



How to Make Money Online?



Online business is seen as your path towards achieving your dreams of economic security, more free time, a healthier or more productive lifestyle, and a chance to be closer to family and friends

By

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Printed by MOU

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In a quest to improve the quality of their life, more and more people are investigating the possibilities of starting their own business, preferably at home.

A home business is seen as their path towards achieving their dreams of economic security, more free time, a healthier or more productive lifestyle, and a chance to be closer to family and friends. It is for people who want to take charge of their day-to-day lives and their futures.

Before you start plans for a home business, you need to answer several questions honestly and realistically. This is a serious step you're looking to take, so you'd better be sure you're prepared:

Ask Yourself

- (a) **First, are you motivated?** Do you really want to make your business a success, with all it will require? Remember, you might be taking a financial risk.
- (b) **Second, can you discipline yourself?** Have you been able to stick with a plan to its finish once you have made up your mind? It's as much a real business as any store or corporation is ... if you approach it that way.
- (c) **Third, can you say, "No excuses?"** If you're serious about making your business a success, nothing will hold you back.

- (d) **Finally, do you have what it takes?** Do you have the skills required by your business? Are you prepared to keep working to improve your business skills for the rest of your life? Do you have a strong background in your business area, or at least an interest in learning as much as you can about it? Good, committed business owners never stop learning. Remember, a home business can be as profitable and successful as any traditional business ... if you give it the necessary commitment and effort. Do what it takes, and you can succeed!

Working at home sounds great until you try to do it. It's amazing how many issues and obstacles can pop up between you and your original goals. Creating a smooth blend among home, family, and business can be tricky at times.

Take yourself seriously This is probably the most important key to your success. If you don't take your work seriously, no one else will. When working, try to look and act professional, even if it's just you and your kids at home. In conversation, refer to your work as a business, rather than a hobby or pastime.

Have a family meeting. Your family needs to know that your work is important, and that you need certain amounts of uninterrupted time to do your work well.

Delegate responsibilities Stop trying to do it all! Let other family members shop for groceries, plan menus, do laundry, drive kids around, etc. Certainly, you can do some of that, but there's no reason that you should do it all.

Be flexible. Setting strict work hours often leads to frustration when family life cuts into your schedule. Aim instead for a number of hours per day, and feel good if that total number is met.

Will power! When you find time to work, get to work quickly. Resist the temptation to watch a little TV, get a snack, or make that social phone call.

Keep an organized office. You will probably be interrupted throughout the day. A neat and orderly office means you can return quickly to the task at hand, rather than searching through piles of papers, trying to figure out what you were doing last.

Be efficient. Organization leads to efficiency. Have supplies stored where you can find them. Deal with paperwork and mail right away. Develop a filing system, so that you know what's coming in, going out, and where you can find things in the meantime.

Value your time. You're at home, so you'll still get phone calls and visitors. Be polite but firm. Tell friends you'll call back when you're not working. Firmly explain to telemarketers that they have interrupted you at work, and you have no time to listen to their sales offers. Ask visitors to drop by later, when you're not working.

Ask for help. Don't suffer in silence. If the above-mentioned "mess up" starts getting you down, it's time to ask for more help from the family. If that doesn't happen, it's time to hire some outside help. Go professional, or hire an older child to be a "mother's helper" for babysitting, washing dishes, or light housework.

Involve your kids. Your older children can stuff envelopes, apply labels or stamps, or do simple filing. Your younger kids can play quietly in your office, read books, color.

Take time for you. One problem of working at home is that your work is always there. Home workers often work through meals, or work late at night, after the kids are in bed. Don't let your work take over your life. Make time for fun, for relaxing, for being by yourself or with your partner.

Consider Customer Service Seriously - If you work at home, you know the rest of the world still has a hard time believing you're a "real" business owner. But you

can help show how serious you are by providing good, professional customer service.

Make a professional first impression. You might answer the phone with a simple, “Hello,” when you’re at home, but when you’re at home and WORKING, make sure your callers know they’ve reached a business office: “Hello, this is ABC Corp. How can I help you?” If your kids help out—make sure they’re old enough to handle the responsibility—you can teach them to answer the phone the same way. And, remember, courtesy answering machine messages are OUT.

Never make excuses. Customers don’t want to hear excuses. They want products or services. They want solutions. They want what they paid for. So forget about explaining why you made a mistake or trying to place the blame on someone else ... just make things right as pleasantly, efficiently and quickly as possible.

Pay attention to the matter at hand. When you pick up the phone to talk to a customer or potential customer, make that person your ONLY priority. Pay attention to what he or she is saying, and take notes when appropriate. But don’t go over tomorrow’s to-do list, file papers or clear your desk while you’re speaking.

Don’t take things personally. Customers get angry sometimes ... it’s a fact of business life. Maybe they’ve got a legitimate complaint, maybe they’re blowing

things out of proportion, may be they've just had a bad day. Whatever the reason, don't let the anger get to you. Focus on the problem and what you can do to solve it. Never get drawn into an argument or become defensive in such situations: responding personally instead of professionally will ALWAYS make things worse.

Act with integrity. The best businesses, large or small, succeed in the long term by following honest, ethical and positive business practices. So never make a promise you can't keep, and don't go back on your word once you've given it. Finally, always treat your customers ... as well as your employees, suppliers, advisers AND yourself ... with respect. Showing respect for others is the best way to earn respect for you.

Working as Full Time?

If you are presently working as a full-time employee and still dreaming of your very own small business, here are several ways to ease yourself into working from home and developing your business by:

Build your own business while remaining as someone else's employee. If you choose this approach, you will still have the security of your regular take-home pay while trying to get your foot in the entrepreneurial door. However, you will need to be discreet; maintain the level of quality and productivity your employer has come to expect; and conduct yourself with integrity, especially if you're planning to go solo in the same business or industry. You wouldn't

want to be pushed out of the door for your unprofessional conduct - using office resources like computer, printer and spending time doing work for your personal business instead of working for your employer. The drawback is that you will have little time to develop your business and see its potentials.

Work at a part-time job to provide income and benefits while building your own business the rest of the time. You can work half a day for your employers, and the rest of the day to jump-starting your business. In some instances, you may be able to turn your existing full-time job into a part-time one. This will allow you to test your market and its receptiveness to your products or services. Also, consider a job that will provide you with medical cover coverage, although the chance of an employer providing insurance benefits to a part-time employee is slim at best.

Transform your employer into your first client. Many entrepreneurs start out after seeing potential business opportunities from working with their employers. Some employers are even willing to support their employees who want to strike it out on their own - by providing equipment and logistical support, and by serving as the first customers of the would-be entrepreneurs. Show your soon-to-be ex-employers that there's money to be saved by making you a contract consultant rather than a payroll employee.

Request your spouse or significant other to be the sole income provider until your business shows some financial stability. With only one stable source of income for the family, you may need to simplify your current lifestyle to reduce financial burdens. The best course of action, however, would be to save enough money to support your family and your business for at least six months to two years before starting your business. Your savings will serve as the financial reservoir you need to give your business a chance to grow and prosper.

Answering Telephone in Businesslike Manners

Telephone is probably the trickiest part of all. How do you know it's safe to answer the phone in your home office even though the caller will hear the sounds of your young children playing just outside your office door? You simply don't. There is a simple way of dealing with this. Only give your home office number to existing clients. They already know you are professional and should therefore have no issue with the fact that you work from home. For anyone else, give out the number of an answering service that will answer the call in your company name and can tell callers that you're in a meeting with another client and take a message. Your serviced office will offer this service as well. You can then return the call at a time when you know telltale background noise won't give you away.

Once Potential Client becomes an actual client and you've proved to his satisfaction that you are

professional and competent, you can tell him that you've decided to start working out of your home to reduce unnecessary overheads and give him your direct phone number. No matter how enlightened your client-base is as a general rule, it is imperative that the telephone be answered in a businesslike manner. So have a separate phone line for your business and lay down the law to your household that no one is to answer it but you. If you're away from your office, divert your calls to your answering service.

Creating Image of email address Some-thing else to think about is the image of your email address. Which is Potential Client to consider more corporate/professional: iqbal@isp.com or entrepreneur@mycompanyllc.com? Its worth spending Rs. 1500.00 a year on your own domain name just for the professional email address, even if you never intend to create a website. Mind you, if you're going to have your own domain why NOT creates your own website?

Stationery and Promotional Materials: It goes without saying that your stationery, business cards and other promotional materials should reflect a professional corporate image. If you have incorporated your business, this is a good start. A company name on letterhead and business cards can't fail to convey a professional image provided they are professionally printed on quality stationery stock.

Office Equipment: There's no point having quality stationery if you're going to use a cheap and cheerful inkjet printer for your correspondence. Invest in a medium quality laser printer instead. They don't cost a lot of money these days and you can get a unit that triples as a fax machine and photocopier for only a few thousands of rupees. So, what do you think? You may be thinking, "I wonder whether it's really worth the effort to try and please just a small number of potential clients". Is it worth it? Maybe. But look back over the suggestions I have made. Are they really anything more than basic, common sense, and professional business practices? Regardless of what your potential and existing clients may think about the concept of businesses run out of their owners' homes, first impressions do count. Wouldn't the above approach be a good one to take with all your potential clients whatever their personal disposition?

“WWW” As A Part of Your Business - Whether you're looking for suppliers, communicating with customers or simply conducting business-related research, the Internet can be an invaluable resource ... or it can distract you and waste your time worse. As a self-employed person, it's vitally important to learn how to avoid this potentially monstrous waste of time ... while taking advantage of the tremendous benefits. How do you do this? There are several keys to remember:

Dedicate a spiral notebook to your Web activities. By keeping a daily log of your surfing action, you'll be

able to tell at a glance which sites have been most helpful to you, what information you need to find every day and when you last updated your Web pages and search engine entries. This is also a good way to keep track of site identifications and passwords, which are otherwise all too easy to lose.

Plan your surfing in advance. If you're a Web regular and you're using your notebook, you should have a good idea of which sites you need to visit every day before you actually go online. So jot them down in your notebook and check them off one by one as you visit each site. This will help keep you on track and away from all those tangential, little side routes that are so easy to go off on while online.

Focus. While you're writing down planned site visits for your next online session, make a point of zeroing on one particular topic or type of resource. Your research will be more effective and meaningful if you dig deep instead of wide. For example, limit your browsing to just "business communication workshops" instead of casting a wide net for "business communication workshops," "time management newsletters," "human resource consultants" and "office design guides."

Use your bookmarks. Even if you know the URLs of all your most helpful websites by heart, typing them in repeatedly becomes a pointless finger exercise. The bookmark function on your browser exists for a reason—use it whenever possible. **Don't spend online**

time reading. Once you've found a useful resource, save the page or document to a Web file on your computer for a closer reading later. Poring through tons of information while you're online is just a waste of time—especially because you'll probably want to save a copy in your files anyway. You might also want to consider an off-line browser to speed up your surf sessions even more.

Set time limits. A good surfing plan alone won't prevent you from spending endless hours online. After you've used the Web for a while, you'll know about how long it takes you to find a manageable amount of good information.

Surround yourself with people who are living fully and pull each other in the direction of your dreams. The extent to which you feel that you control your future is the measure of what you will get out of life. I must stress again, these strategies take time to work their magic. But they are proven strategies that will ensure you have an ongoing viable online business for your future.

