

An Online Business without a Website

Not very long ago, the first step of making money online was to set up your own website. The entire process would include choosing a domain, setting up hosting, getting your website designed, launching it online and then optimizing and testing it. Today, there exist several business models that have been designed for the very purpose of enabling you to create income online without investing a cent in building or maintaining a Web site.

As mentioned above, building a website takes up a lot of hard work and time. Would it be wise for a merchant who is new to Online marketing to try and create and run his own website, when his practical knowledge of online selling is non-existent? The answer is "No". Instead "get your feet wet" before you commit to building a website and getting really serious about marketing your business online.

Before even thinking of launching your business online, through your own website or otherwise, there are certain parameters you should be absolutely clear on. These include:

- the problem you want to solve by starting with online marketing for your business.
- the people you want to sell to
- the best possible way to create a viable business.

Unless you're absolutely sure regarding the above, it is recommended that you strictly avoid committing to a website, and concentrate on experimenting with different ideas. Today, getting started with e-commerce is much easier! There are now options available that facilitate online selling and marketing of products without the need of creating a brand new dedicated website.

Start your business at E-bay: Ebay is one of the most successful e-commerce websites today. With more than 2 million visitors everyday, who on an average spend two hours surfing the various services and products, sales per second aggregating to more than \$1000, and high-income users who come ready to spend, 95% of eBay users are individuals or small businesses. Being on eBay gives you easy

access to millions of buyers for almost negligent cost. Whatever your product, you can get started selling practically anything in less than an hour.

Blog: What negates the necessity of creating your own website to sell online is the "power of blogs". You may start a Blog for free and use it to market your business on the web. Once you have initiated blog activity to promote your products there are ways that can help you start making money instantly: The best available free blog hosting services include Blogger, yahoo! 360, MSN Spaces, and liveJournal.

- Start a Google AdSense campaign to milk a great source of revenue. Setting up a Google AdSense campaign is a matter of minutes and it allows you to display targeted ads, which not only generate revenue for you, but also provide your loyal readers with options they most probably want to explore. The more the traffic, the more you will earn through your AdSense program.
- Affiliate Program: Through Affiliate programs offered by other websites, you can be paid in exchange for placing their advertisements on your blog. Also, writing articles and product reviews for your affiliate products and placing them on your blog is another way of receiving a percentage of the money earned by the affiliate partner.
- Selling Products directly from the blog: This is possible through the use of PayPal. All you need to do is first promote your products on your blog, through well-written reviews and promotional articles. When the readers seem to be taking an active interest, simply bring to their attention a sidebar button to your PayPal account .

Last, but not the least, you may use Google Page Creator for free exposure. All you need to have is a Google ID to create your own website, which will automatically be rapidly indexed by the Google search engine spiders. Besides this most obvious benefit of the Google page creator, it may be used to promote your own product with a sales letter or ad, and then direct your visitors to your PayPal. You can also promote other people's products and set up a Google AdSense campaign.

Hence, if you want to start your business online but cannot set up your own website, the above tools such as blogging, auction websites like eBay.com, and quick web hosting solutions like Google Page Creator allow you to build an e-commerce presence! Now, there's no stopping you from making money online!