

Start Your Own Small Business



Start a Business for less than the price of a restaurant meal for two people

This short report is a guide to show you how to start up your own business easily and without risk

Brought to you by

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I have been using a lot of different marketing methods to bring in my inquiries and I found that I have been getting e mails that simply say... “Send me more information” and I end up writing out a 30 minute email to them, and still confusing the hell out of potential customers.

I do not want you to lose out on this brilliant opportunity simply because I did not explain exactly what I offer you properly. If you are serious about wanting to buy/start/own your own business or are simply looking for a way to make more money then I really encourage you to please read through all of this report.

I have also made a video that could perhaps make it all clearer and easier to understand, so I suggest that you go and have a look at the video too.

You will find the link to the video on my main website as a banner advert down the right hand side of the website.

Introduction

Hi, my name is Rob Anderson and I have been self employed for over 30 years, and in that time have only had one full salaried job – and that one only lasted for one year. I am not a multi millionaire and do not make any false claims of untold riches. *BUT I do know how to run a small home business.*

More importantly for the last 2 years I have been studying website design and website businesses online. I have spent hundreds of thousands of Rands learning and applying all the different ways that could be tried as an online business. Point is that after a lot of trial and error I now know exactly how to easily set up and make money from an internet based business.

In South Africa (which is where I live) the internet community is still a very tiny and untrained online community. Those people that are setting up correctly done websites now will find themselves very comfortable in the future – when the masses discover that the internet is not just a place for Facebook or Twitter.

I have been “qualified” and fully capable to run extremely profitable websites for over a year now, and thought that I should share a fact with you that I discovered the hard way last year.

I was promoting my services to small business owners as an SEO expert.

This is what I have discovered!

Over 95% of the small businesses that I contacted had extremely poorly run websites. The websites might have looked great, and for that reason these business owners all thought that their websites were healthy. They most definitely were not, and almost all of them were pathetic. But when I offered my services they all said “they had great IT people running their websites”. Well this was the biggest pile of steaming stuff I had ever heard as I had proof that their websites were not performing well! Now the sad part is that they are paying a lot of money to those so-called SEO experts that are not doing their jobs at all – and they do not know that they are being cheated.

Now this is not about sour grapes, as I am aware that as a marketer your success rate when tele canvassing is as low as one in twenty calls, but it made me realise that if I had the manpower I could literally take over the internet in South Africa.

Every day I find fantastic opportunities that are completely unnoticed as a great website opportunity. I had been helping friends and family to get websites started and realised that I was telling each person the same details over and over again.

Finally I decided to put this simple website business system down onto paper and add a lot of training videos – and would then be able to offer it to anyone who is serious about starting up a small business – without spending hundreds and thousands of Rands (\$) of capital.

How a Small Business works

Yes – I know, a little cheeky, but if you think about it – it is extremely simple.

- **Find out what people need**
- **Get a product that will satisfy that need**
- **Put that product within sight of the people that need that product (called marketing 😊)**
- **Give the product to them**
- **Count your money**

Down below under “what I teach” I will go into a bit more detail about the above list

Seriously, whether you have a service or a physical product or a digital product and there are people that are searching for that product you will have the shell of a successful small business.

Now obviously I am not an expert on every different type of business out there, BUT I can do a few things that would give almost any business a massive advantage over their opposition, and now I am offering this knowledge to you.

Buying an existing business

Before I go into more detail on the methods that I am using and will be teaching you to guarantee that you will get a constant flood of inquiries to your business, I need to clear up a small detail here.

If you have been looking at buying an existing small business, the traditional way, that is fine and a lot of businesses are bought this way. By knowing the track record of a small business (by being able to see the history and the books) you should almost have a guarantee of success.

Naturally there are a few potential problems with taking over an existing established business as sometimes the business has built itself up on the personality of the original owner, and any change of ownership could be the trigger of a slow decline and eventual death of that business. However it could be argued for the other side of that point – that new and fresh ownership is all that is needed to catapult the business into doubling or even tripling the turnover.

Recently I looked for the sort of business that I would purchase if I was going to go this route.

I immediately spotted a crafty type soap shop for sale in a mall/shopping centre and it was R130 000 which is cheap enough (remember that you can hardly buy a car for that these days) BUT the Nett profit was shown as only R20 000 a month.

Now this is enough money to make me happy enough, BUT I will become trapped inside the store forever and almost never see the sun again. If I employed a manager then my profits would be halved or become less than that. Yes, I could get a compromise and employ a young (read cheap) assistant, and that would allow me the freedom to come and go a bit more.

However my real objection is this...

I know that I can produce a website that can earn that sort of income easily, and all that can be done from home. Best part of all is that I will never have the constant threat of overheads all the time. One bad month in a high overhead business can set you back financially for a very long time.

Best part is that I can produce a website that does not even need to carry stock or supply any sort of service at all and still make that sort of money.

In some cases your choice of business is something that you are extremely passionate about, and sometimes that business can only be done the traditional way.

For example if you really want to own a coffee shop, it is the sort of business that does not really get customers from a website, and passing trade or word of mouth is your strongest form of marketing. In a case like this you have to do it the old fashioned way. In fact owning a website that is for a coffee shop is more likely just going to be a high quality business card that is online. I would just like to add that I do still approve of those sort of “business card” type of websites as I am often looking up things like “Kensington Chinese takeout” and if someone did have a website I am far more likely to go to them.

Then I do need to add here at the end of this section that no matter what sort of business you own – you are still going to need a website.

So even if you choose to go the route of buying up an existing business I highly suggest that you still apply my website building methods so that you will be certain that the website that you will then own gets that maximum amount of exposure out of the online community.

If you have a never searched for business

If you find yourself with a business that has a product that is never searched for online – then I suggest that you simply create another website that becomes community based and use that website to generate interest about your other business. What I am talking about here is using a blog or local social marketing or a free advertising site or a community site or a forum etc to keep a lot of local people visiting your website for other reasons – and that gives you the chance to promote your primary business to them. ***I will make a video on this subject and add it to my small business opportunities website.***

Owning an existing business

If you already own a business and have found my product while looking for ways to get better business returns out of your website, or to learn how to start up a new website, then you have still come to the right place.

The reason is that my methods are very simple, and easy to follow – they do not have any trickery built into them and stick to the guidelines laid down by the biggest search engine – Google and all this means simply that if you applied my methods your website really will get to the front of the queue as far as customers go.

Bottom line is ROI, and if you are already running a business then you are fully aware that marketing costs are often very high, and worse, you do not have a clue as to the exact percentages that are being reached by your efforts.

A correctly run website will give you very accurate information on a whole lot of different factors and this will allow you to adjust and tweak your website as you discover what is working and what is not.

You will see below that I talk about the fact that with the internet you are able to find out EXACTLY what people are actually looking for. This knowledge is so valuable in all forms of marketing and you can take the keyword research numbers and use it to target your print and magazine advertising in a better way, so you are not just restricted to using what the internet based research tells you to your websites but can apply the facts to all forms of your marketing.

Starting your own business

This is my first choice. Based upon 30 years of self employment I have never before had the power that the internet offers you as far as starting up such an extremely targeted business go. The most amazing part is that you can plan this right from the very beginning.

Imagine this – in the “old days” if you owned a business – lets use a retail shop as an example – and you owned a shoe shop. Now as you are fully aware you will need to carry all the different types of shoes, sandals, boots and evening wear etc as the complete stock holding. Now if you dared to discontinue one of those lines your customers will have all sorts of rude things to say about your business. Now you all along know that the boots are by far the most profitable and the most popular – but have to carry all those other shoes just because you need to keep your store looking normal.

Now with the system that I teach you here you will be able to find out exactly which types of boots are the most popular BEFORE you even buy your first shoe. Not only that you do not

need to even open a store – you could now simply ship those most popular (most profitable) boots from your website without needing all the capital investment or nasty overheads.

How brilliant is that?

What I teach – This is what I offer you

I have added a few examples at the very end of this report that will give you a better idea as to how possible a few business ideas are.

I show you how to target your buyers, I show you how to build your website, I show you how to set up that website to get good “grades” from Google, I show you how to market and build up your website.

I give you a website/minisite that you get taught how to modify it so that it can be used as your main sales or landing page.

I teach you how to set up a second level website or blog that will collect visitors and drive even more visitors to your website.

But for now -

Let me get that list from above and drag it into here again!!!

- **Find out what people need**
- **Get a product that will satisfy that need**
- **Put that product within sight of the people that need that product (called marketing 😊)**
- **Give the product to them**
- **Count your money**

Number ONE

Find out what people need

I show you step by step how to do very carefully done keyword research that will show you exactly what people are looking for. This will help you choose a business model that will almost certainly be a success from the very beginning. By knowing exactly what people are looking for you will be able to dig down to smaller niches and find it easier to set up a website that will get onto the first page of the search engines and give you customers – BECAUSE you knew that those customers already existed.

I stress the importance of doing this step very carefully as once you have made a decision you will be committed to that business choice for a few months.

I teach you quite a few different ways to double check what is in demand, from doing research in your yellow pages, doing research in your local newsagent, doing detailed keyword research online.

It is the online research that can give you the most detailed answers, and almost set your business up as a successful and profitable business from the very first weeks.

Number TWO

Get a product that will satisfy that need.

Ok, so this can get a little vague – as you might have chosen a niche or business model that does not have easily supplied digital products that you can easily supply directly from your website.

My favourite method is to show you how to sell digital solutions to the searched for problem – as this is the easiest way to supply your customers.

I teach you how to find a huge variety of different digital products that you can add to your website and earn commissions from sales that happen directly from your website.

Now naturally there are thousands of different services and ideas and products that you can supply you clients. Remember that if they are being searched for you need only get your website in front of those customers to get the chance to offer them your services.

A great example is printing fliers.

I was looking to print some pamphlets last year, did the search online – chose a few to call from the first page results on Google – and ordered from there. But they still needed to have all the printing machines etc to run their business.

A landscaping business, a book keeping business and a thousand other types all will still need you to do the consulting or manufacturing after you have received the order.

BUT YOU WOULD HAVE RECEIVED THE ORDER FROM A HIGHLY TARGETED WEBSITE.

Either way the entire point is that if you are aware of the numbers of people that are looking for a specific product and follow my training on how to attract those searchers to your website – you will have a successful business.

Number Three - Put that product within sight of the people that need that product (called marketing 😊)

I cover a lot of different methods of marketing in the product that I offer you, and then show you the steps that you need to apply to your website that Google will “judge” your

website with, and if you have applied those things your website will almost magically rise to the top of the search engine results pages.

There are quite a few things that are vitally important to the success of your website, but the good news is that they are just small individual things that you can follow from my instruction one by one and will find that they are all easy to apply.

It is a bit like being shown how to complete an application form properly.

Number Four – Give the product to them

Depending on your product or service I show you tricks and tips on how to make sure that you get the maximum amount of attention from your visitors.

This very report that you are reading is one of the best examples.

The general averages that a website gets from a visitor to buyer percentage can be as low as .375%.

So that means that if you get 10 000 visitors your success rate can be as low as 37.5 sales.

Now if your product earns you R800 (\$110) per sale you will earn R 30 000 from those visitors.

So one of the best ways to get someone's attention for longer than the 60 seconds that they would have spent on your landing page of your website is to immediately offer them a free downloadable report (like this one) and that way they are more likely to read more of what you need to tell them. Another great way to increase the retention rate is to make use of video. The international rate of people that prefer to watch a video is much higher than ones that prefer to read a report. However if you are a south African then you might get a slightly different percentage – because of the slower bandwidth speeds the South African customer still sees videos as "expensive" But with prices coming down all the time and bandwidth speeds going faster all the time it will not be long before the numbers are the same as the international figures.

Further down this page I will list all the items that I offer you in the small business in a crate product

Work from home

Now if you are planning to work entirely from home this business model is probably the best suited to your needs. Especially if you are planning to do affiliate marketing (that is where you promote someone else's product for a commission)

However there are a lot of perfectly great small businesses that you can happily run from your home and all of those are very easily marketed BY USING A WELL BUILT WEBSITE.

This covers a huge array of business ideas, like consulting, services, manufacturing, crafts and a whole lot more.

Work from a small factory / store

If your business needs a bigger factory or a store the website that I show you becomes even more important. The logic is very simple, as you are not going to have a lot of time to spend setting up your marketing systems as your core business is still most likely to need the most of your time.

Therefore it is absolutely vital that you know that you have set up your website easily so that you will be getting the maximum amount of visitors for the least amount of time spent or money spent.

At this point I would like to add that I am also offering a setup fee for you that will take out all the initial time taking research items and that way you could pay me for those tasks and leave your efforts to be the necessary bits that must come from the follow up work. But obviously you can do all the work yourself and save that financial cost.

Work informally / Flea Markets/ Craft Markets

My small business history is very strong in this side of business as I spent a lot of time marketing my products via craft markets and flea markets. This model still works very well with the website system that I have set up for you, and only becomes difficult if you choose to have a craft or product that is not in great demand both online and at the craft markets.

An example here is quilting, and as popular as it seems to be it is a problem of costs of production/high prices vs. the competition that the quilting markets faces from cheaper options. This creates a low sales volume and only has low search numbers to begin with.

The top searched for keyword term relating to quilting gets only 260 monthly exact searches in South Africa every month. Now this means that even if you are on page one – the most number of visitors you are likely to get per month is 500 to 1000 and then you would be very lucky. Now obviously it will be hard to convert high sales from such a small number of possible clients. However if you look at it from another viewpoint those 600 visitors are

probably 500 more than you would be getting as possible buyers from your normal craft market. So even with such a low keyword search return you still need to have a quality website.

To compare the numbers let see what another craft term gets as far as keyword searches...

T shirt printing - 1300 exact searches and a potential of about 5000 visitors (this is in South Africa)

Handmade jewellery – 1600 in SA with a potential of over 5000 in total

Work as a wholesaler / with Agents

If you had this business model as your main business then I suggest that you do very careful keyword research as the type of visitor that you will receive will make a very big difference to your success.

The best part is that the internet allows you that exact sort of precision targeting.

So to Recap

This is what I offer you in the Business in a crate product.

BUSINESS IN A CRATE

1. **Minisite template.** This saves you from needing to try to create a sales page or landing page for your prospective customers, and I show you how to set up and modify that minisite so that it has very high impact value and great visitor conversion.
2. **Keyword training.** This is all vital to being sure that your web based business is correctly targeted to laser-direct the exact type of customer that you are looking for. The keyword research helps you set up your website correctly from the beginning and then gives you more long tailed keywords to target through your posts and pages. Then at a later stage you would still be using those same keywords as a marketing tool to use for video/article/PowerPoint etc marketing. The entire marketing system online relies upon keywords and the more you know about how to exploit this tool the better you will do with your business.
3. **Wordpress setup training.** I supply a lot of videos relating to the correct setting up of your word press websites as Google and other search engines love the Wordpress platform and are far more likely to send you visitors than to a website that uses older style HTML loaded with fancy flash and other details that Google is not that

fond of. The details that I supply are nothing new – but they are vitally important to how well your website performs online.

4. **Ongoing marketing training.** This product is still a beta item and for that matter I have set the price low and admit that it is still not fully complete. However you will be sent all the additional training material that I produce and new tips and tricks that I demonstrate will be sent to you as I complete the entire course. I also encourage you to communicate with me with any problems that you encounter – and then I will produce a revised video or PDF or if necessary produce a completely new training product that will help you solve that specific item.
5. **Live website as an example.** I have already started a website that I will run as a training example for you to watch my own development. In fact as it stands at this very moment I have already been neglecting that website in favour of promoting all my existing websites – and even though I willingly tell you that - I promise you that the website will be very successful and a great example. I have set myself an income target from that example website at R10 000 (\$1450) a month within 6 months.

Conclusion

I am not going to be showing you a long list of pictures here as it would be better for you to simply go and see all the example sales pages that I have set up for you to look at.

I will put this list of links here for you to follow to see all the current options that I offer you.

Main sales page

<http://small-business-opportunities.co.za/businessinacrate/>

Main website that is driving the product

<http://small-business-opportunities.co.za/>

The page where you can get this free report (BUT you already have it☺)

<http://small-business-opportunities.co.za/small-business-free-report/>

A second website of mine that I use to get extra visitors and more linking options

<http://workfromhomemembership.com/blog/>

The health minisite example

<http://small-business-opportunities.co.za/weightloss/>

The gift business example

<http://small-business-opportunities.co.za/pgi/>

The video that I have done to complement this report

<http://detailedsmallbusinesssexplanation.s3.amazonaws.com/detailedsmallbusinesssexplanation.html>

The website that I am using as a demo – training site – The Blog side of it

<http://obesityinsouthafrica.co.za/blog/>

The “landing page” of the same website

<http://obesityinsouthafrica.co.za/>

Well that is it.

If I have only succeeded in confusing you more here, then you are going to need to phone me or e mail me.

Try these

082 572 5446

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Take care

And good luck with your business

Rob

