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~ The First Lesson In Building An Internet Business: How To Make Money

The single most valuable tip for online business builders?



It's going to sound flip but... sell something. By that I mean, spend less time thinking about the right color for your masthead, the right picture for your "About Me" page, or how you'll spend your first million, and spend 80% of your allotted time figuring out the marketing message that's going to work best with the people who might love whatever it is you have to offer.

Like any head-smacking truth, that's going to sound like a kiddie building block at first. But the reality is, so few businesses launch that way. Which is why so few new businesses are successful. It doesn't matter that your business is online or off, this is universally true.

Ask yourself what you can reasonably offer that nobody else can, without over-analysing that point. And then ask yourself who it is that you'll sell to best and where you'll find them. Then go there and look around. Talk to them and listen for what they're saying between the lines. What keeps them up at night, what do they care about? Write it down as best you can or tape the conversations and hand them off to a copywriter.

Do this early and as a priority. If you can't afford a good copywriter, consider offering one a slice of your early revenues that's larger than his or her fee. Or try it yourself. You'd be surprised at how much passion can supersede lack of experience. But remember above all else, nothing is going to launch your business faster, force it to evolve better, or keep it humming smoothly than selling... something.





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