

How Do I Create A Successful Home Based Business Without Losing Your Money Or Your Sanity?

By [Margaret Cowles](#)

The question I always get asked is this. "How do I create a successful home based business without having to spend a lot of money?"

The answer is, very carefully.

The truth is, and this is true in every aspect of life, it takes money to make money. Think of your most wealthy professionals like lawyers and doctors. Unless they were top of their class and dirt poor their college education costs them a small fortune. College is not cheap, not today.

The same is true with creating and running a successful home based business. The more money you can put into it the better chance for success that you'll have.

Having said that, you can have all the money in the world but if you don't know the first thing about starting a business or how to promote it you're not going to get very far. And the truth is, there are actually some things you can do to increase your chances for success that don't cost a lot of money. Some of the things only involve your time. If you can afford a couple of hours each day in many cases that could be worth a substantial bankroll.

So what exactly can you do to give your business a fighting chance without having to mortgage your first born?

For starters, you can learn a little HTML and design your own web site. This is not as hard as it sounds. There are many tutorials online that are free which will give you more than enough information to do the job.

After your site is designed you need hosting for it. There are many hosting companies on the Internet who's fees are low. Just do some shopping and you'll find some excellent deals.

Of course you have to register a domain for your site. This is also very inexpensive. Some domains can be bought for as little as \$8 a year. If you buy the domain for several years in one shot you can save even more money.

Then of course we come to the problem of what you are going to sell at your site. Will it be a product or service? Whatever it is again, you can design it yourself or simply go to an affiliate company like Clickbank and sell one of their products on your site. There is no charge for doing this. True, you only get about 50% of the profits but considering there is no overhead that's not a bad deal.

But the biggest problem is advertising. The sad truth is, free advertising doesn't work. I won't go into all the different types of free advertising on the Internet because there are way too many but trust me, free advertising is pretty much worthless. However, there are some paid forms of advertising that are not that expensive.

If you are selling a money making product the best and cheapest form of advertising for something like that is to host an FFA site. These can be hosted for as little as \$5.50 a month and the leads you will get are people looking for just what you're selling, money making opportunities.

If you are selling a small niche product like a mole and wart remover, which doesn't have a lot of competition, this sells very well using Google AdWords. You can get a visitor to your site for as little as 6 or 7 cents a click. Sign up with a good affiliate program that helps pay for your advertising (they do exist) and your expense drops to about 4 cents a click.

Then there is article writing, which doesn't cost anything but your time. Write articles and post them on your site. Then post this information on a blog and then ping a service like Pingomatic and every blog reader online will know about your article that you posted to your site. If they're interested in the subject matter you have a very good chance of getting a visitor.

Then there are link exchanges. Write to web sites that are similar to yours but not a competitor and ask them for a link exchange. This costs no money. Just your time. Eventually as you have more sites linked to yours you will get more traffic because your site is becoming more popular. No, this doesn't happen overnight but it will happen. And there are other things you can do to promote your site that don't cost any money or are relatively inexpensive. All you have to do is find them.

Yes, you can run a home based business without losing your shirt, or your sanity.

Margaret Cowles is an entrepreneur and a veteran Home Based Business Owner and has trained and coached representatives both inside and outside of her sales organization. One of her primary goals is to help others succeed. She can be reached through her web site at <http://www.LifestylingByDesign.com>



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