

Home Business Toolkit

Tools For Your Home Business

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[Dear Reader](#)

This report is just a quick summary to guide you on the tools you need to succeed with a home business.

My assumption is that whatever you choose to do, you will be running your business on the internet, either exclusively or partially.

Most of the information covered here is extremely wide, so I'll only mention it to give you a skeleton of what you need to get started.

Enjoy and make profits,

[Simon Macharia](#)

Most people who start a home business end up running it from a web site, either in whole or partly. Almost every successful company I know has a web site regardless of what they sell.

Your web site is your face to the world and represents your business to the world.

In fact, having a business that operates on the internet is one of the quickest and easiest ways to start a business

1. You can have a web site and registered domain (e.g. *yourname.com*) within just a few minutes
2. **You do not need a lot of expertise** to start making money online from your web site. Even if you are selling other people's products as an affiliate, you still need a web page to re-direct them to so you can take a name and email address
3. A web site allows you to create a platform for communication with your visitors and convert them into buyers

Tools you need to run a successful online business:

1: Web site and domain name (e.g. *yourname.com*)

In today's market, you can get set up with a web site and domain name in just a few minutes.

We highly recommend ServerYard.com. They'll get you set up within a few minutes of your order.

2: A way to accept payments

At the least, you should open an account with [Clickbank](http://Clickbank.com) and [Paypal](http://Paypal.com).

These are free and can have you accepting payments within a few minutes. You can accept any kind of credit cards with these two.

If you are selling other people's products as an affiliate, chances are you'll probably receive your commissions from one of these two. It is also very easy to sell products through [Clickbank](http://Clickbank.com) and [Paypal](http://Paypal.com).

If you are selling tangible products, you may also want to have a merchant account that processes credit cards.

3: A mailing list and/or autoresponder

If you have ever received a message from me, chances I may have written it before, and automated it to send you an email within a certain time interval.

If you are marketing anything, you need a way to capture the names and email addresses (sometimes physical addresses) of your visitors so that you can communicate with them later. An autoresponder does this for you.

You can set timed automated messages, or just use it to send messages to your subscribers from time to time.

Every autoresponder service I know will automatically generate code for you that you'll just need to paste on your web site to capture your visitors.

Visitor – Can come to your web site from your business card, email, referral, letter, postcard, advertisement, etc



Your Web Site – Subscription form from your autoresponder captures your visitor's name and email address. Example: [30-Day Guide to Internet Riches](#)



Your visitor (subscriber) receives **timed follow-ups from your autoresponder** – these may be sales messages depending on the nature of your business



Close sales now and in the future – Your automated follow-up process generates money for you without any further input

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Recommended Autoresponders

1. **Aweber** – <http://successpub.net/aweber> - The leading autoresponder service today
2. **GetResponse** – <http://successpub.net/getresponse> - Also a reliable autoresponder service
3. **Autoresponse Plus** – <http://successpub.net/arp> - If you run your own server and have lots of subscribers, this is an option you may want to consider and run your autoresponders / mailing list from your server

Cost summary:

Web Site & Domain – Approx. \$10/month

Autoresponder – Approx. \$20/month

Total: \$40/month

If you cannot afford this investment, then a home business may not be for you!

What do you sell?

In order to make money, you must sell something. Most people starting a home-based business get discouraged from the get-go because they don't know how to create a product to sell.

There are several ways to start making money:

1: Sell other people's products

One of the quickest ways I know to create money is to sell other people's products as an affiliate.

- You do not need to create your own product
- You do not need to support customers or fulfill orders
- You do not need a sales copy to close sales

But you still need a web site so you capture the names and addresses of your visitors before you redirect them to your affiliate link.

Some people earn millions of dollars annually as affiliates. One of the best reports I know that teaches you to earn huge incomes selling other people's products is [Secret Affiliate Weapon](#), showing you how they earned over a million dollars in just a few months. It's packed with such powerful tips that it would be a duplicated effort if I was to cover this subject in its entirety.

2: Sell your own products

You may also start a home business by selling products on Ebay. Over 100,000 people in the world earn a FULL-TIME income on Ebay.

These days websites such as [Salehoo](#) will show you how to buy wholesale products cheaply and resell them on Ebay for a profit. SaleHoo will show you how to buy hugely discounted electronics, clothing, sports equipment, and more. And we're talking about the hottest name brand products like Apple Ipods, Xbox 360, Abercrombie & Fitch Jeans, Dolce & Gabbana Dresses, Nike Shoes, Motorola Cell Phones, Sony TV's and more. You can typically buy these items from China for over 50% off of the retail price and resell them.

[One report](#) even shows you how to make money on Ebay without selling any products, without having any inventory, or doing any shipping to produce quick income.

The possibilities are endless. We will explore more as from time to time.

How do people find your web site?

There are many way of generating traffic to your web site. The objective is to have people visit your web site and eventually become customers who buy something now and/or in the future.

There are 3 ways of creating traffic

1. **Buy it** – e.g. from Google Adwords
2. **Borrow it** – e.g. by having affiliates market your products. They get a commission in return
3. **Create it** – e.g. by creating viral traffic, from your own list (the one you capture to your autoresponder), articles, press releases, etc

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We will be visiting these options from time to time. These are very wide topics, and the purpose of this report is just to act as a guideline.

I highly recommend [you to read a report](#) of how 2 marketers brought in over 1.5 million visitors to their web site making millions of dollars in the process.

In Conclusion

Most people running a home business sell other people's products as affiliates as well as their own products in combination.

If you do not have your own product, then you may still be making a lot of money as an affiliate. If you have your product, then you can supplement your income easily by selling other people's products as an affiliate on the side.

You will most likely want to have various ways of bringing traffic to your web site. A combination of methods (both free and paid) is likely to yield the best success for you.

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