

1st Step to Internet Success

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1st Step to Success

When you first decide to begin an online business, the generosity of all the other people running online businesses will be amazing. This of course because they know the basic principle of marketing, that once you have a customer's trust the sale process becomes almost automatic. Therefore, their generosity will be rewarded by your customer at some point in the future. However, these same gurus insist that the first thing that you must do is to find your niche, concentrate on that, and then they say you are well on the road to success. This I contend is a fine idea, but it is most definitely not the first thing that you should be doing. This report will show you the real first steps that must be completed, otherwise you are doomed to failure and to becoming one of the 95% marketers that is not making any money online.

In a real business, it is accepted that the first thing that you must do is create a business plan. When starting a business that is based initially entirely on line the rules remain the same, however you have the advantage that if it all goes horribly wrong, you have fewer liabilities to clear, for instance initially you will most likely not have a dedicated premises with a lease agreement. However, a big mistake many beginners make is that because it is not a 'real' business, they do not treat this business seriously thus they drift around without a clear path to success that is the reason for the business plan.

I guess you kind of knew that I was going to mention the business plan, however if you have ever tried to create a business plan from scratch then you will know how hard it is, what are the company aims and goals? There is a step that comes even before the business plan and that is the personal plan. If you take time over this then the business plan will be a breeze to write, and more importantly, it will become a real plan that will help you.

To achieve a real personal plan, I recommend that you think of all the reasons why you want to run a business. Is it to clear some debts, to make the world a better place or to leave a legacy for your relatives? Whatever the reasons you need to nail these down first and this process is called brainstorming. Whilst doing it on paper is more natural it also becomes very time consuming as you run through multiple versions of your hopes and aspirations. A much better solution would be to use brainstorming software. Luckily, there is a free application, which comes highly recommended not least by myself, and it is called Freemind.

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[FreeMind - free mind mapping software](#)

With this program the aim is to record all the reasons why you want to run a business, what benefits are you looking to receive from running a business ; are there any limitations that are preventing you from achieving these aims and what solutions can overcome these limitations. This last one is a key element of the plan, do not make it a plan full of sugar and sweet smelling hope, if there are reasons why you cannot do something then write it down and then figure out how you can turn this problem into a positive. This is a plan for your life and you must be brutally honest and lets be clear there should be no part of you or your family that is left untouched by this exercise, the more honest you are the more robust the aim and the eventual business plan will be.

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My personal aims



If you carry, this task out honestly, then I know the result will amaze you, I certainly was. The reason why I was failing to become a success in my business and personal life was that I was eating all the wrong foods! That was the reason for my limited success, I was too absorbed in trying to be successful and thus was always skipping meals and therefore was never truly focused on the task in hand.

All right so you have completed your brainstorming session, it may have taken hours or even days, the time taken is not important. All that matters is that you have covered everything, whether it is a desire, a hope or a problem. From this map of your aims you should begin to see items that are holding back several goals, these are your priorities, get these sorted and you can make a large jump towards your first goal.

I said that it did not matter if this took hours or days, remember in the beginning I said that marketers are very generous, well this is most definitely true. In the time spent creating the personal and business plan, you will undoubtedly see great offer pass you by, do not get stressed by this, for the most part these offer will come again and you can grab them when you are ready to make the most of them if they fit in with your plan!

This is where the business plan begins.

You have identified why you want to run a business, you have made it clear what your first goal is and you have looked at the problems with reaching that target. Your business plan will spell out the route that you think will provide the best route to your goal. That's it nothing else, I repeat there is nothing else required in the most basic of business plans. You are hopefully not looking for bank finance at this point nor are you looking to bring in consultants to assist in your company, therefore you simply do not need all the financial measurements that you see in corporate plans. However, you will need to set yourself some stage checks with time limits to motivate you to take action.

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These will be much easier to set now as you have planned a route and thus may know some obvious landmark achievements that can be used as stage checks.

You are already using Freemind to map your aims, and I said that the first business plan should be kept simple, then it makes sense to use this program to create your business plan.

What you will need are three branches, Aims, Performance Targets and Results and finally SWOT (Strength, Weaknesses, Opportunities and Threats). For the Aims and Performance branches there should be sub branches for time durations, i.e. 3, 6, and 12 months. Now it is simply a matter of transferring the key aims into the business plan at set durations and using the Performance section to monitor your success. The SWOT section is a review facility that is created last as this is a living section created from your daily experiences. It will act as your morale booster; here you record your successes, the things that are limiting your progress and the expected opportunities and obstacles that lay ahead.

If you want a more formal layout for a business plan, if you follow the link below there is a template that can be used for free, without restriction.

[Business Plan Template](#)

This template is quite comprehensive, so I would recommend that you save 2 copies and keep one unmodified. With the working copy, do not be afraid to delete the sections that are not required. This document must be relevant to you and your business, if it's not then you will not use it and this entire exercise has been a waste of your time.

Now that you have your business plan established, you can now get on and start moving towards your primary goal in a clear and focussed manner, which will ultimately make the chances of you becoming successful more likely.

All good stories end up where they begin and this article is no different. At the beginning, I wrote off the niche and I still stand by that as a first step, but welcome back into the family, the niche, for its time has come. You have chosen a route to your first goal and that is your niche. Now you can start listening to the gurus again and good luck in your pursuit of a better life.