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## INTRODUCTION

- **What Is An Internet Business?**
- **The Nature of the Internet: Information**
- **The Best Model for an Internet Business**
- **The Ideal Format To Use and Why: Blogs**

### ***What Is An Internet Business?***

Nowadays, people are always griping about their jobs. They feel unappreciated, unsure about their job security and obsolete. They never know when they might be laid off and/or replaced. There are oodles of workers who live in fear of getting booted out for simple reasons like coming back from lunch late or having to stay home with a sick child.

This has led to more and more people looking to sure up their incomes in less conventional fashions. It has led many to start their own home business, and the Internet is their platform of choice.

In a world where corporate downsizing is now common, many feel that salvation lies in starting an Internet Business. Some say, just in case, and others feel that they've had enough of living on the whims of others including bosses, managers and supervisors who tell them when to go to lunch and when they can go home.

Surf the web sometime and you'll see just how many individuals have started their own Internet business. Seriously, cyberspace is loaded with them. All it takes is an idea, and human beings are chocked full of really good ideas to common problems. There are websites where a

housewife is making a great living selling custom knife set. She was basically a working mom who had to come home for her sick child. With no college degree, she decided to start her own at-home Internet business selling something she just happened to know a lot about - custom cutlery.

She started this business with less than \$100, and looked at it as a way to bring in extra money. After a year, it turned into something huge, and now her husband works with her and it's their only source of income. You have to admit; that's pretty darn sweet. And it all started with her passion for kitchen cutlery, and the knowledge she had picked up over time.

Many times people think that Internet businesses are some big conglomerate, but in actuality, the Internet is the great leveler. It allows stay-at-home moms and average people to be able to start with little to no money and work their way up to compete with the mega corporations. When you think about it, on the Net no one knows whether you're a large company or some guy in his basement with an Internet connection.

In fact, it doesn't matter. **What does count is whether you can answer a person's need and answer a question with a product that solves a problem.** That's it, and with that, the Internet has become a boon in a time of strife for all those who are willing to learn and grow.

You too can begin an Internet business if you really want it. A close friend of mine started her business by making custom children's clothing. She uses her sewing talents and creativity to make an honest