

7 Day Ebusiness:

**How You Can Build a
Business Step by Step in 7
days or Less and Make
Money on the Internet**

by Jinger Jarrett

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My blog will provide you with up to the minute information on the best free tools, software, and information available and all in a nice digest format. It's a great five minute read that will save you hours in reading time.

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About Me

My name is Jinger Jarrett. I have been in business for myself for several years now.

When I first started off on the Internet, I hardly knew how to use a browser or email. Originally I came on the Internet to use it to promote a business venture I was working offline. That business venture fell apart, the company also failed, and I was out a lot of money.

My education background is Journalism and English. I'm a writer, not an internet marketer. I prefer spending my time writing than marketing, and that can be a problem because if you don't market; it's very hard to make any money from your business.

After the business venture I was in failed, I started doing my homework. I bought a lot of ebooks and software, but I never really did anything with them. During 2003, I started using articles to promote my business. I created newsletters actually using autoresponders. I taught myself how to write HTML, and I started building websites.

In the beginning my sites were pretty ugly. They looked very amateurish. I didn't understand the fundamental techniques of creating a business website.

I kept learning, and I kept trying. Using articles, I promoted my websites and kept refining them. I started to make money, and I've been making money ever since.

Now, website owners from all over the world ask for my articles. I've been read in over 40 countries by over one million people.

Currently, I am the lead expert panel member for NetProfitSecrets.com.

The point is, you can succeed on the Internet. It isn't easy. You have to work hard. It isn't easy to start a business, online or offline. There is, however, a simple formula, you can follow, step by step to get your business set up quickly. Stay focused, ignore a lot of the phony trends you see online, and you will succeed.

I wrote this ebook to save you years of frustration. This book isn't just about making money. It's about me helping others because I understand the frustration involved in starting a business. I also want to provide my readers and clients with top notch products and services that will really help you in your business building ventures.

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Getting Started

Please note: Every resource that is included in this book is something that I have used. I also own all of the software that I recommend. I don't see the point of trying to sell something that you really don't know anything about. All of my recommendations are based on results I have received from using each resource. You do not have to buy or own these resources to be successful online. I have only provided these resources in case you need more help. Also, many of the resources available in this ebook are free, so please feel free to pick and choose based on where you are at in your business.

Let me emphasize this: you have to decide which is more important: time or money. Starting off, you will be investing more time than money. Once you have invested your time and made the money, then you can invest your money in time saving tools. You are building a business here, and the whole process occurs in steps. It took a long time before I could afford to acquire these tools. As I have acquired new tools, it has saved me time and money, and I have been able to focus more on marketing.

The only exception I make here is buying a domain and web hosting. These are absolutely crucial to your success

because it gives you competitive advantage over everyone else, especially if you market affiliate programs. Investing in a domain and paid web hosting shows potential customers you are serious about your business.

With all of the changes in Google Ad Words, as well as most sites requiring a landing page instead of being able to refer your customer directly to the merchant's site, you will need a place to store these pages. This will also help you in building content, links, and a better search engine strategy with optimized content.

I have tried to keep costs as low as possible for you. I once read somewhere that Internet Marketing Guru John Reese said that you could start a business online for \$250.

I can show you how to start one for 1/10 of that. You just need to apply a little elbow grease to get the same results. That's why you will find that many of the tools in this package are free. I think it is absolutely absurd to make people pay for software and tools that are readily available for free.

These resources have only been provided to show you EXACTLY how I market my business. I use the KISS principle. KEEP IT SIMPLE STUPID.

Introduction

Several years ago, when I started my business, I wish I had known what I'm about to teach you right now. I would have been a lot lot better prepared, and I would have started making money faster.

However, here is your chance to benefit from my experience, save yourself a ton of of time and money, and find out everything you need to know in one complete package.

Content vs. Non Content Strategies of Marketing

There are basically two ways to market your business online regardless of what type of business you choose to start.

You can use any combination of these strategies to both market your business, as well as create your websites.

The first thing you have to decide BEFORE you start an online business is: How much writing are you willing to do?

If you hate writing with a passion, and some do (I won't take offense because I'm a writer), then you only want to learn the skills you absolutely have to have to do the writing that needs to be done for your business. If you don't want to write at all, then you'll need to hire a copywriter.

If you don't mind a little writing, then you can exploit the Internet to do your marketing and do it absolutely free.

So, with a content strategy, you are using any combination of the following methods: blogging, article writing, newsletter publishing, free reports and ebooks, search engine optimization, linking, and press releases. All of these methods

are largely free. You may have a content rich website that has plenty of articles, ebooks, reports, reviews, tips, and links to resources that you provide your site visitors.

A non content marketing strategy is straight advertising. This includes marketing methods like pay per click advertising, online and offline classified advertising, TV and radio commercials and others. With this method of advertising, you will be paying to advertise, and there is very little writing or content generation except to write your marketing materials (Information on how to do this is covered later under one of the steps).

Once you make a decision here, then you can go to the first step. With each step in this plan, you'll have all of the tools you need to complete that step. If you don't feel the need to use the tool, you don't have to download it. Just download what you need and use that tool to help you.

Small Business Software and Online Tools

For those of you who live in the United States, the Small Business Administration offers a **Small Business Planner**, <http://www.sba.gov/smallbusinessplanner/index.html>, you can use online. This is only necessary if you plan to apply for any type of financing for your business. You'll need to know all of the details included in this plan so that if you apply for financing of your business, you will be more likely to get it financed.

Even if you don't live in the United States, you can still use the business planning tools to help you create your business. This is, after all, about creating a plan for your business.

Now, if you don't need financing, your plan can be much simpler. Just write down what type of business you want to start: creating your own products, affiliate programs/MLM, services. Include what your topic of your business will be, and who will be your customer.

Once you've written down what your basic business plan will be, there are only two other tools that you will need for your business: accounting software and an affiliate program manager if you decide to market affiliate programs.

The easiest accounting software to use is **Banana Cash Book** -

<http://www.banana.ch/accounting/eng/download.shtml>. It's freeware, works in multiple currencies, and is very customizable.

You can create your accounts so that you can keep track of income and expenses by account, and it's similar to keeping a checkbook register, so it's very easy to use. Basically, this program is single entry accounting. It's what I use to keep track of all my income and expenses, and I've had very good luck with it.

Keep in mind that when you download this software, it will ask you for a key. You don't need the key unless you plan to upgrade to the full software. Personally, I'm happy with the demo/Cashbook version as it makes it very simple for me to keep track of my business books.

If you market affiliate programs, it can be very hard to keep track of all your affiliate programs. By keeping track of all the affiliate programs that you're marketing, you'll be able to keep better track of your sales.

There's two ways you can do this.

1. Create a spreadsheet. You'll want to include the following categories: Program Name, Home Page Url, Affiliate Url, Category (i.e. Small Business, Web Hosting, etc if you market a lot of different affiliate programs), Program (if your program is part of a network like Click Bank or Commission Junction, you can use this to sort your programs to see how many you are marketing under a particular network), Commission Amount or Percentage, Payment Type (Pay Pal, check, etc.), How often you are paid (monthly, bimonthly, etc.), and a Comments section. In this section I usually put usernames, passwords, and any other relevant information I may need.

2. Use affiliate program management software.

This software is getting harder and harder to find, but I recommend **Program Affiliate Manager**. It's freeware, and you can download a copy of it here:

http://www.smallbusinesshowto.com/freeware/pam_full.zip

If you use this software, you can keep track of your income, as well as all of the details of the affiliate programs you are promoting.

Regardless of which way you decide to track your information, I recommend that you make paper copies of all this information so that if your computer crashes, you have good records, or you can backup your informaton. It's also a good

idea to keep any receipts for any money that you spend so that you can prove your expenses, as well as keep track of all your expenses.

If you need to create any kind of custom forms for your business or website, then I highly recommend this site. It will allow you to create business forms in HTML for free:

<http://www.createforms.com/>.

I keep all of my receipts and paper records in an envelope by year. I staple the paper record for the month, as well as all receipts and bank statements and relevant emails together. This makes it very easy to find things when I need them.

One other consideration you may have if you do decide to sell your own products is accepting checks and credit cards. By accepting credit cards, you can easily increase your sales by 50 percent or more.

Here are a couple of sites that I use. I've also included a site where you can make comparisons and find the solution that is right for you.

Clickbank –

[http://www.jingerjarrett.com/recommends/clickbank.](http://www.jingerjarrett.com/recommends/clickbank.html)

[html](http://www.jingerjarrett.com/recommends/clickbank.html) - This site deals strictly with digital products, so if you offer tangible products, it won't work for you. However, it's a very inexpensive and easy solution for anyone who sells ebooks and software.

Pay Pal –

<http://www.jingerjarrett.com/recommends/paypal.htm>

I - I've had very good luck with this site, and in addition to selling my products through Clickbank, I also use this site. You have a lot more flexibility because you can offer monthly, weekly, or any other type of periodic subscriptions, individual products, and also tangible products. With 60+ million users, and growing, you have a ready clientele available to buy what you sell.

No Merchant Account -

<http://www.nomerchantacct.com/> - You can use this site to help you find merchant accounts and compare them.

One final note: you want to have a separate bank account for your business, especially if you run a business in the US. The IRS doesn't allow business and personal funds to be mixed in the same account.

A bank account will be especially helpful if you use services like Storm Pay or Pay Pal. This way you can download your money directly into your bank account. Many affiliate programs now offer direct deposit of your commissions, so this is an easy way to do it.

If you're having trouble getting a bank account, then you can do a search online for a second chance bank account. You can still get a bank account even if you're on Chex Systems. This is the easiest way I know of to get an account.

This last resource really doesn't really fit in unless you plan to sell affiliate programs, but it's just too good not to include.

Affiliate Money Machine will teach you everything you ever wanted to know about building an affiliate business, and it's free. You should know that unless you are already an expert in something, the fastest and easiest way to start your business is by marketing affiliate programs.

This free package contains the PDF ebook, *Affiliate Money Machine*, as well as a complete selection of videos you can watch to help you build your websites. You can download a copy here for free: <http://www.smallbusinesshowto.com/freeware/amm.zip>