



## 7 Ways To Make Money From Your Website

Week ending October 14, 2011

The myths exist that you can build a website and then sit back and make money while sitting on the beach.

In part this is true: if your "beach" has good wireless access, or if you bring a pad to the beach and jot down notes and thoughts while enjoying the sunset (or sunrise).

The reality is that a website still requires work.

Sure you can (and should) outsource much of it but if you are going to have an edge you need to bring your strengths to your business.

What are your strengths?

1. Strategic insights or vision?
2. Operationally strong in real world business?
3. Operational strong in online business?
4. Being operationally strong in one does not make you're so in the other.
5. Writing?
6. Marketing?
7. Networking?
8. Designing?

All of the above elements are important.

Which you consider more, or less, important, can often depend on you and the choices you make.

If you are following an internet marketing guru like Perry Marshall or Ali Brown, then 1. loses some of the significance in the sense that you will be following a program, style or technique that they lay out.

That can be very good.

Where it can be too tricky is when you are trying to decipher between Perry and Ali and Glenn and Terry and Howie and....

Too many chefs in the kitchen spoil the broth.

That is why in French cuisine (and the French are the best at French cuisine, it is true a French chef told me so) each sous chef as a designated specialty. This might seem boring to us amateur cooks, but it is a proven method of obtaining a high standard of results. It is also true that they have a limited number of dishes, but then they strive to do their dishes EXTREMELY well. They then do some mix and matching (between the meat and the sauce and the vegetables) to keep things consistent AND fresh.

But what if you want a burger with two sesame buns, tomato lettuce and a secret sauce? Well then you go to McDo!!! People make fun of the Big M (myself included).

McDonald's took the French concept of specialization and brought it to another level.

They not only spread it across the USA but they took it around the world. And while McDonald's did adapt for local tastes and customs, a Big Mac is still a Big Mac from Chicago to Cairo and from Boston to Buenos Aires (although when I first saw bocconcini cheese in their salad bar off the Spanish steps in Rome in the mid 1980's it scared me for life),

So do what you do.

Do it well.

Become an expert at it.

Leverage as much of the rest as you can with as good of a team as you can find (and afford) around you.

Press forward.

Learn.

Review.

Do it again, getting better and better.

View errors and mistakes as tests and learning opportunities.

Become the expert

Oh and how will you make money from your site?

That question may not be as obvious as it first seems. Here is a partial list that we will elaborate on in a subsequent update:

1. Sales
2. Marketing: Yes you and yours: brand value
3. Up sales
4. Advertising
5. Promotions
6. Database in joint ventures or affiliate sales - cross selling
7. Sell it....or parts of it

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