

# Work At Home - 10 Success Secrets

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Ten Secrets Revealed To Working From Home

Start your home based business off on the right foot! I want to help you discover a clear path to success and provide you with start up information , resources and opportunities that will increase your profits and make working at home a much more rewarding experience. What I am endeavoring to do is provide you with ten secrets to getting started with working from home, and more specifically, starting a web based business particularly as an affiliate.

To begin with, I suppose if you are starting from square one let me start you off by defining some of the terms that may be used through out this report.

**Web Based** - a business that is completely based on the internet. This type of business doesn't require you to "hit the street" (literally) as it would with more of a traditional home based business. This type of work at home business requires more study and research into web design, SEO, SEM and understanding how to reach your target audience on the web.

**SEO** - Search Engine Optimization - This is big! This requirement is learning how to optimize your web site for the search engines based on the knowledge available about how search engines rank pages and how to get your web site listed in the search engine results for the keywords being searched on. Unfortunately, building a web site is not a field of dreams as in "If you build it they will come". Will not happen. Unless you optimize your site and do some aggressive marketing, you will get lost in the billion plus web pages out there today. Which brings us to ...

**SEM** - Search Engine Marketing - This step requires different methods of getting your site exposed to the public so they can find you. Things like link building, ezines, online forums, etc are all ingredients that go into a formula of success to marketing your web site and work from home business effectively.

**Affiliate** - This term is used in 2 different ways. The first one is YOU marketing someone else's product and then receiving a commission for each sale or lead that you provide. The second way is that you create an affiliate program for YOUR product and offer an incentive-commission for each time one of your affiliates sells a product. Depending on which arena your in, either one can prove to be extremely profitable.

**PPC** - PPC stands for Pay Per Click and this relates to marketing and advertising your site on various search engine platforms. The most popular of the PPC genre is Google Adwords. These are the ads that you see on the top and right hand side of the search results that get returned for your keyword search term. Many times it will say "Sponsored Ad". This is a quick way to get your site out and noticed while you are building organic or natural search engine results. The only draw back is that you are paying for each time someone clicks on one of your ads (anywhere from \$0.05 and up) and goes thru to your web site, and if you are not careful this can break the bank if you don't monitor your ROI (return on investment) and calculate whether or not you are actually making a profit from your ads. Be very careful as this can add up very quickly and has been the demise of many would be affiliate marketers.

Well, this is enough terms to get us started and I will try and explain any new terms as we go along.

I would say the first and most important secret to begin with is RESEARCH. You really to to study and research the area or niche that you would like to venture into. Over the years that I have looked into internet marketing, this is probably the most important. You need to check out the area that you want to work from home in and find out if there is a market for it. Most people make the mistake of finding or creating a product and then they try and find a market for that item and honestly, this is putting the cart before the horse. A great analogy that illustrated this point and drove it home for me is this:

Suppose you had a hot dog stand on the beach and you had to choose one thing to make you stand a success, what would it be? Great signs? Lower prices than the competition? Full page newspaper ad? Some slick sales gimmick? A high priced marketing consultant? What would it be? Well believe it or not, none of the above! I would not choose anything listed above. The one thing I would choose is a starving crowd of people! You see, when you have something people are hungry for it doesn't matter how great the signs looks, or how wonderful your sales pitch or slick gimmick, if people are hungry for what you have you will make the sales. So, in our first step then is to go out and find out what people are looking for and what their hot buttons are and then find a product to fill that need. In other words, find a lake that is overstocked with fish and you're bound to catch something. Find out what questions and problems people are having and provide the solution. I can't tell you how many success stories I have heard of entrepreneurs that followed this first secret of success and have become wildly successful at what they do.

Secret #1 coming soon...