



Starting an Online Business All-in-One For Dummies

By Shannon Belew, Joel Elad

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Starting an Online Business All-in-One For Dummies By Shannon Belew, Joel Elad

Conquer the online marketplace with this new version of a bestseller!

Whether you've thought of starting an online business or you're already selling online, this update to a bestseller presents invaluable advice for getting--and keeping--online customers. Covering everything from creating a business plan and building a customer-friendly site to marketing with Facebook and Twitter, this fun and friendly guide features eleven minibooks that cover online business basics, legal and accounting matters, website design, online and operating issues, Internet security, techniques for boosting sales, storefront selling, fundraising sites, niche e-commerce, and more.

- Updated to include coverage of the latest online marketing tools, techniques, and trends
- Includes coverage of how to use social media sites like Facebook, Twitter, Foursquare, and Yelp to reach your customers as well as expanded coverage of mobile marketing
- Explains how your location can actually bring new customers to you
- Details ways to build a business plan that translates your ideas into a profitable enterprise
- Shares advice for choosing software to help you manage taxes, balance sheets, and other accounting chores; using PR and advertising tools that best promote your business online, including Google AdWords; and create a website that helps your business make money

Discover why "online entrepreneurship" means more than just building a website. *Starting an Online Business All-in-One For Dummies* breaks down everything the budding entrepreneur needs to know to be successful online and keep your customers coming back for more.

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Editorial Review

From the Back Cover

Here's everything you need to plan, launch, and maintain a successful online business

The 21st century marketplace is online. Now that you've decided to start a business there, you need a business partner to help you make the most of the medium. Try this book! From developing a business plan to designing your Web site to handling accounting to marketing through social media, this friendly guide is packed with the up-to-date info you need to make your online business boom.

- Get started — think like a netpreneur, evaluate your idea, build a business plan, and stay legal
- Claim a name — choose the perfect domain name and learn to create a killer Web site
- Go to work — determine a revenue model, establish payment options, manage your inventory, and fill orders efficiently
- Plan for security — know the risks, develop a security plan, and learn how to handle an attack
- Drum up business — market your company via search engine optimization, advertising, blogs, and social media
- Storefront advantages — explore storefront options from Amazon, Yahoo!, and eBay
- Find your niche — consider products and services tailored to a particular customer base
- For nonprofits too — see how your organization can boost awareness and raise funds online

Open the book and find:

- Ideas for funding your online start-up
- Tips on trademarks and copyrights
- Ways to help your customers find you
- How to move your brick-and-mortar customers online
- What mobile commerce can do for you
- Instant e-commerce solutions to try
- Hints for maximizing social media
- Ways to breathe new life into a tired business

11 Books in 1

- Online Business Basics
- Legal and Accounting
- Web Site Design
- Online and Operating
- Internet Security
- Boosting Sales
- Retail to E-Tail
- Storefront Selling
- Fundraising Sites
- Niche E-Commerce
- E-Commerce Advanced

About the Author

Shannon Belew owns several online businesses, including the award-winning, nationally recognized BizOffice.com, a global provider of resources for small and home businesses.

Joel Elad operates NewComix.com, an online business he began in 1998, and contributes to *Entrepreneur* magazine and SmartBiz.com.

Users Review

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