

3 Important Internet Business Requirements



By Welly Mulia

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Before you get all excited at the thought of starting your very own Internet business, there are 3 VERY important Internet business requirements / points you need to bear in mind.

First, running an Internet business is just like any other business.

You need to put in hard work and effort, and dedicated time to see results. It's not about getting rich quickly or making a lot of money without any work.

An Internet business is just another business model, though it's hard to argue that there's a better business model (at least in my opinion) out there.

In order for anyone to really succeed online, you need to have the right mindset. Think about a conventional brick and mortar business. I like to use restaurants to illustrate my point.

Suppose you want to open a new restaurant in your local neighborhood. My questions to you are:

- Is it going to be EASY?
- Can your restaurant make a lot of money quickly without doing anything, or with minimal effort?

The answers to the above questions are of course: NO!

Second, running a successful Internet business requires that you have at least some knowledge of marketing and entrepreneurial skills.

Without these two, it's VERY hard, if not impossible, to make it big.

What about programming and all other technical stuff? Don't you need to possess those skills as well in order to succeed online?

NO.

Why?

Because you can outsource those to professionals who know what they're doing and who can do a much better job than you at much less time.

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Possessing marketing and entrepreneurial skills is, however, a MUST if you want to make it big online. These 2 skills are much more important than any other skills.

Marketing – if you know how to market your products and services effectively, the job is already half-done. The next thing you need to do is to figure out how to convert prospects to customers, and how to persuade them to become REPEAT customers.

Once your customer base (and hence your revenues and profits) increases and your business gets momentum and takes off, the next step is to figure out how to make your business **run without you.**

After all, the whole purpose of starting and running a successful Internet business is to reap maximum profits without any or minimal input on your part.

This is entirely possible, BUT to achieve this you need to possess entrepreneurial skills.

Of course, when you're just starting out, you most likely do everything yourself because you're on a very tight budget. That's not a problem at all.

In fact, most successful Internet business owners start out like that. When they see considerable profits coming in, they reinvest their profits into human resources to help them in their business. Doing this allows them to LEVERAGE other people's skills and time.

This process of recruiting team members repeats itself over time as the business profits gets bigger and bigger.

As time goes by, the business owner can afford not to work at all and profits will keep pouring in.

I'm sure you've heard of people saying things like "making lots of money without doing anything" or "making thousands of dollars every day even while on vacation by the beach"....

While this is true, some VERY important parts are left out.

They didn't mention the FACT that you can only achieve that after you've done the initial hard work of starting your business and then creating systems in place.

Because they didn't tell the whole story, most people (especially beginners) have the wrong perception that starting and running a profitable Internet business is easy and you can get rich quickly without doing any or minimal work.

The third point to consider when you want to start your own Internet business is that:

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You need to invest money in order to make big money online (and offline as well)

This is a REAL business and you should treat it as such.

Going back to the restaurant example, do you expect to run a successful restaurant business without any investment at all?

Yes, there are a lot of Free ebooks, reports, audio and video trainings that show you how to do this and that. However, bear in mind that even if you learn the “how-to” of running a successful Internet business for Free without buying any paid educational products, you still have bills to pay every single month.

Monthly operational expenses such as such as hosting and autoresponder fees, as well as other tools that help move your business forward can't be avoided.

In short, you simply CAN'T start run an Internet business without investing any money. PERIOD!

However the good news is that you can certainly do that with a shoestring budget.

So before decide to jump into the “I want to start an Internet business” bandwagon, make sure that you understand these 3 important Internet business requirements / points first:

1. Running a profitable Internet business is not about getting rich quickly without doing any work. It's about putting in hard work and dedicated time.
2. You need to possess marketing and entrepreneurial skills to be able to make it big. Other technical or administrative work can be outsourced.
3. There is no such thing as “running a profitable Internet business without investing any money”. Understand and realize that this is a real business. Real business requires real money.

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