

## Selling Services Online &#8211; The practical Approach!

So You Got a Service... Now What?

Selling services is a little different than selling products. They most likely will be based on your talents, experience, education or a current career. You can use the internet to enhance or compliment a business that you run off line. You can create services that are completely online.

You will most likely need a website to show case your services... If you still don't have a website or you want to learn more about building and developing one for your business, please see the sub-lesson: Designing a Website to Promote Your Products ...this will pop up into a new window. Just close it out and find yourself back here where you left off.

Much of my business came from online marketing. I Still have an creative design studio website and I used various online lead systems, but I also promoted my business offline using other advertising, by referral or word of mouth.

So depending on your industry and business, you can successfully find opportunities to market your services online and generate leads for your business. Using many of the tools in lesson two to achieve that is easy. What works for your business will be different from another.

But it's exciting now! There are so many ways you can market online now it's ridiculous. You can actually do something called Geo Targeting. This where you could literally down to your local city using Search Engines as the vehicle. If you have some time and haven't heard of it, check out Pay Per Click Advertising. A good place to start is Google Adwords.

With Google Adwords you can design an advertising campaign targeted at a Geographical area. With an online service this may be important depending on what you are doing. You may not need clients from across the globe.

Once you do develop an online presence something interesting can happen. You can promote your website with your local advertising outlets: newspapers, billboards, business cards, flyers, and brochures as examples. Yes! It seems a little backwards. You come online to get business, but you end up going offline to lead people online to get it. Strange... but it works!

The sky is the limit. I would like to give you one very good piece of advice. In the beginning, don't put all your eggs in one online basket. Unless you have a lot of time and money to throw at the online world, take baby steps. Transition into the online world. Start with a simple campaign and grow with it.

I see so many people just jump into the game and sell the farm end up going away frustrated and defeated. Depending on what you are doing, this might take you some time.

This is just like any other business... it does not always happen overnight! It takes a lot of hard work, a lot of hours, and a lot of sleepless nights. I know from experience. BUT, it's worth it. You'll have your own business, you'll set your own hours, and you will have the long term potential to make more money than you EVER would working for someone else.

It could start out as a trickle of income here, and a trickle of income there, but before you know it, all those trickles will turn into a raging river!

Many companies give up their physical business offline because they do way better online. The reality is it can happen and it does happen. You'll need to commit the time and resources. You'll need to learn the ropes and you may even fall down a few times. But pick yourself up... even Colonel Sanders, of KFC fame, had to visit over 1000 companies before someone gave him a chance with his Chicken Recipe!

To your success,  
Chan G.  
Founder & CEO,  
Amazing-eBiz-Club.com

### About the Author

Chan G is a successful netpreneur, creative writer and emarketer. He is the man behind the two hugely successful online ventures which helps and provides the necessary tools and resources to thousands of newbie and pro internet marketers from around the world to start, establish and grow their online businesses.

Check out his websites :-

[Visit Amazing eBiz Club!](#)

[Visit PLR Buddy!](#)

Source: <http://www.thewritemarket.com>