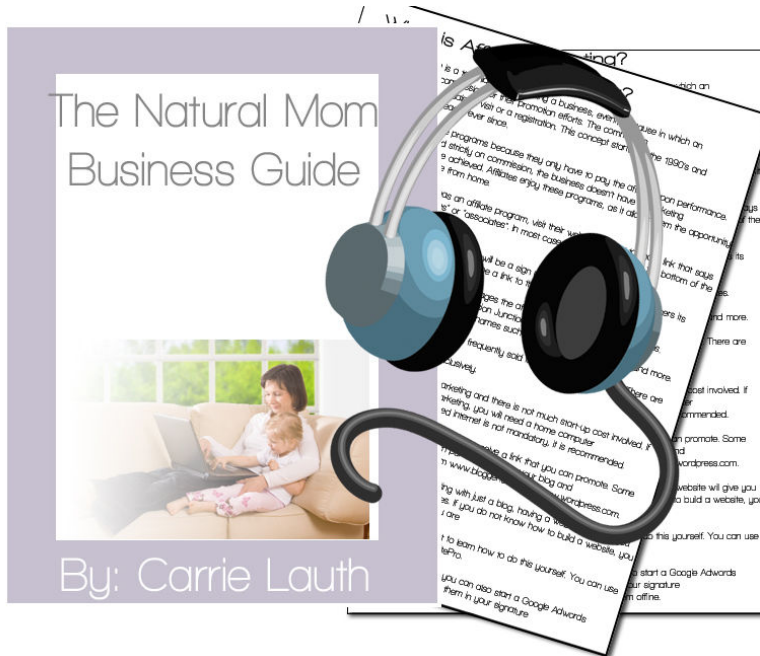


# So You Want To Start A Natural Business?



Congratulations Mom!

You've taken the first step towards starting your own online business by reading this report. You and I probably have a lot in common, and I hope to give you some great tips that will help you get started.

We'll be covering: you to choose a business, how to get started with your own website, and how to market your new website.

You basically have two options for getting started. You can either develop your own product or service, or promote someone else's for a commission.

If you want to develop your own product, you have the option of a physical product (like organic skin care or cloth diapers) or a digital one (an ebook with parenting tips or baby massage techniques, for example).

Examples of a service would include things like tutoring and parenting coaching.

Not the creative type? You can promote someone else's stuff for a commission! This is called affiliate marketing, and the Natural Mom Business Guide explains in detail how to get started with this type of business and how to succeed with it.

But first you need to know if there is a market willing to spend money around your passion! Too many people make the mistake of assuming that if they “follow their bliss”, they’ll automatically be successful.

p.s. The Natural Mom Business Guide ebook reveals additional secrets on how to do market research, as well as an audio that take you step by step through the process of finding keywords (absolutely essential for an online business!) . If you’re ready to get started, go to:

<http://www.wahmcart.com/x.php?adminid=16&id=1880>

## **Market Research, Or Can Your Passion Be a Business?**

Let’s discuss how to do research to find out if a) there is enough interest in your idea and b) people are willing to spend money. You need both ;)

Some hobbies or interests will attract freebie seekers. If you want to earn a living online, at some point you have to have someone buying.

Head over to [www.Wordtracker.com](http://www.Wordtracker.com). Here you can find out what people are entering into search engines to find information. You can use the free trial if you want. Enter your main key phrase. For example, let’s say you’ve written an ebook on baby massage and want to see what people are searching for around baby massage. Type that in, and Wordtracker will tell you, as well as give you other ideas for keywords. Look for words that indicate people looking for a product, not just free information.

(Although those aren’t entirely bad...the Natural Mom Business Guide will explain how to profit from those “looky-loos” who won’t buy!)

You should also take a trip to your local bookstore’s magazine rack. If there is a magazine dedicated to your topic, that indicates a) interest and b) money being spent. Remember our two things? Magazines can’t exist without subscribers, but they also must have advertising revenue. Advertisers won’t spend money on ads unless someone’s buying.

Next: how to get started with your first website, even if you don’t have a clue about web design!

If you’re ready to get going with your business sooner rather than later, head on over to <http://www.wahmcart.com/x.php?adminid=16&id=1880>

## **Your First Website**

Can I let you in on a little secret? When I got started with my online business, I didn't know the first thing about how to build a site. But I made money anyway. ;)

My secret weapon is easy website builders. These are programs that you can either purchase once and use over and over or tools that are built in with certain website hosting packages. They are also referred to as WYSIWYG or "what you see is what you get" html editors. (Html is the coding language of the world wide web.)

You can quite literally get online within minutes using an easy site builder. Some of them even include a shopping cart and payment processing system so you can sell your products. They also have attractive templates and good looking graphics and photos so you don't have to worry about your site looking ugly or unprofessional.

Now, you can hire a web designer and pay them big bucks to build your site, but I don't recommend it. When you do that, you're turning control over to someone else. You will have to pay them by the hour to make changes, which adds up quickly. You also have to wait on their schedule. It's much better for you to build your own site using the tools available to you.

I make a couple of recommendations based on personal experience in the Natural Mom Business Guide. Some of the easy site builders are awful, and some are wonderful. If you want to know what I recommend, go to:

Your Affiliate Link Here

Let's talk about finding products to promote if you don't have your own product or service.

## **Other People's Products**

Marketing other people's products online for a commission: There are three ways to go about this: You can join a Direct Sales company, you can do dropshipping, or you can find a company who offers an affiliate program and promote their products.

There are more and more Direct Sales companies with products that appeal to natural moms. You can sell cloth diapers this way, organic skin care, air and water purifiers, aromatherapy products, and much more. To search for a legitimate Direct Sales company, search this website: [www.dsa.org](http://www.dsa.org)

I have to admit, I'm partial to the third kind of business. Affiliate marketing is a great way for a mom to get her feet wet in internet marketing. You don't have to create a product or fill your house up with inventory, you just recommend great products and get paid. It's also usually less expensive to start because you don't have to buy a kit. You just get a website and you're off and running.

The Natural Mom Business Guide will help you, step by step, to start an online business promoting your own or other people's products- whether you're pursuing dropshipping companies, affiliate marketing, or Direct Sales. The Guide also reveals the biggest mistake moms in direct sales make when marketing their business online.

Find out what it is and how you can avoid it and get a huge leg up on the competition by going to: <http://www.wahmcart.com/x.php?adminid=16&id=1880>

How can you market your new website on a teeny tiny budget?

## Getting Your Name Out There

The world wide web is a big place. Many moms have made the mistake of thinking that "If you build it (a website), they (customers) will come. "

Unh-uh. Sorry. Doesn't work that way!

But that doesn't mean you need a million dollar advertising budget to get your website in front of customers. In fact, some of the best ways to market your site are absolutely free!

For example, article marketing. This simply refers to writing articles that pertain to your business and product, and submitting those to various places on the Net.

Article marketing only costs you your time, but it gets you website traffic and expert status. I love article marketing for those reasons! My best article writing tips, as well as recommended places to submit your articles, are found in the Guide.

Secondly, search engine optimization. This is a way of obtaining absolutely free traffic from search engines. And no, I'm not referring to submitting your site to search engines manually. That's a big waste of time and could even be counterproductive!

The Natural Mom Business Guide takes you by the hand with an audio tutorial and printable cheat sheet that makes search engine optimization simple! You'd be making a big mistake if you didn't learn how to do these two marketing tactics.

## Taking The Leap

Building an online business is not rocket science. Once you learn the principles of marketing online, all it takes is determination and focused effort in order for you to meet your income goals.

When you're ready to get started, pick up your ebook, printable cheat sheets, audio and video courses at:

<http://www.wahmcart.com/x.php?adminid=16&id=1880>

See you online!

Sincerely,



**Carrie Lauth**