

Translating your way to online success!

Let's face it, the internet based business train has already left the station and no matter how fast you run, catching up with the big guys might become an extremely difficult task.

You dream of launching a new product or website and reaching the top just like that? Hey, wake up! You will be fighting your way up against ruthless competition and well established internet gurus who already know the ebusiness game by hard. Given up already? No way! Let us show you how we managed to become e-tycoons.

Regardless of the service or product being offered, the key to success is being the first (or at least be one of the first ten) to own the market. Primitive Internet times when everything was to be discovered are long way gone now. Maybe you think each and every subject and product has been explored and launched already. Well, let me tell you how WRONG you are!

Have you ever thought on translating ideas, products, and even entire websites to another language? That is the path we followed and were finally able to reach a respectable amount of daily visitors and build a strong online community with our own translated web sites. We chose spanish for our project, and focused on getting a Top100 Rank site and a Free Ads site up online and running as soon as possible, so as to be the first to get a front row seat on the Spanish speaking market.

And guess what? No, we weren't the first ones, but we did arrive -say- 4th. or 5th. place back on 2000 and that was more than good enough. If we choose to launch these sites in english nowadays we might have to face hundreds of similar sites with far more experience and visitors.

Russian, Japanese, Spanish, Korean, Portuguese, Dutch, Chinese, French, German, and many more markets are waiting for you to plant the flag! The possibilities are nearly endless, so we suggest you pay a visit to any programming resources site, get a couple of scripts and start your translation. If you manage to translate these online programs, you surely have half the work done. What comes next? The usual webmaster/marketing work: promoting, adding content, and such...

Some piece of advice prior to starting a new translating project: make a deep market research for competition before even lifting a finger. For instance, if you plan to launch a Link Exchange site in spanish, you'll have to search for "Intercambio de Enlaces" on Google and find out if the chosen subject is too crowded already. Do you get the picture?

Take Mercadolibre.com for example, a huge auctions site targeted for the South American audience that humbly took Ebay as it's role model. It is now considered the biggest spanish based site in the world and managed to partner with Ebay itself. Isn't that inspiring?. Remember we are not focusing on the necessary steps to successfully launch a new web site or product. There are thousands of other how to reports about that issue and this not precisely one of them. We are just trying to open your eyes and make you see beyond the end of your nose: There's a huge world out there and not everyone understands Shakespeare's language. So if you can read and write in languages other than English, you may be missing a golden opportunity. Good luck, Bonne Chance, Buena Suerte, and Buona fortuna on your new translating campaign!

About the Author

Camilo Torres is a respected freelance Web Marketer since 1999. He lives and works from Argentina. EbooksPowerSeller.com LatinRank.com ACGr.com

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