources for Freelancers During Tax Season](#)
- [Calculate This! 100 Financial Calculators Every Entrepreneur Needs](#)
- Tips
 - [Rookie Mistakes: 15 Blunders New Freelancers Make and How to Avoid Them](#)
 - [100 Ways to Be a Better Entrepreneur](#)
 - [100 Tiny Tips to Create and Maintain Loyal Customers](#)
 - [100 Best DIY Sites on the Web](#)
 - [Redesign Productivity: 50 Ways to Create a Motivational Workspace](#)
 - [How to Telecommute Successfully: 50 Tips and Resources](#)
 - [CRM for Freelancers: 26 Tips a One-Man-shop Can Use to Make More Money](#)
 - [10 Tips for Home-Based Businesses](#)
 - [25 tips by entrepreneurs for entrepreneurs](#)
 - [Top 20 Online Business Success Tips](#)
 - [17 Ways to Stop Being a Perfectionist and Get More Done](#)

Meta-Resources

Phew! Those were a huge list of resources. For your knowledge, here comes more. In this last section, I will list all the meta-resources i.e. resources which contain more resources. You must explore the following resources and over a period of time these resources should become your daily hangout place. (The list below also contains the resources from which this guide has been compiled.)

“Learning is an active process. We learn by doing.. Only knowledge that is used sticks in your mind.” - Dale Carnegie

- My Favorite: <http://del.icio.us/tag/entrepreneurship>
- [MyOwnBusiness](#). A short course of starting a business.
- [BootStrapper Blog](#)
 - [100 Niche Job Boards for Web Workers](#)
 - [50 Professional Networks for Freelancers](#)
 - [50+ Tools to Change Your Career Path](#)
 - [Hidden Gems: The 100 .edu sites every Entrepreneur Should Read](#)
 - [The 100 Best Business Finance Posts of All Time](#)
 - [15 Websites and Blogs For a Well-Rounded Entrepreneurial Education](#)
- [Entrepreneur.com’s Ebusiness section](#).
- [NEN Online](#).
- [PowerHomeBiz](#). Home Business Website.
- [AllBusiness](#).
- [WorkHappy.net: Killer resources for entrepreneurs](#)
- [CayCon.com’s 600+ resources](#)

That's it for Now. Hope You Enjoyed the Guide.

Good Luck For Your Entrepreneurial Journey!