

How to Create and Start an Internet Retail Business.

Created and Presented by Steve Carver ***

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Greg Hannibal, Director

Expert, Free Counseling

Call today for appointment: 252 522-8021 Email: gjhannibal18@lenoircc.edu

Five Tips to Remember and Own

Remember to tell your story on every web page.

The art of convincing a shopper to come to us with a story.

Stories help us change. Change the way we feel, we think we act and we behave.

Focus on sending customers to your “landing – selling” pages

Your most important web page is your MOBILE PAGE.

Create and Monitor: Google My Business Account

Accountability: Hold yourself and your Web Mater accountable to achieve the positive results and sells you need.

Must Do: Create your own FACE BOOK ads and EVENTS

Start: Set up your account, payments, etc.

Click on small dark/white triangle on the RH menu TOP BLUE BAR.

Click: Settings

Click: Face Book Pay (lower lh side menu bar)

Add your credit card info and any other info requested at Face Book Pay page.

CREATE A PAGE: Step by Step How to:

Elect 2 photos to use. 1 for profile (small) one for page cover

- 1. Start on your personal Facebook page**
- 2. Find and click on “CREATE”**
- 3. Click “PAGE”**
- 4. Select the type page you want. Bus, Brand, Community or Public**
- 5. Upload the cover and profile photos**
- 6. Set up and add info to your page**
- 7. Create a POST with text, video or photos**

CREATE AN EVENT PAGE: Step by Step How to:

Select photos, video and text you plan to use

- 1 Start on your personal Facebook page**
- 2. Find and click on “CREATE”**
- 3. Click “EVENT”**
- 4. Select the text, photos and video you want and add when instructed**
- 5. Add the text, photos and video**

How to BOOST – Pay for advertising to broadcast your page.

- 1. Click “Boost Event”**
- 2. Select the budget and duration of BOOST advertising.**
- 3. When you are fully satisfied click: BOOST**

Revisit the page to monitor and view advertising results.

Invite all your friends or groups to LIKE your page.

Manage, monitor, add “fresh bait”, invite friends, share often.

Tip: Always finish text with a link to a web page, photo or video. Face Book will automatically ad it to your page or event.

List six of YOUR tangible, specific, accountable goals related to the Internet.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Ultimate Goals

Add New Customers

Customer Retention

Build Customer Base

Continuous Positive Cash Flow

Many years of more sales with less stress.

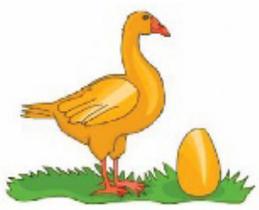
Internet businesses are **virtual storefronts** that allow business owners to market and sell their products or services to a large number of customers.

Three types: 1. Sell products. 2. Sell services. 3. Provide information.

Start with business plan and marketing plan.



MY MARKETING PLAN



THE GOLDEN GOOSE

WHAT'S NEXT?
(START HERE)



THE GOLDEN EGG

Build a business to sell.

You'll have a better plan.

You'll have better presentations.

You'll take more pride in the operation and learn to see it through your customer's eyes.

You'll be able to take the opportunity to sell when it comes ago.

12 Steps to On Line Marketing

1. Choose the type of online business you would like to start based on your interests, time and funding.

- **Affiliate businesses** are an easy way to get started, because you receive commissions when customers click through your website to make a purchase on an established e-commerce site.

- **Informational websites or blogs** can be developed into an online business by adding revenue streams such as advertising.

- **Selling your own services or products** is another option with a lower startup cost, since it is based on your time and skill and, potentially, some raw materials.

- Becoming a **retailer/reseller** is another Internet business choice. Although there are more costs associated with purchasing products to resell, there are options such as drop shipping (shipping products directly from manufacturer to customer) that can reduce up-front inventory costs.

2. Research the market.

Use Google Keyword search to help you decide on a website business focus or to find a niche within your chosen market. Just search using keywords that relate to your intended business. Any businesses relating to the keyword will show up in the search.

Find a niche or a market that is not over-saturated with online businesses

3. Create a legal business entity for your Internet business.

Apply for a business license locally. You can find state and local business license requirements on the Small Business Administration website.

4. Establish your online presence and get ready to sell.

Will you be selling on a group website with storefronts such as Etsy, Amazon or eBay or on your own website (this should be determined in your business plan)?

5. Register Your Domain

If you are creating your own website, choose a domain name and a web host for your business. Choose a domain name that promotes your business but that will be search-friendly.

Your domain is your unique address on the Internet.

It is your piece of intellectual property, just like a patent or a trademark.

There are numerous registrars (companies that register domains) online where you can purchase your domain.

6. Find a Web Host

A Web host is the company that essentially will "rent" you space on their servers to host your website. Web host features such as storage capacity, uptime percentage, domain-based email and server security should be evaluated. Also, the ability to host a blog, provide response forms, marketing tools and tools for e-commerce are important criteria to consider when choosing your Web host.

7 Design your website.

Create the site yourself, or
Hire a designer to create it for you.

There are at least three options for creating your own site.

1. Many hosting companies offer free site building tools.
2. Word Press is a popular free tool – both for websites and stand-alone blogs. It is a very simple install, with many hosting companies having install tools just for Word Press. You won't need years of study and thick manuals to use this software.
3. The other option is to use a high-end program like Dreamweaver by Adobe (Visit Adobe's Website) which will do everything you need but has a pretty steep learning curve. One of the training manuals for Dreamweaver is an overwhelming 1000 pages thick.

8 Web site promotion tools.

Market your website online through pay-per-click advertising, search engine optimization (SEO), blogging, newsletters and even commenting on other sites.

You can also advertise your website business through traditional advertising methods such as local and national magazine and newspaper ads.

Email promotion is critical.

Collection of client and prospect email contact information is critical to the growth of every online business.

Think to yourself – what sort of customer do I want to target?

Are they male or female?

What age group are they? What ethnicity are they?

What sort of other interests may they have?

Now, if you don't know the answers to these questions, you need to find out.

Google search, or check out forums related to your niche.

People are great and saying what they want or what they are into in forums and this is the sort of information that you should be paying close attention to.

Use social media every time you can.

Build your customer data base.

This information is important because it will allow you to keep in contact with your customers about future profit cents and sales.

9. Accepting payments Online - Direct Off Line.

Customers call in orders with credit card payments.

Accepting Online Payments: PayPal. Google checkout.

Shopping carts software.

10. Order Fulfillment and Product Delivery Methods.

Downloads, UPS, Fed EX, USPS Shipping of goods via courier, using a fulfillment company.

11. Credibility. Make sure you provide credible and reliable contents for your website. Create room for only honest and legitimate transactions on your website. This will pay off in the end as it will positively affect your rating with the search engines. Never be shy to ask questions from those who have been in the business ahead of you.

12. Hospitality. Making your internet customers feel welcome will ensure they will return to your site. Your positive and professional contributions / presentations at Chat Rooms will help builds traffic to your website.

Considering your Ultimate Goals

Add New Customers, Customer Retention, Build Customer Base, Continuous Positive Cash Flow, Many years of more sales with less stress.

Start by helping shoppers find your specific web page.

Include domain name and link on all print ads - promotions.

Search terms and SEO practices.

Goggle Tools, maps, calendar, Goggle my Business

Mobile pages.

Web Site Creation. Action Time

1. Start surfing the web with "search terms" at Google to visit the web sites of businesses similar to your business. Earmark/save as Favorites for future visits the ones you like. Revisit the and" copy / pattern" your site accordingly.

2. Select your top three choices. Save the links to three home pages.

3. Write the narratives you want displayed at your site.

4. List your basic business information:

Drive to location with GPS address, Mail to address Phone number to receive business calls and text messages, Hours of operation

5. Various types of products and services you are selling

6. List Profit Center with briefs narratives for each one.

7. Imaging, create photos, diagrams, technical information ... copy as jpeg file and have ready for webmaster.

Select images of the business for the most branding strength.

Signature FACE

Signature COLORS: bold and with "classy flare."

FLAGS, ART, TAG LINES, MISSION Statement, HISTORY, LINEAGE.

8. Search, consider, and purchase the DOMAIN name of your website.

Your can enjoy searching for available names at->

<http://www.godaddy.com/domains/searchnew.aspx?isc=gofd2103ha&ci=78118>

After the above data is ready, meet with your advisor or coach to review and tweak where needed. I'll be pleased to help you with this task.

This process is to help keep the webmaster's time reserved for the technical tasks therefore saving you money.

9. Contacting the Web Master.

Contact several so you'll have negotiating power.

Do your homework. Check out their work. See their web site promos and references. Talk with other business owner using them.

Now contact the web master:

Introduce yourself by phone. Make sure you can easily chat with without stress or communication problems.

Send your list of goals.

Suggest similar web sites you like.

Request they include:

Cell Phone Friendly – Mobile web page

Slide Show Banners

Goggle locator maps

Google My Business

Internet press releases about your business and marketable profit centers

Request a written quotation from the web master before paying any money.

After the webmaster checks out your favorites, he can give you firm quotes and estimates.

Four Tips to Remember and Own

Remember to tell your story on every web page.

The art of convincing a shopper to come to us with a story.

Stories help us change. Change the way we feel, we think we act and we behave.

Focus on sending customers to your "landing – selling" pages

Your most important web page is your MOBILE PAGE.

Accountability: Hold yourself and your Web Mater accountable to achieve the positive results and sells you need.

Believe and Trust in Yourself.

"Don't wait until everything is just right. It will never be perfect. There will always be challenges, obstacles, and less than perfect conditions.

So what? Get started now.

With each step you take, you will grow stronger and stronger, more and more skilled, more and more self-confident, and more and more successful."

Credit: Mark Victor Hansen, Author, current book "The Miracles in You."

I'm looking so forward to seeing you grow to the next level of entrepreneurialship.

Ask questions. Share comments. Email feedback to carvstv@aol.com

THANK YOU

God Bless You and Your Family

Steve Carver

Fast Forward Services, Inc. PO Box 754 Dunn, NC 28335 919.902.0522

***** Disclaimer.... Summarized Free Advice**

The information offered here is general in nature, based on years of small business experiences and observations and interactions with many thousand entrepreneurs when presenting over eight hundred seminars and helping hundreds to start new businesses over a fifty-year period of time.

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Respectfully submitted with Best Wishes,

Anthony Steven Carver

