

1 month to your own online business



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Introduction

In the 1990s, the nascent internet was commonly referred to as the "[information superhighway](#)", a phrase that was coined by [Senator Al Gore](#) in 1978 according to most reports.

The funny thing is, even though it seems to be a very dated phrase to modern ears, it is still essentially true. The vast majority of people still use the internet as a source of information first and foremost, and this in itself should be no surprise.

Although this is open to debate, there is probably not a library or museum where there is more information available than there is on the internet, and of course, the internet has the vast advantage over every library and museum of being accessible at your fingertips - but there is no doubt that the nature of the internet is changing, and doing so at a pace that almost defies belief.

For example, while some brave and hardy souls had tried to publish video materials on the internet previously, it was really only with the advent of YouTube that video took off, and that is less than four years ago as I write (YouTube was launched in February 2005).

Yet video is now such an integral part of the everyday internet experience that it is hard to believe that there was a time BV (before video), a time when the internet was all about providing information only in written format accompanied by static images.

Another huge change that has become increasingly evident over the last 3 or 4 years is the boom in business that is being transacted solely through the medium of the internet. From massive monolithic global corporations like Google to people spending their evenings working away in their back bedroom, there are now millions of companies and individuals who are operating a business where they make money from the internet.

This is not new. There were companies making money on the internet back in the 'information superhighway' days, which helped to fuel the .com boom and subsequent implosion at the end of the 90s.

But what is new and different is the fact that anyone who has an internet connection and a computer can now start their own internet marketing business quickly, easily and with very little capital outlay.

Indeed, it is the latter fact that is one of the primary attractions of starting a business online, particularly in comparison to starting a 'real world' business where you would need offices, computers, telephones and staff.

All of this is before you even start talking about investing money in inventory or stock, training costs and the like.

To start your own online business, all you need is a computer and a connection.

Well, actually, that's not strictly true...

You must bring something to the table...

While it is true that the only external resource that you need to start an online business is a computer and a connection, you must have some personal qualities as well, because without these them, it is going to be a lot more difficult to achieve success - not necessarily impossible, but definitely far more difficult.

The first thing that you have to bring to your business is an absolute determination to succeed. From the very beginning, you have to be completely, 100% determined that whatever you do is going to succeed, without exception. You have to be willing to do whatever it takes to achieve that success, even acknowledging that there will sometimes be a 'cost' involved (e.g. less time with your family in the early days).

You must also accept that there is work to be done.

If you have not already done so, when you start searching the net for information about starting your own business, you will find that there is a lot of nonsense flying about, and you have to learn to recognize it for what it is.

There is no secret, magic formula that is somehow going to mysteriously transform you from an individual who has no money in your bank account to one with a million dollars, in six months or less. That is called the lottery, not business, but you will undoubtedly see products that make outrageous claims of this nature.

These products are successful because everybody is looking for the secret shortcut to success that means they do not have to do any work.

Don't fall for this garbage. There is no secret, there is no magic formula - success is in direct proportion to the amount of effort you put in, end of story.

You have to be organized and focused, and you have to have (and work to) a plan. If a job needs doing, then in the early days at least, it is down to you to get it done, and it won't get done if you are disorganized, lacking in focus or have no plan.

You have to be a little thick skinned too, because when you tell people that you are trying to earn money on the internet, many of them (none of whom have any idea what they are talking about) will mock you and suggest that you are crazy. Ignore it, and bolster your spirits by remembering that it is you who will have the last laugh!