



“Three Key Reasons Why The Right Time To Start An Online Business Is Now”

“The Internet offers, beyond any doubt, the best opportunity to achieve financial independence, especially during these times of economic crises.”

“You are very brave to start a new business now,” a neighbour recently remarked when I told her why I spend so much time at my computer. What is brave about taking advantage of the best business opportunity ever? It’s more likely brave, or perhaps foolish **not** to do it.

For anyone who wants to escape _____ (*fill in whatever fits your situation: “the rat race, your boss, your JOB, the threat of unemployment, having too much month at the end of your money, no way out, not having enough money for your kids’ education / a family holiday / a new car / the mortgage / ...”*) looking at the Internet for a way out should be a no-brainer. I’ll give you the **three key reasons** why I say this.

Reason no. 1:

The Internet Is Everywhere And It Is A Gigantic Marketplace That Is Open 24/7.

Today, everyone with access to the Internet has access to a potential market of about **1.6 billion customers**. This customer base is growing rapidly and even better, this customer base is happy to buy online.

How many customers do you need to earn some extra money, or even a lot of money? Not 1.6 billion, that’s for sure. But even closer to home, the market is still gigantic.

Here in the UK, about 70% of the population already have access to the Internet. In the next four years this will grow to 100%! It is government policy to provide EVERY household in the UK with at least a 2MB online connection by 2012.

When and where in history has it ever been possible to gain access to such a huge potential market from your kitchen table?

There is more to this marketplace than mere size and accessibility: it is a **very active** marketplace.

75% of Internet users log on at least once a day. They research and compare: The Internet is the **first port of call** when people look for information for most decisions in their lives.

People turn increasingly to the Internet when they want to buy something. They first check out what's on offer, compare prices, quality, bargains, and then they buy, **especially** in times like these. And for the vast majority of online shoppers, Internet shopping is a happy experience.

The Internet has actually become one of the **most important factors of influence** when we make decisions. It has become an indispensable, vital part of our lives. Beyond that, the Internet is increasingly regarded as a safe platform for purchases and financial transactions. And where buyers feel safe, sellers face an open door.

And best of all, the overall **trend** is pointing significantly **upwards**.

Let's now turn from the marketplace and its participants to a couple of characteristic that are inherent in the Internet.

Reason no. 2:

The Internet Offers An Unbeatable Combination: Speed And Flexibility

Reason no. 1 is already impressive: the Internet is a worldwide marketplace with 24/7 opening hours, eager customers and unprecedented ease of access for those who want to take advantage of it.

The combination of speed and flexibility offered by the Internet are unprecedented in the business world. Taken together, the first two reasons turn the Internet into pretty much an unbeatable business proposition.

Speed refers to a number of factors: **setting up** an Internet business can be very fast. As an affiliate, you can be up and running in a matter of **days**. Once your basic business structure is in place, adding new branches to your business can be even faster.

Fast set-up leads to fast turnover, which leads to **fast income generation**. With the right guidance, your Internet business will generate profit within a few months if not weeks.

Speed also applies to many aspects of running your Internet business. When you need information, waiting time is virtually zero as you'll be able to find the answer to all your questions on the Internet. **Resources are instantly available**.

Speed and **flexibility** go hand in hand. The faster you can react and implement changes, the more flexible your business and the greater your opportunities. This is an invaluable asset especially in times of economic crisis.

Highly flexible businesses don't suffer or at least not as much. Why? Because the Internet makes it possible to **test and tweak** each individual component of your marketing strategy in a matter of days. You can literally **implement the required changes instantly**. In fact, you can even test several business ideas at the same time and then focus on the ones that work.

Speed and flexibility of the Internet also allow you to **react instantly to changes in the marketplace**. You are able to adapt quickly to changes in your own market, or if it becomes less profitable, you open up another one. Imagine this scenario for a bricks and mortar business and you'll see immediately where its limitations are and why the Internet is **THE** place to start a business.

However, the most important characteristic of the Internet is

Reason no. 3:

The Great Equalising Power Of The Internet

Fortunes have been made on the Internet, but just not by the big hitters like Google, ebay or Amazon. There is a vast area of the Internet that generates great wealth yet is virtually unknown to most people. These fortunes, great and small, have been made by the new Internet millionaires who mostly started on their road to financial independence without any special skills. They are certainly not the nerdy types who only think in programming code.

What made it possible for this "underground wealth" to be made is the incredibly low barrier to entering this marketplace. It does away with the usual stumbling blocks.

To set up your Internet business you require

- o **NO** capital

and you incur

- o **NO** risk.

In fact, you don't even need your own computer to start your own Internet business. All you need is Internet access and the determination to succeed. All kinds of professional tools to build your business are available **free** or at **extremely low cost**. \$50 a month will be sufficient for your start. And because start-up costs are so extremely low, **risk** literally **disappears**.

This, then, are the "Three Key Reasons Why The Right Time To Start An Online Business Is Now":

For the first time in history, **the world is literally your oyster**:

1. The Internet Is **Everywhere**: It provides
 - ☑ **EASY 24/7 access to a worldwide market** with a
 - ☑ **RAPIDLY GROWING customer base** happy to buy online.

This marketplace **won't sink you** if or when conditions change because:

2. The Internet offers the **Unprecedented** and **Unbeatable** combination of
 - ☑ **Speed** and
 - ☑ **Flexibility** to adapt to changing markets.

Finally, and **most importantly**, there are **no barriers to entering** this amazing marketplace because:

3. The playing field is levelled by the **Great Equalising Power** of the Internet:
 - ☑ **NO capital** is required, which in turn poses
 - ☑ **NO risk** for the budding Internet entrepreneur.

I've painted this picture with a very broad brush. Of course, there is a lot more to it. I invite you to find out more about why the Internet is **THE** business opportunity **NOW**, especially in times of economic crisis. Simply **click here** to download your **free 5-part report** with **many more details** and **full of tips** where to find all you need **to get started for free or at extremely low cost**.