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# How To Start An Online Business Without A Website

If you are new to Internet Marketing and finding it difficult to get started, you're not alone. You probably search the Internet for so long that you found yourself back at the same starting point, but with a lot of hype and information overload. Odds are you're asking the same question, "How Do I Get Started?" Fortunately there is an easy way, and best of all you don't need a web site.

Many people think in order to start a business or sell a product they need a web site. The typical process would be:

- Find a product that can be sold or promoted. This can be anything from an affiliate program to buying resell rights or private label rights for ebooks or software.
- Build a website that requires finding a web hosting provider, design the site, and creating content.
- Promote the website and product by advertising, link exchanges and any other method that will drive traffic to your site.

If you take one part from each of the three processes above you will have: a product from joining an affiliate program, creating content for distribution, and promoting it.

The process now looks like this:

- Join a good affiliate program. This can be any kind of service or digital goods such as ebooks or software. After signing up for an affiliate program you will receive a link that will include your affiliate ID.
- Create informative quality content about the product.
- Promote the product.

The last step is the key on how to promote the product without a website. Instead of creating the content for a website, create it in the form of articles, blogs, ezines, or even an eBook. Here's how:

**Articles** - Write an article by creating content which is relevant to the product. The most important part of the article is the resource box at the bottom (see below), or sometimes shown as 'About the Author'. This should include a short description of how to find more information for the product and include the link that points to the site selling the product or service. Once you submit the article, it will be picked up by web site owners looking for fresh content. Finding article sites are not hard since there are hundreds to choose from on the Internet.

**Blogs** - One of the hottest and effective methods for selling. Best of all a website is not needed and it's free. Just create content similar to writing articles and naturally weave your links in the blog. Update the blog once a week and keep using your important keywords. Your blog will be distributed through feeds and will also be crawled by the search engines. If you do your homework, you may end up on the first page of Google by using good keywords!

**Advertise** - Many people may opt not to advertise because of the costs, but if you plan your advertising campaigns carefully, they will pay for themselves quickly. If your budget is tight, look for free classified ads.

**Forums** - Visit the online discussion forums where people in your target market like to gather. Post useful responses to people's questions, and include any links that you want to promote at the end of your post next to your name. You may be surprised at the results.

**E-Mail Signatures** - Create an e-mail signature with your name, link, and a short tagline describing the main benefit of your product. Set your e-mail program to automatically add your signature to every e-mail that you send.

These are just some methods you can use to market products without a website. Start out with the examples above and learn how to create quality content and effectively distribute them around the Internet. Based on this

knowledge, you can begin to build a solid foundation for your business which will help you make money instead of ending up at the beginning from where you started!

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