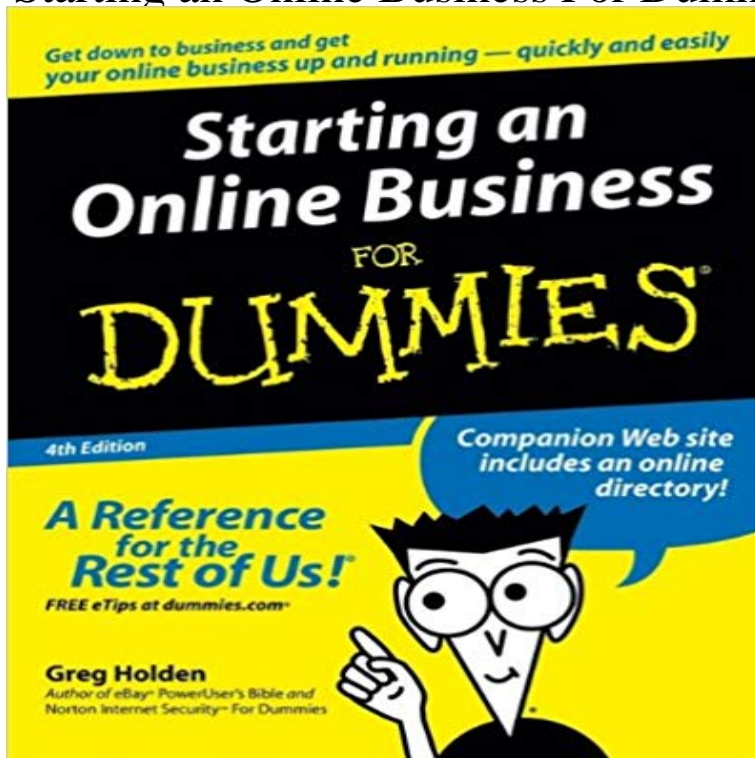


## Starting an Online Business For Dummies (For Dummies (Computers))



So you want to own your own business, be your own boss, set your own hours, and make real money. If you're comfortable with computers and have a marketable idea, service, or product, this guide will help you become an entrepreneur (online entrepreneur). It covers everything you need to know to set up shop in cyberspace. You'll find out about using established storefronts as a shortcut (sort of like setting up shop in a huge, established cybermall) or building your own Web site from scratch. You'll explore: doing research, defining your niche and target market, and putting it together in a practical business plan; getting the hardware and software you'll need to get going; creating your own Web site with good organization, useful content, and eye-catching design, including ten must-have features and info on clip art and photos; selecting a Web hosting service (with info on free Web site homesteading); setting up for handling business online, including building in security, accepting charge cards, creating shopping carts, and more; and, managing your goods and services, including sourcing goods, handling returns, adding shipping fees, and maintaining inventory. You'll also explore: taking advantage of successful online business models, including storefronts such as Amazon.com, Yahoo!, CafePress, PayPal, or Microsoft that already have all the tools and systems, plus great traffic; running a business on eBay; marketing your business and the secrets to search engine success; and, keeping good business records and staying on the right side of the law, including everything from trademarks, copyrights, and licensing to taxes, with info on accounting tools and software. Written by e-biz whiz Greg Holden, *Starting an Online Business For Dummies*, Fourth Edition has all kinds of case studies of successful cyber businesses, including a woman who sells her own insect repellent, a mapmaker, a

housewife who sells sweetener and coffee on eBay, a sculptor and painter, and more. Packed with inspiration and information, it includes: lots of Web sites that will give you good ideas; a companion Web site that includes an online directory of Internet business resources; and, a list of legal and business requirements. Get going, and build a booming business right at home. The only people you'll have to take orders from are customers, and those are the kind of orders you'll like!

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